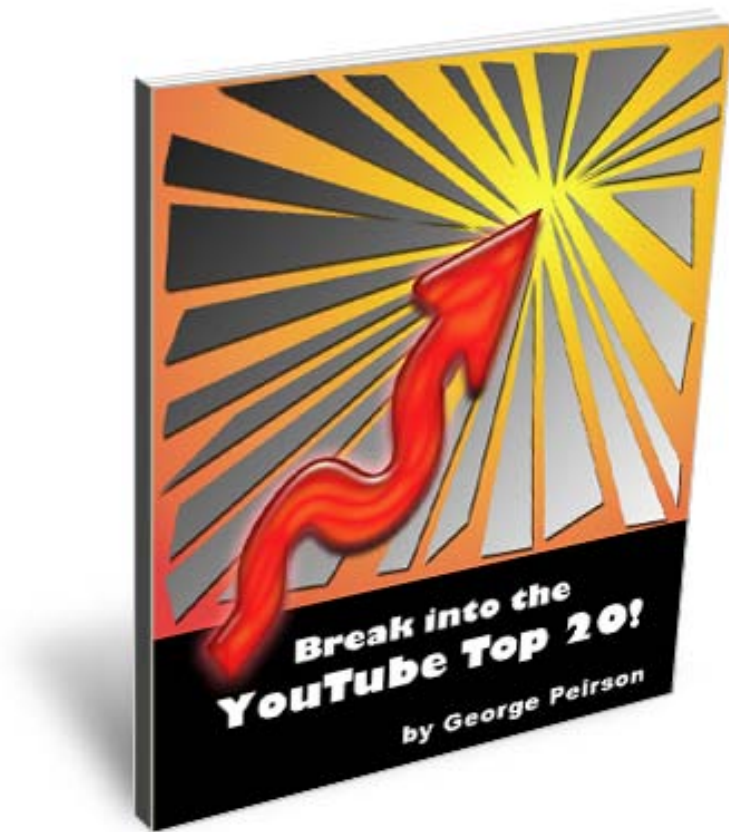


Break into the YouTube Top 20!



22 Separate Techniques to help
You Gain First Page Placement
of Your Videos on YouTube

by George Peirson



by George Peirson

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www.georgepeirson.com

George Peirson is a successful Entrepreneur, Internet Trainer and author of over 80 multimedia based tutorial training titles. Mr Peirson's articles have been published in many newsletters and informational sites including: WebProNews, Site Reference, Self SEO, Site Pro News, Ezine Articles, Site-Reference, WebProWorld - www.youtube.com/user/howtogurus

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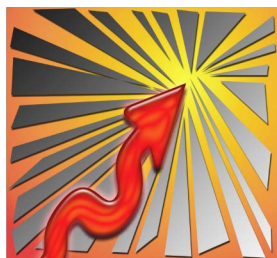
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Break into the YouTube Top 20!

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Introduction

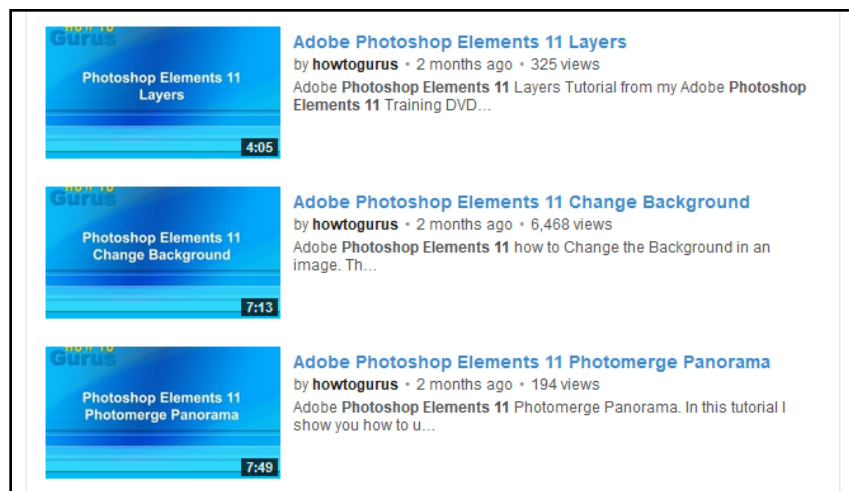
Break into the YouTube Top 20!

22 Techniques for Top Placement

On YouTube the best place to be is on the First Page of a search. This is the Top 20 videos shown. Can you get into the Top 20, onto the First Page? Yes, of course you can. I did it using the techniques I teach in this guide. I took 15 videos from my Photoshop Elements 11 video training title and placed 12 of those videos in the Top 20, on the first page in YouTube, the other 3 videos were in the Top 30 near the top of page 2.

You know why it is so important to be in the Top 20. Millions and millions of viewers are looking at millions of videos every day. YouTube is a huge market that you can't ignore. They do a search and mostly look at the videos on the first page, the Top 20.

