

7 Steps to Quickly & Easily Maximize Video Traffic

If you're not effectively using video in your online business then you're essentially missing out on the most powerful form of online traffic available today.

In this guide I will be showing you how to quickly and easily maximize video traffic using 7 simple steps.

And just in case you're wondering why video is so important then consider these facts.

Fact: 75% Of Users Visit the Marketer's Website after Viewing a Video (outbrain.com)

Fact: 85% of visitors are more likely to buy after watching a video. (internetretailer.com)

Fact: The chances of getting a page #1 Google Ranking Increases 53 times more when using video (forrester.com)

So using video for your online business is vital and by the end of this guide you will know exactly how to maximize on video traffic like a true marketing expert.

Ok, let's begin



www.AbbasRavji.com

7 Steps to Quickly & Easily Maximize Video Traffic

The 7 Steps

Step 1- Creating Videos

First you will need to create the videos. This can be done by using your favourite video creation software or by outsourcing them.

Once you have your videos it's time to move onto step 2.

Step 2 – Finding the Right Keywords

Now that we have our videos, it's time to find keywords to target.

When searching for keywords then we will be looking for keywords that will allow us to rank in both Google and YouTube.

The reason we do this is because Google doesn't show videos for every keyword.

One common mistake that is generally made is to try and rank videos in Google for keywords that Google just doesn't show videos for. It's certainly not impossible to do this, but it will require much more effort.

And by ranking our videos in both Google & YouTube then we are able to benefit from additional free organic traffic thus maximizing video traffic.

Let me give you an example

Example:

From the list of keywords below, Google is only showing a video on the first page for 2 of them. (This search was performed in google.co.uk from my location and could vary based on where you are)

- X** Video Marketing
- ✓** Video Marketing Software (Google is showing a video for this)
- ✓** Video Marketing Company (Google is showing a video for this)
- X** Video Marketing Tips

So based on the keywords above we would target the following 2 keywords

1. Video marketing software
2. Video marketing company

Please note: It's still wise to create videos for other keywords too. After all Youtube is the 2nd largest search engine in the world and creating videos for YouTube alone is still well worth it ;-)

Now that we know the type of keywords we will be targeting. Let me show you some simple methods that will quickly & easily allow you to find keywords.

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Step 2 – Finding the Right Keywords Continued....

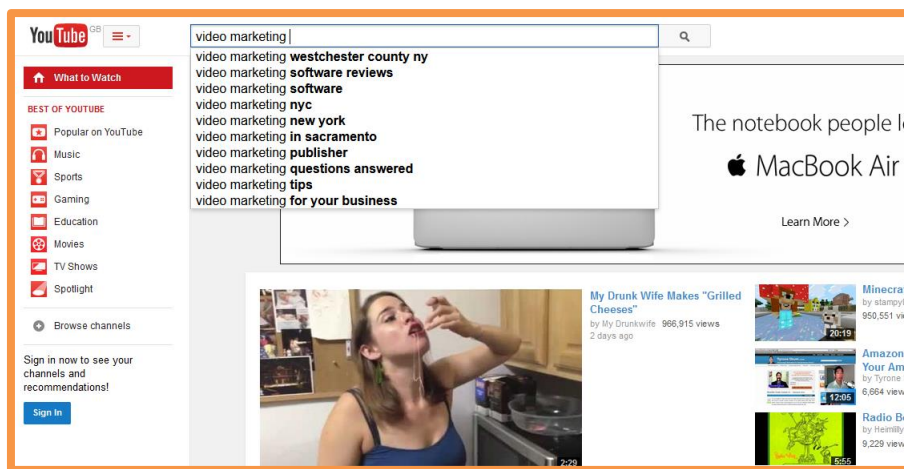
How To Find Keywords

Method 1 – Using the YouTube Search Features for suggestions

When performing a search inside of YouTube then it will show popular suggestions for the keyword you enter. Doing this is both a simple and effective way to find good keywords to target.

To find keywords using the YouTube search feature then perform a search in YouTube for your main keyword and note down the suggestions.

Just head over to www.youtube.com and perform a search like the image below.