The main problem with YouTube is all of the competition. As with any search engine the videos on the first page will get the most views, with videos on the second page getting the rest. If you can't get onto the first page or two in YouTube then your chances of success drop dramatically.



I am going to show you the Exact Techniques I used to take those 15 videos and place 12 of those videos in the Top 20. About half of the videos have been up for about 2 months in this test while the remaining videos have only been up for about a week as I write this guide.

I didn't create special videos just to make these techniques work. The videos I used are simply 15 videos that I selected out of 229 videos contained in my Photoshop Elements 11 video training title. The only special preparation I did to the videos was to add a 20 second ending card to each video so that I would have a place to put in my Annotations. And before uploading I also created a custom Thumbnail to use in the listings instead of one of the random screenshots that YouTube automatically generates. Besides those two steps the videos are exactly as they came from my video training course, no special YouTube tricks. They weren't even in HD.

These techniques don't require you to get thousands of views. They don't require your getting tons of Likes, or loads of Shares. These techniques don't require you to learn any special skills and can be done in only minutes per video if you plan ahead. These techniques can be used with any video. Of course your success will depend on how well you follow my instructions and on how much competition you have on YouTube, but using these Exact Techniques I have placed new videos on page 1 of YouTube search results with no Likes, no Hits, no Shares and in searches returning 80,000+ video results. That's placing a Brand New Video, the first week it is up, in the top 20 out of 80,000+ videos. One of my targeted searches even has 4 of my 15 videos on page 1 in the top 20!

I won't be talking about how to make your videos, or about your video content, except for a couple of small suggestions later on. What I will be talking about is what you need to do before putting your video onto YouTube, what you need to do when you upload your videos to YouTube, and what you need to do immediately after to get the best results and highest placement.

As I mentioned above, anyone can use these techniques on any video uploaded to YouTube. I can't guarantee that you will get page 1 placement using these techniques but I can guarantee that you will have a much better chance than your competition if you follow my recommended steps below. Remember, using these same techniques I took 15 videos, placed 13 on page 1 (The Top 20) and the rest on page 2.

Keep in mind that a Top 20 position won't last forever, there are always others out there working to get their videos to the top of the list as well. So make sure you have your marketing all set and ready to go as soon as you break into the Top 20.

Well enough intro, let's move onto the Step-by-Step Techniques.

Break into the YouTube Top 20!



Technique 1

Research Your Keywords

I am assuming that you already have a video ready to go onto YouTube. If you don't then I have an online training course that teaches you several ways to easily and quickly create a YouTube ready video. You will find a link to that course at the end of this training.

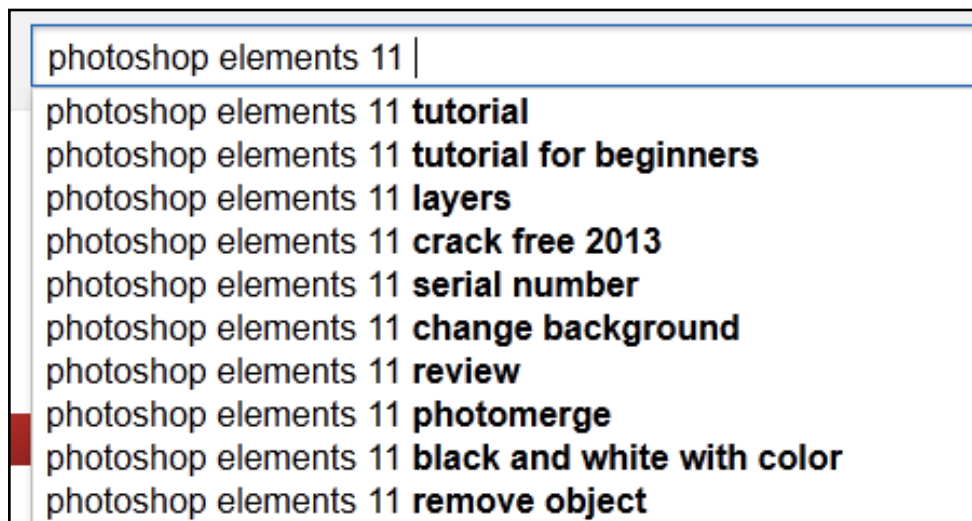
The first thing you need to do is to decide which keywords you want to target on YouTube. Consider how most people use YouTube, they will go to YouTube.com and type in a search term into the search box, maybe they will look at the suggested searches that pop-up as they are typing. They may finish their search term or select from the pop-up list. In either case they will then hit the search button and be shown a whole batch of videos, 20 per page, with a couple of ads above and below that list.

The search term these viewers type is the keyword or keywords you want to target. In other words you need to discover what people are looking for and then use that information in targeting your YouTube video's title, description, and tags. So our first step is to do a little bit of research to find the right keywords to use for our video.

Your Video will naturally have a basic subject or topic, this will be your root keyword. In my 15 test videos the root keyword set was "photoshop elements 11" since this is the program that I am teaching in my video training set.