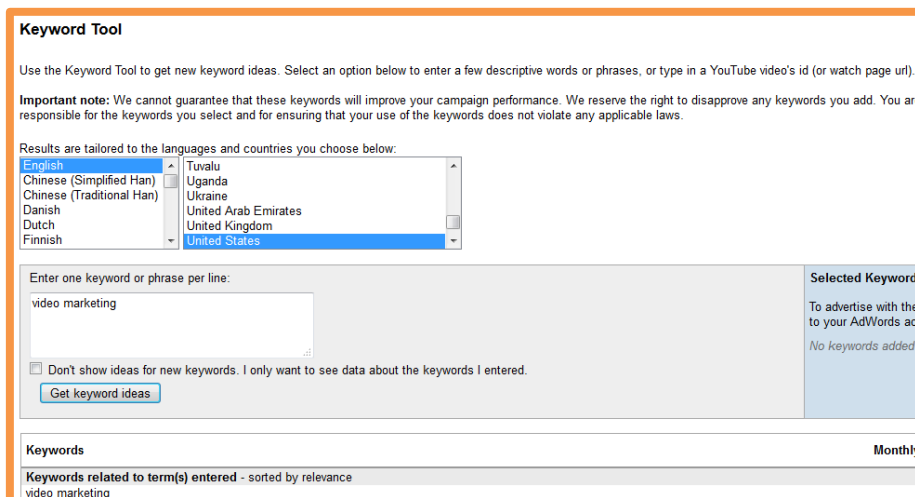


Method 2 – Using the YouTube Keyword Tool

YouTube has a keyword tool of their own that's free to use.

You can access the YouTube keyword tool at https://www.youtube.com/keyword_tool

When wanting to find keywords using the YouTube keyword tool then just enter your main keyword like in the image below and click the get keyword ideas button.



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Step 2 – Finding the Right Keywords Continued....

Checking to see if Keywords show In Google

Once you have a good list of keywords, it's time to see if Google is showing videos for them.

To do this just head over to the Google search engine and enter your keywords 1 at a time and make a note of any keywords that Google is showing videos for on page 1.

Once complete you will have a list of keywords obtained from YouTube that Google is showing videos for.

These are the keywords we will be using when targeting our videos.

If you're anything like myself and like automation then Step 2 can be automated inside of www.SociVidz.com

We now have videos to promote and a good list of keywords to target.

It's time to move onto step 3.

5 Ways to make a **Marketing Video** on a Budget - SEO Chicks
www.seo-chicks.com/.../how-to-make-a-marketing-video-on-a-budget.ht...
18 Feb 2013 - These days it just takes time to make your own DIY marketing video. ... be the star of your own video and the time to learn some software skills, ...

Create internet **marketing videos** with muvee's **video software**
www.muvee.com > Home > Products
This is the best software that I have found to do videos. Microsoft Movie Maker is so hard to work with. This takes all the guesswork out of it and the latest ...

Online Marketing Videos |Web **Video Marketing Software** ...
www.flimp.net/
Contact Flimp Media for online marketing and sales videos, web video services and innovative video platforms, players and software for video hosting, ...

Top Video Marketing Software To Make Videos With Button...
www.youtube.com/watch?v=VSvxDSJynGo
14 Nov 2010 - Uploaded by Website Building, SEO & Marketing
Download: http://scriptech.net/EasyVideoPlayer - Video marketing is one of the most effective method for ...

Searches related to **video marketing software**

video marketing software download	flimp
internet video marketing	video marketing blaster software
web video marketing	youtube video marketing software
easy video player review	youtube video marketing secrets

Go ooooooogoo g l e >
1 2 3 4 5 6 7 8 9 10 Next

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Step 3 – Optimizing Video Data

Now that we know the keywords we will target, it's time to optimize the Video data for optimum YouTube & Google rankings.

By video data I am referring to the video title, description and video tags.

Optimizing your video data is actually very simple.

The best way to optimize your video data is by reverse engineering videos that are already ranking for the keywords you're looking to target.

You do this by performing a search for your keyword and then analyse the top ranking videos.

When analysing the videos then you will be looking at video titles, descriptions and the tags that are used by them.

The image below shows titles used by the top 10 ranking videos for the keyword **“Video Marketing Company”** Please note I have gathered the titles into one place to make it easier.



Video Marketing Service - A Video SEO Company to Promote Your Business
Video Marketing Services - Video Marketing Company
Why You Need The Best Video Marketing Company - Atlanta Video Marketing Experts
Dallas Marketing Video Internet Video Marketing in Dallas Marketing Companies in Dallas
Best Video Marketing SEO Los Angeles (866) 802-3690 Top SEO Company
Miami Video Marketing Agency - Online Video Production Company
Aspect Film & Video Showreel 2013 - Corporate Video Production & Video Marketing Company
Create and Curate video marketing content! - vLink Solutions Intro with Scott Williford
Santa Fe NM Web Video Marketing Company
SEO services are Dead? The Alternative to an SEO Company

Being able to see how already ranking videos for our keywords optimize their video data allows us to be in a position to create highly optimized video data for our own videos.

The image below shows a list of popular tags used by top ranking videos for the keyword **“video marketing company”**



video marketing company
video marketing
video production company
Video Production
promote youtube video
social media strategist
youtube promotion
video marketing service
video marketing strategies
how to advertise your website

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Step 3 – Optimizing Video Data Continued....

Tags are very important because they help YouTube understand what videos are about and help YouTube group similar videos together. YouTube can then suggest your video as a related video when showing other videos in your niche. This means your videos will benefit from competitor video traffic.

How to view Video Tags in YouTube?

To view tags that videos are using then we will need to view the page source. To do this, right click anywhere on the YouTube video page and click view page source.

When the source page opens then look for the text that starts with

```
<meta name="keywords"
```

You will find this located towards the top of the source page, usually within the first 40 lines. You can also click ctrl + F on your keyboard and then type it in to find it.

The keywords between the brackets "" are the tags that the video is using

Once you know what is working for already ranking videos then construct your own highly optimized video tags.