YouTube Search Recommendations

The first step is to type this keyword set into the YouTube search box and see what recommended searches YouTube displays. At this point I copy all of these down and put them into a list, I use Microsoft Excel for this type of list since I like to lay this research out as a spread sheet, adding in additional information as I find it. But really any program you like will work fine, you could even write this list down on a sheet of paper if you want.



Tip: As soon as you switch over to your writing or spread sheet program the suggestions will disappear. To solve this problem I use a screen capture program and take a quick screen grab of the list on YouTube, then I work from that picture. The screen grab shown here is one of the actual screen grabs that I took while doing my research.

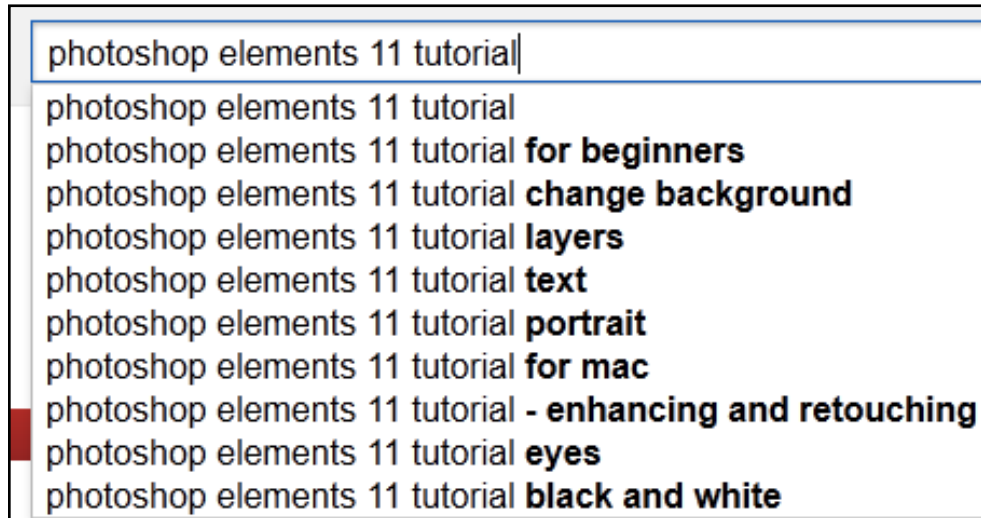
These YouTube recommended searches are the most popular searches on YouTube that include your root search term. Take a look at this list and you will probably find one or more good matches for your video. But don't worry if you don't, we aren't done yet with YouTube suggested search recommendations.

Out of this list I already found several great keyword sets to target with my videos:

- Photoshop elements 11 tutorial for beginners
- Photoshop elements 11 layers
- Photoshop elements 11 change background
- Photoshop elements 11 review
- Photoshop elements 11 photomerge
- Photoshop elements 11 black and white with color
- Photoshop elements 11 remove object

I planned on doing a test with 15 videos and this first list only gave me 7 keyword sets. So next thing we want to do is to expand our search a little bit more. You do this by taking the more general keyword sets in the above suggested list and doing the same thing, in this example I used "photoshop elements 11 tutorial" since that was both a general term and the top suggestion.

Here is the new suggested list:



You will see that this list has some new terms I can use and some terms from the previous list with the addition of the word “tutorial”. This gives me a couple more terms, but also shows that I should be using “tutorial” in most of my keyword sets.

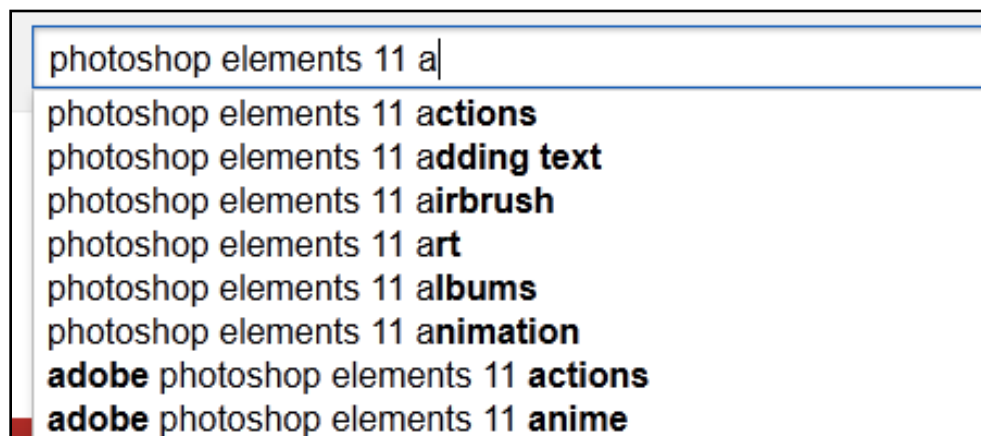
We can take this idea one step further and take our original keyword term and add each letter of the alphabet to it to see what suggestions YouTube would return, like this:

Photoshop elements 11 a

Photoshop elements 11 b

Photoshop elements 11 c

and so on

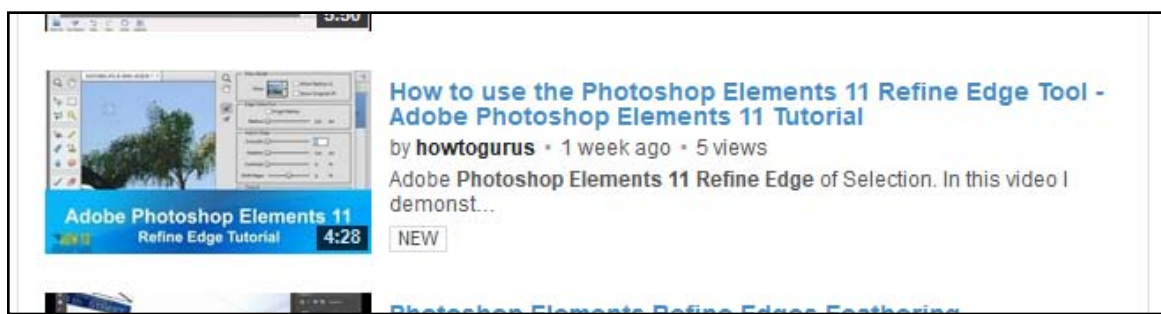


Using this technique I was able to fill out my keyword term list for my 15 test videos. My final list of keyword terms was this:

- photoshop elements 11 layers
- photoshop elements 11 refine edge
- photoshop elements 11 change background
- photoshop elements 11 black and white with color
- photoshop elements 11 photomerge
- photoshop elements 11 text
- photoshop elements 11 actions
- photoshop elements 11 change background
- photoshop elements 11 collage
- photoshop elements 11 filters
- photoshop elements 11 gradient tool
- photoshop elements 11 text effects
- photoshop elements 11 review
- photoshop elements 11 organizer
- photoshop elements 11 effects

Since my Photoshop Elements 11 training set has 229 videos it was easy for me to find 15 videos that match these proven popular YouTube searches. If you haven't yet created your videos then using this technique will give you a perfect list of video topics.

The most important part about this technique is that YouTube is giving you suggested keyword terms to use that are currently popular. There is no need to guess if a keyword term will get any hits, all of these terms are getting hits right now. Using the YouTube suggested search terms is the main way I identify the keywords I want to optimize my YouTube videos for. But I don't stop here, I like to do a little more research to make sure these are good keywords and to see how well these words might work for my regular web site promotions as well.



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Technique 2

YouTube Keyword Tool

My next step is to use the YouTube Keyword Tool, you will find this powerful tool here:

https://www.youtube.com/keyword_tool

Note: This is an older, hidden tool and may disappear at any time. You won't currently find this tool in any YouTube documentation. YouTube is now suggesting that you use the Google Keyword Tool which links into AdWords, but that doesn't give you any YouTube specific stats like this tool does.

If you have ever used the Google Keyword tool, this one is similar but is specific to YouTube. Simply type in your root keyword term and hit the Get Keyword Ideas button. YouTube will give you a list of currently popular keywords, plus how many searches those terms are getting on a monthly basis. Don't be worried if your main keyword terms are not shown on this list, the technique above shows you what is popular right now while the YouTube Keyword list shows an aggregate of searches over the last 3 months or so. I only use this for additional research and to give me more keyword terms that I can later use in the video description.

Keyword Suggestion Tools - Mozilla Firefox

Keyword Suggestion Tools

https://www.youtube.com/keyword_tool

Most Visited Pin It Getting Started Latest Headlines Add to Delicious

United States

How would you like to generate keyword ideas?

☒ Descriptive words or phrases
(e.g. green tea)

☐ YouTube video id or url
(e.g. youtube.com/watch?v=JgT4aS5_Zrw)

Enter one keyword or phrase per line:
photoshop elements 11

☐ Don't show ideas for new keywords. I only want to see data about the keywords I entered.

Get keyword ideas

Selected Keywords:
To advertise with these keywords on Google, export them in TEXT or CSV format. Sign in to your AdWords account, then paste the keywords into a campaign.
No keywords added yet
+ Add more

Keywords	Monthly Search Volume	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance		
photoshop elements 11	13,600	Add
iso tutorial	Not Enough Data	Add
psy gangnam style	614,500	Add
clique lyrics	82,600	Add
florabella reviews	Not Enough Data	Add
acrobat xi pro	Not Enough Data	Add
beginner photography	Not Enough Data	Add
goodbye bessie hoffman	Not Enough Data	Add

Break into the YouTube Top 20!



Technique 3

Google Keyword Tool

The next thing you should do is to perform the same test over on Google using their Google Keyword Tool. Just do a search for Keyword Tool on Google and it will be the first result.



The Google Keyword Tool was just recently combined with their Keyword Planner, so when you get to the page it might say Keyword Planner instead of Keyword Tool. Just select the “Search for keyword and ad group ideas” option. This free tool will give you about 100 results, if you have a Google Adwords account and are logged in this tool will give you up to 800 results, but to be fair the first 100 are all you really care about here. The Google Keyword Tool will show you popular searches on Google. These will be different from the results that you received using the YouTube Keyword Tool since this will list searches by people who are not necessarily looking for videos.

Use this list just like you did with the YouTube Keyword list, not as a source for new search terms to use in your YouTube Video title, but as additional research for terms to use in your video description.

The traditional way to do search engine marketing is to look for what are known as “long tail keywords”, in other words little used keywords that have almost no competition. You can then advertise aiming at those keywords and be the top result on Google for that long tail term. We are taking a different approach with YouTube. Why target little used long tail keywords when you can place your videos on the first page of short tail searches? But you should still do the full research to get a good understanding of the keywords you are using and you will want the additional keyword terms to use later in your video descriptions.

So at this point we have identified several good keyword terms to target on YouTube and we have done additional keyword research for more ideas and terms to use later on in the description. You are going to want one video for each of your YouTube keyword terms. We will be optimizing our videos for just one keyword term per video and then adding in additional keywords into the description and tags.

Keyword ideas (800)			
✓ Save all			
Keyword	Competition	Global Monthly Searches	
<input type="checkbox"/> photoshop by adobe ▾	Medium	6,120,000	
<input type="checkbox"/> adobe and photoshop ▾	Medium	6,120,000	
<input type="checkbox"/> about adobe photoshop ▾	Medium	6,120,000	
<input type="checkbox"/> how to photoshop free ▾	Low	3,350,000	
<input type="checkbox"/> adobe shop ▾	Medium	2,740,000	
<input type="checkbox"/> download free photoshop ▾	Low	2,240,000	
<input type="checkbox"/> free download for photoshop ▾	Low	2,240,000	
<input type="checkbox"/> download a free photoshop ▾	Low	2,240,000	
<input type="checkbox"/> photo software ▾	Medium	1,830,000	
<input type="checkbox"/> editing picture ▾	Low	1,830,000	
<input type="checkbox"/> editing a picture ▾	Low	1,830,000	
<input type="checkbox"/> editing image ▾	Low	1,500,000	

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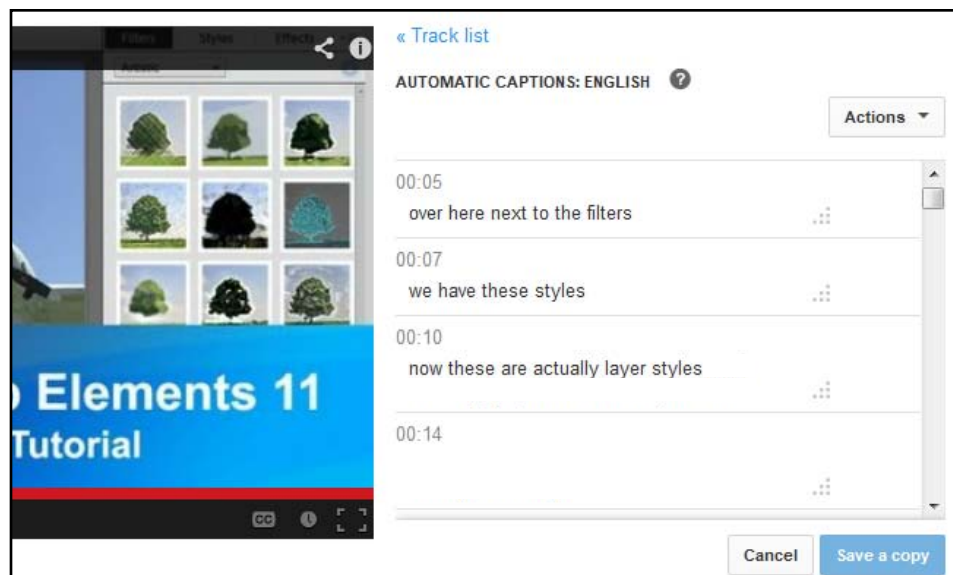
Technique 4

Use Main Keyword in 1st Bit of Video

Here is where I talk about your actual video. Not a lot to say here, but once you have found your chosen keyword terms you want to use those terms early on in your matching videos. YouTube does a fairly poor job of automatically transcribing your videos and then they look at the beginning of that transcription to see if you mention your keyword term. So you want your term up front in the video.

This is easy to do if you are creating your videos after identifying your terms, just make sure that you state the keyword clearly and slowly so that YouTube's transcription catches it properly. If your video is already made then maybe you can create a short intro that uses your keyword term, even one or two sentences would be enough.

YouTube doesn't put a whole lot of importance on this, but if you are aiming at page 1 then every little bit helps push you above your competition. The videos on page 1 will be using most of these techniques, if you use all of them it will give your videos a real boost.



Break into the YouTube Top 20!