I actually like to use the same tags that my competitors are using 😊 -

If you use www.SociVidz.com then this step is very easy and can be automated

Now that we have everything we need. Let's move onto step 4.

```
1 <!DOCTYPE html><html lang="en" data-cast-api-enabled="true"><head><script>var ytcsi = {gt: function(n) {n = (n || '') + 'data_';retu
2   try {window.ytbuffer = {};ytbuffer.handleClick = function(e) {var element = e.target || e.srcElement;while (element.parentElemen
3   (function() {function a(g,h,b){var k=document.getElementsByTagName("html")[0],e=[k.className];g&41251<=(window.innerWidth||docume
4   var c=["yt","www","masthead","sizing","runBeforeBodyIsReady"],d=this;c[0]in d||d.execScript||d.execScript("var "+c[0]);for(var f;c
5   yt.www.masthead.sizing.runBeforeBodyIsReady(false,true,false);
6   </script>
7
8
9
10   <script src="//s.ytimg.com/yts/jsbin/www-scheduler-vflRVH8LE/www-scheduler.js" type="text/javascript" name="www-scheduler"><
11
12
13   <script>var ytimng = {};ytimg.count = 1;ytimg.preload = function(src) {var img = new Image();var count = ++ytimg.count;ytimg[coun
14
15
16
17   <link rel="stylesheet" href="//s.ytimg.com/yts/cssbin/www-core-vflPQwOVg.css" name="www-core">
18
19   <script>ytimg.preload("http://\x77---sn-8pgbpohxqp5-auol.googlevideo.com/\crossdomain.xml");ytimg.preload("http://\x77---sn-8p
20
21
22 <title>Video Marketing Service - A Video SEO Company to Promote Your Business - YouTube</title><link rel="search" type="application/
23
24   <meta name="description" content="Video SEO Company Promote Your Business? Learn More on http://www.socividz.com" />
25
26   <meta name="keywords" content="promote youtube video, social media strategist, youtube promotion, video marketing service, vid
27
28   <link rel="alternate" href="android-app://com.google.android.youtube/http://youtube.com/watch/ocdoiNJCQgC">
29
30
31   <link rel="alternate" type="application/json+oembed" href="http://www.youtube.com/oembed?url=http%3A%2F%2Fwww.youtube.com%2Fwa
32   <link rel="alternate" type="text/xml+oembed" href="http://www.youtube.com/oembed?url=http%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Doc