Technique 5

Add a Title Card to the End of Your Video

Later on we will be talking about adding Annotations and Links into your Videos. It is useful to have a blank screen at the end of your video to give you a place to put in some closing sales text, a link to your web site, or other Annotation. I use a blank blue background that matches my opening Thumbnail and Channel Header. Aside from my logo there is no text just a blue background. I let this run for 15-20 seconds. This is just tacked onto the end of my videos in my video editing program. You could even do this in YouTube but I prefer to do all of my editing in a more professional video program.

Don't upload your video yet. Wait until you have gone through the steps below. Once your Title, Description, and Tags are ready then you can upload your video to YouTube.



Break into the YouTube Top 20!



Technique 6

Create a Custom Thumbnail Image for Each of Your Videos

YouTube gives a slight boost to Videos using a Custom Thumbnail.

When you upload your Video to YouTube the program will grab 3 frames from the video and let you select one of the frames to use as the thumbnail used in search results. It is better to create your own Custom Thumbnail ahead of time and upload that instead. With a Custom Thumbnail you can choose the exact frame that best illustrates your video's content plus you can add in some opening text as well. All of the best videos use a Custom Thumbnail. You will need to make sure that you have filled in all of the Channel Settings in your YouTube Channel Dashboard before YouTube will allow you to use a Custom Thumbnail.



I create my thumbnails at the same size as my videos, YouTube will reduce the size to fit as needed. YouTube recommends thumbnails have a minimum size of 640px by 360px. Thumbnails have an aspect ratio of 16:9.



I have tested both full screen thumbnails and 1/3 screen thumbnails. The full screen thumbnails seem to get more views than the 1/3 screen views, but I am not through testing this yet. I like the look of the 1/3 screen thumbnail better, but the full screen thumbnail focuses the viewer on the keywords instead of the picture.

When creating your custom thumbnail make sure that you use a picture which is appropriate for the video. If YouTube considers that your thumbnail is “racy” or “misleading” they may remove your video from their site.



Break into the YouTube Top 20!



Technique 7

Write Good Titles with Keywords First

OK, at this point we are ready to work on our title. I recommend writing out your title, description, and tags before you upload your video. Then all you have to do is adjust a few settings and copy/paste your info into YouTube during the upload. This also gives you a chance to easily edit your content before uploading. You can always edit after the video is up on YouTube if needed. I did some post upload editing of my descriptions during my testing to isolate the effectiveness of my techniques, but it is easier to edit before hand.

Back to the Title, I like to use a two part Title, your Main Keyword Term should be first. You can put in a qualifier or additional keywords in front of the term if you like, but not more than one to three words. Refer to your YouTube Keyword Tool list and your Google Keyword Tool list for ideas, like this:

Keyword term: photoshop elements 11 actions

First part of title: how to use photoshop elements 11 actions

Here is one of my titles in the title box on YouTube

A screenshot of the YouTube video upload interface. At the top, there are three tabs: 'Basic info' (which is selected and underlined in red), 'Monetization', and 'Advanced settings'. Below the tabs, the word 'Title' is displayed. Underneath 'Title' is a text input field containing the text: 'How To Photoshop Elements 11 Change Background Techniques - Adobe Photoshop Eleme'.

Here is how it shows up in search results:



In the search results YouTube only shows about two lines of text (60 characters), the rest of the title shows up when you click on the link and go to the video page. Make sure you check this if you are using more words in front of your main keywords, you don't want your main key-word term to be cut off and not visible here.



Break into the YouTube Top 20!



Technique 8

Use Your Main Keyword in the Video Title Two Times

Next you want to repeat your keyword term a second time in the title, but change it around a bit. People searching on YouTube may not put in the keywords in the order you used them. Here is another time to refer to your YouTube Keyword Tool list and your Google Keyword Tool list to see how people are doing their searches.

Full title:

"How to use photoshop elements 11 actions, a tutorial on using actions in photoshop elements 11"

Or you could use the second half of the title to target a more general search term. Here is the actual title I used on YouTube for this keyword term:

Full title:

"How to Use Photoshop Elements 11 Actions - Adobe Photoshop Elements 11 Tutorial"

Both of these techniques will work. Try one and give it a week, if your video does not place high enough you can always change the title later to the second option.

Break into the YouTube Top 20!



Technique 9

Use Your Main Keyword Term in Video File Name

Next, before you upload your video (wait for it) you want to rename your Video File to match your Video Title, or at least to match your Keyword Term.

So my YouTube Video Title could be:

“How to use photoshop elements 11 actions, a tutorial on using actions in photoshop elements 11”

And I could rename my Video file:

“How to use photoshop elements 11 actions”

Actually I don't like leaving spaces in my video file names to cut down on possible programming problems so my actual video file name would be this (including the file extension):

how_to_use_photoshop_elements_11_actions.avi

or if you are using mp4 videos:

how_to_use_photoshop_elements_11_actions.mp4

I simply replace the spaces with underscores. Not a big deal, but it can cut down on glitches during uploading. YouTube will see those underscores as spaces when it reads the name of the video file for placement purposes.

Break into the YouTube Top 20!



Technique 10

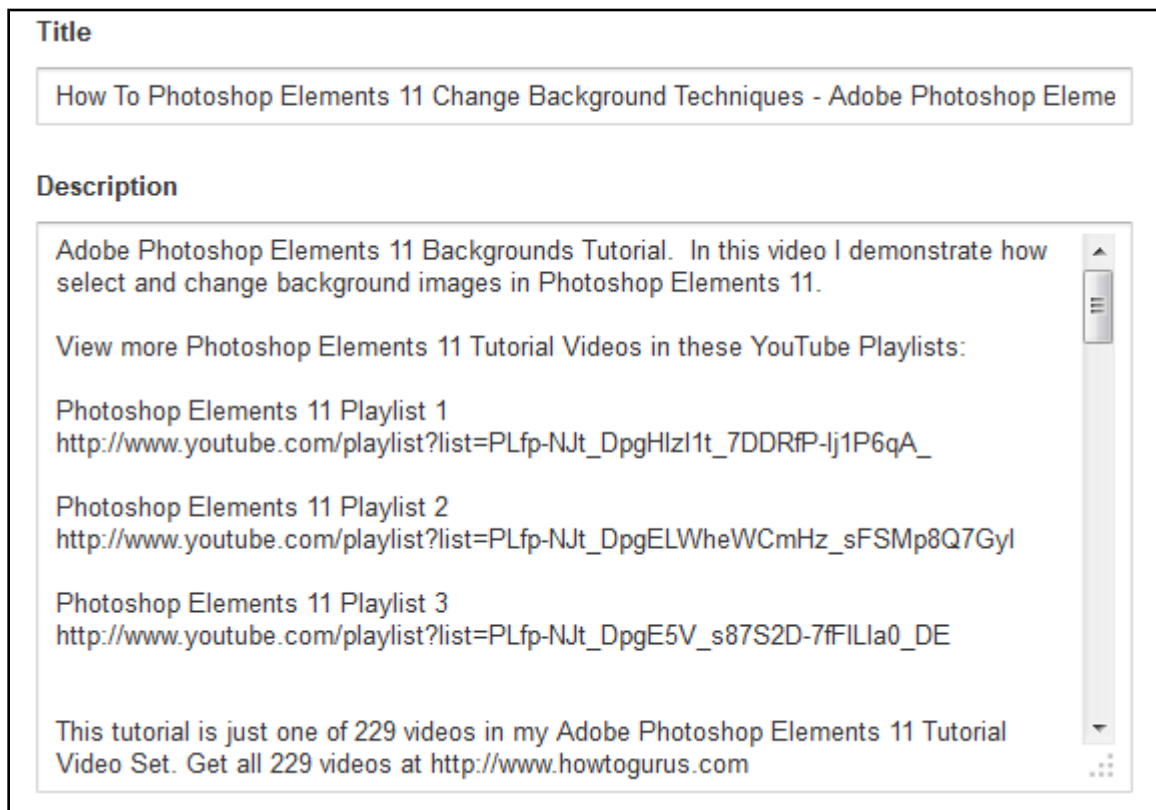
YouTube Likes Full and Complete Descriptions

This is actually the most important part of our YouTube video optimization. I have found that a full description has a larger effect on placement than any other technique, so take the time to do this part right. We will also be coming back to the description and adding in more information after we have uploaded our videos.

There are a few different ways to approach the start of your video's description depending on what your objective is. Most YouTube training I have found recommends putting your web address first. This is great if you are using YouTube to create backlinks to a web site and you want people to see that address in the video list on YouTube. If your web address is at the beginning of the description and the video page is picked up by the search engines, then that link will be at the beginning of the description shown on the search engines as well. Again, very useful if you are using YouTube to help place your web site in the search engines.

Other people have recommended putting the Share Link that YouTube gives you at the start of the description. This is great for YouTube and is what they also recommend. Of course this is then making YouTube more visible in the search engines, so it is a bit of a self serving recommendation on YouTube's part.

But what we want is to get the highest placement on YouTube that we can. So what we want is to put our keyword term at the start of our description. I like to simply repeat the main keyword term in the video title as the beginning line of the description. We already have optimized that title for best effect on YouTube so it is a natural way to begin the description.