33
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Step 4 – Uploading Your Video To Video Sites

Now that we have videos that are fully optimized for our keywords it's time to make them available on the internet by uploading them to authority video sites.

The more sites we can upload our videos to then the better it will be. Each site will send internal traffic to our videos and each video will have the potential of getting ranked in Google. This will mean more exposure for our videos, more visitors and more traffic.

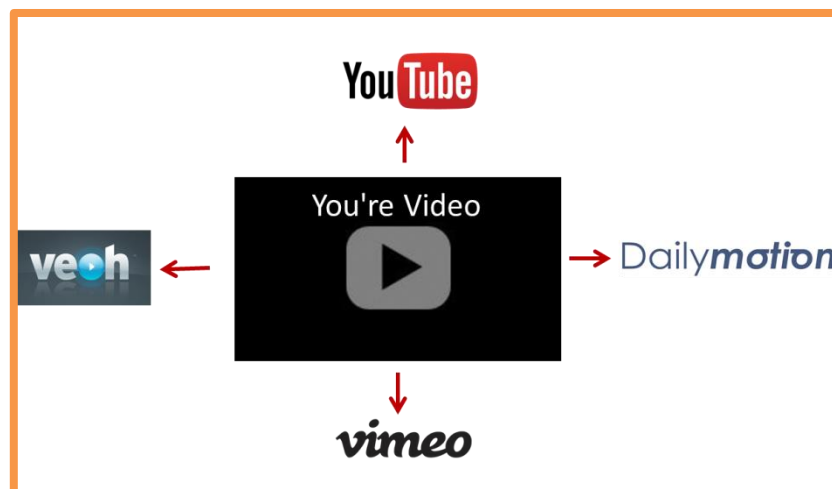
The 4 sites that stand out to be the highest authority video sites are

1. YouTube
2. Dailymotion
3. Vimeo
4. Veoh

Many marketers miss out on the additional traffic other websites can send and only focus on 1 or 2. When wanting to maximize video traffic then we will be using all 4 of them as they all have excellent traffic potential.

www.SociVidz.com maximizes on this step with ease and can save you hours of time

Once our videos are uploaded and available on the internet, it's time to move on to step 5.



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Step 5 – Getting Video Links & Embeds

It's now time to spread our videos and get them links and video embeds.

For this step then we will be using social media sites.

Social media sites are both safe to work with and send the right type of signals our videos need to get ranked in both Google and YouTube.

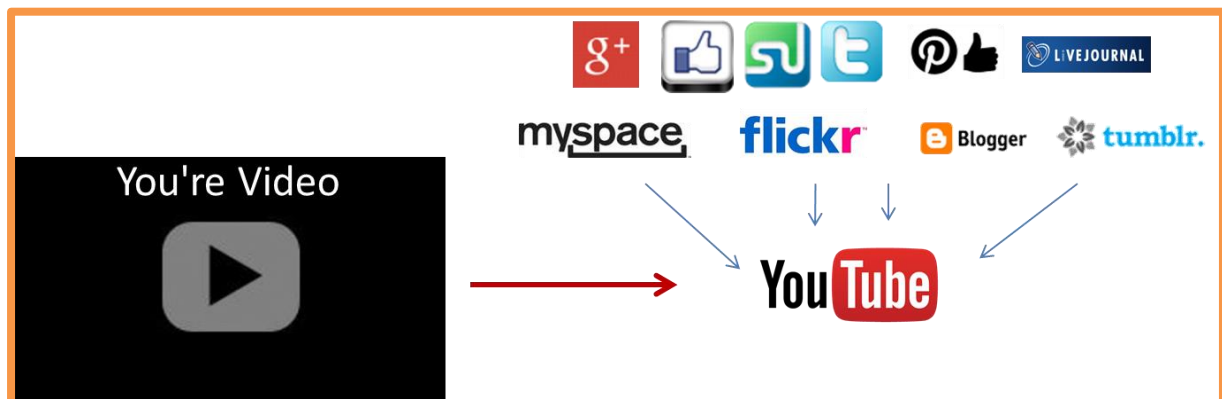
When using Social media sites then it's possible to get both video links and Video embeds but they also help by providing the opportunity to tap into already established communities to get even more video exposure.

Below is a list of social sites to share your videos on. The more you can share them on then the better for your videos.

1. Facebook
2. Google +
3. Pinterest
4. Twitter
5. Flickr
6. Stumble upon
7. Blogger
8. Tumblr
9. Live journal
10. Myspace

Now that we have our videos uploaded and spread across the social media sites it's time to move onto step 6.

The image below shows an example of a video being uploaded to YouTube and then the YouTube video being shared on Social Media sites.



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Step 6 – Driving engagement to your YouTube Videos

Getting YouTube video views, likes and comments for your videos is important for internal YouTube video rankings.

Once our video is on YouTube then we want to do all that we can do drive engagement to it.

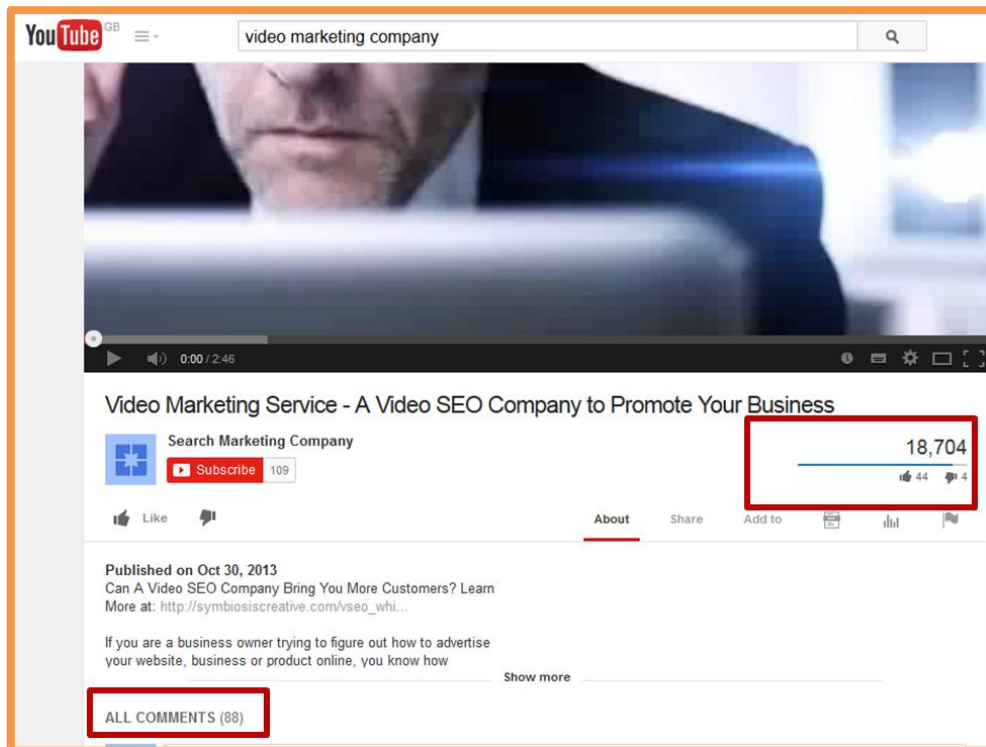
The traffic and views that your videos will get from the social sites will help, but when wanting to get video likes and comments then this is a little tricky.

You can either join exchange sites to drive such engagement, or you could use various techniques such as leaving a note at the start and end of the video for your viewers to leave a comment or like the video.

For this step, we need to rely on real users, so do your best to work with video captions and add notes in your actual videos to help boost engagement.

If you already use www.SociVidz.com then it has a built in crowd marketing algorithm that will allow you to boost engagement on all your YouTube videos by getting them real likes, views, comments and channel subscribers from Real users

Now to move onto the final and one of the most powerful steps of all - step 7.



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Step 7 – Dominating Your Niche Using Videos

This step is very powerful and will allow you to dominate your niche. I haven't seen anyone else discuss this.

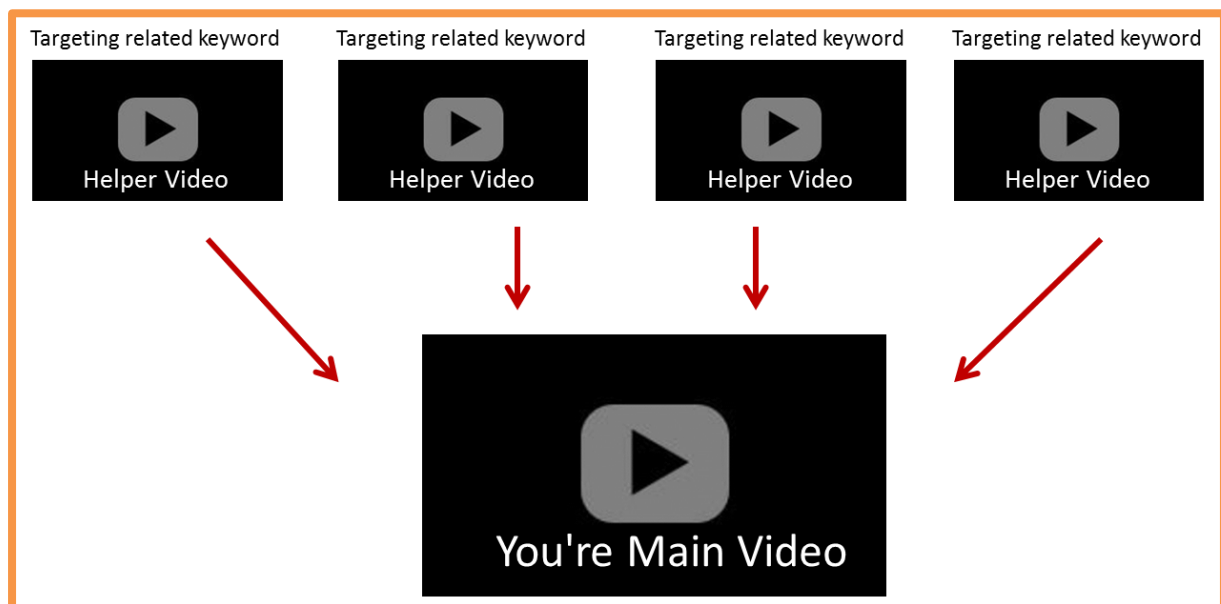
I actually came to learn this technique by chance after analysing various popular YouTube videos that I came across.

Ok so here it goes -

In this step, we will be repeating the same steps again but this time each video will be targeting a different keyword from the list of keywords we put together in step 2.

But the difference this time is that when we upload the videos in step 4 then in the video description we will link back to 1 main video that we want to rank above all.

Let me give you an example...



The image above shows how you can use videos to promote your main video. I like to call these videos helper videos.

By creating helper videos that are targeting related keywords and then linking back to your main video through video descriptions, this will boost the relevancy of your main video for its keyword.

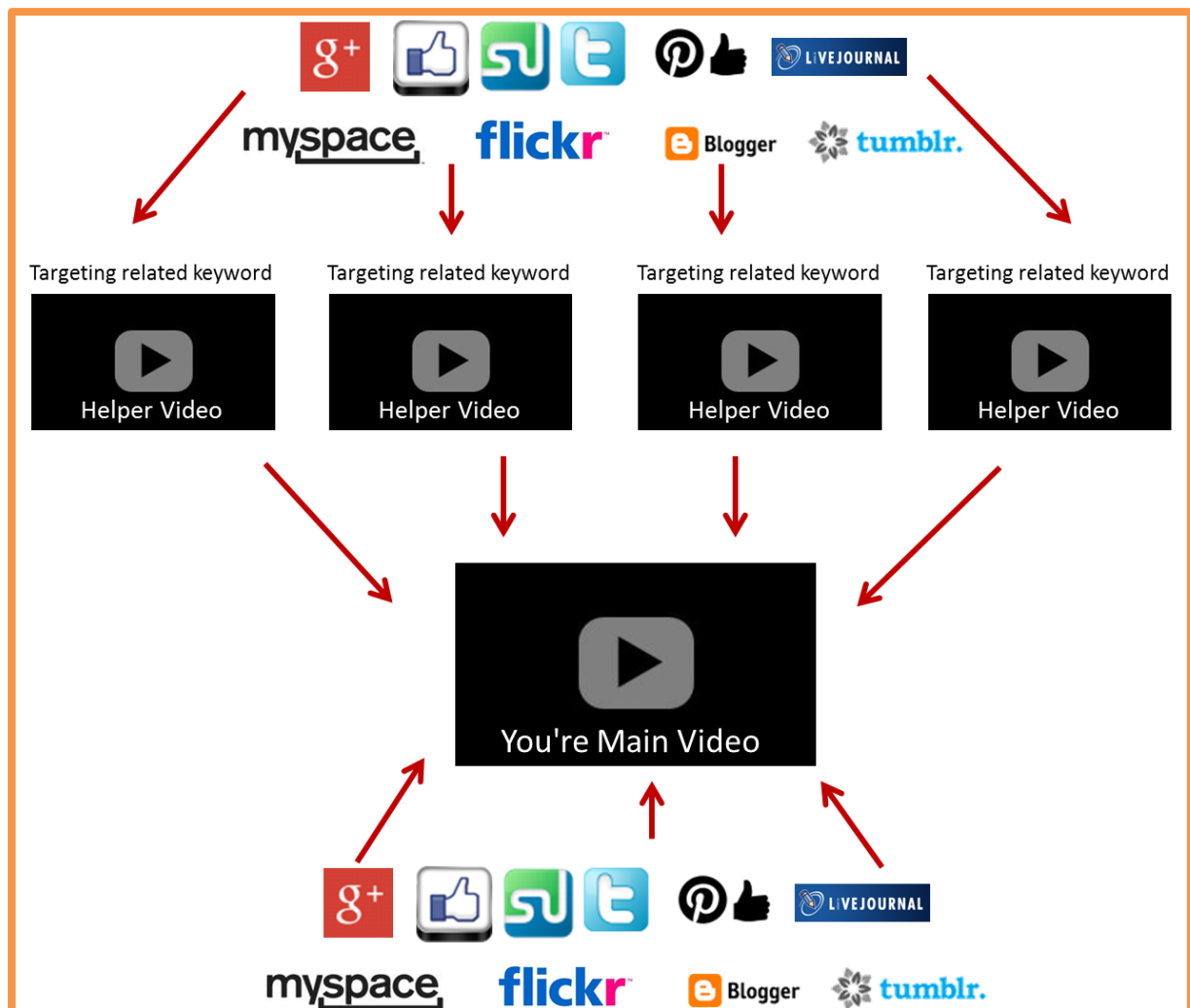
And when wanting to rank your videos then relevancy is a big factor for both Google and YouTube.

Step 7 – Dominating Your Niche Using Videos Continued..

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And because we will be promoting each video on the social sites including our helper videos, then this will boost the popularity of our video and the Google-bot will find itself coming back to our main video all the time.

See the image below:



The image above shows how your helper videos get links and embeds from social sites and how from their descriptions they link back to your main video. In addition your main video is also promoted to the social sites.

This will boost both relevancy and popularity for your videos and will allow you to rank your videos for multiple keywords and be able to secure top rankings for your main Videos.

It's a simple guide that you can put to use straight away and start to dominate your niche.

What To Do From here?

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You now have 3 options.

Option 1

Follow the steps yourself and start to dominate your niche.

Option 2

Hire a virtual assistant to perform the steps for you (feel free to pass a copy of this guide to them 😊)

Option 3 & the Most Favourable One

If you're anything like me then you're always looking for ways to be as productive as possible while saving time & money. And that's exactly what you get with this option.

We have developed a software in-house that automates everything needed to maximize video traffic.

It's taken over 8 months to build something like this with the brains of over 50 marketers.

The software is called [SociVidz](#) and is already serving in excess of 2k marketers with many seeing amazing results.

Pick up your copy today here www.socividz.com

Keep smiling 😊