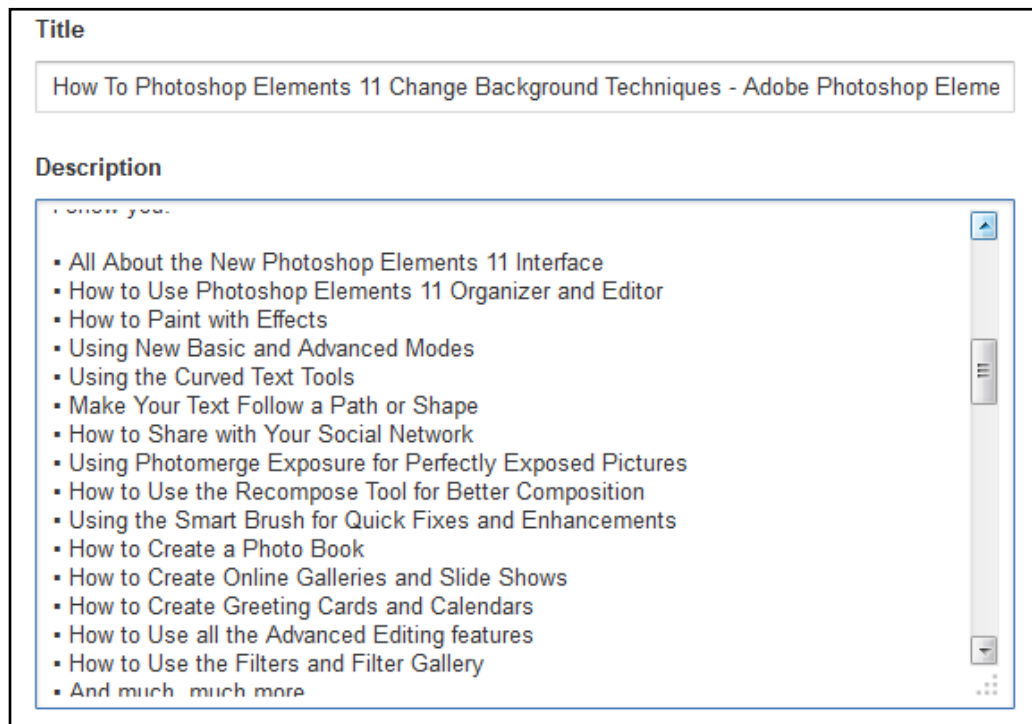


At this point you may want to write a short paragraph or two describing the video and use your keyword term a couple of times more in that paragraph. As you write your description try to sprinkle your keyword term throughout the content. Don't spam it in, but if it works in naturally go ahead and say it again.

YouTube likes plenty of keywords and links along with a long description. So here is our chance. If you have several videos up on YouTube that belong to a series then go ahead and put those video titles in as a list. Or if your video is from a longer set (like my Photoshop Elements 11 videos) then by all means list all of that. This will naturally add in several more keywords into the description and is the reason that a search on YouTube for one of my keyword terms brings up a list of videos with 4 of my 15 videos on the first page. Even though those other 3 videos were not targeting that keyword term, the term was listed in all of their descriptions.

*Tip: When putting in links make sure to use the full URL, including the http://
That way the link will be clickable in the description.*

If you are promoting your YouTube Channel then you should write up a paragraph or two describing your channel. Use plenty of keywords in the write up and put that next in the description. This part can be reused in all of your video descriptions, basically from this point on almost everything can be reused in multiple videos.



The one thing you should not do is put in a whole bunch of keywords to stuff the description. Make sure that your keywords work in naturally with the description content. So describe the video, describe the Playlist that it is included in, describe your channel and anything else that will help your viewer gain more from your video. As long as the keywords can be worked in naturally to your description you will be fine. If you simply put in a whole list of keywords YouTube will consider it keyword spam and may drop the video off of their system.

The most important point here is that you want a lot of accurate and relevant information in your description. Most people will never read the whole description, they will go right to the video, but YouTube will read the description and use that to place your videos. So, long descriptions with plenty of keywords.

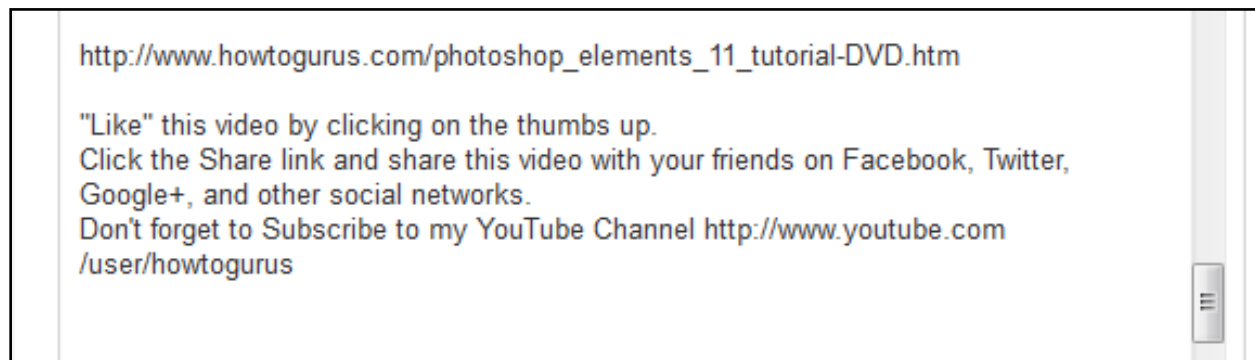
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Technique 11

YouTube Likes Links Back to YouTube

YouTube favors listings that link back to YouTube. This could be links to your YouTube Channel, links to Playlists, links to Subscribe and more. I always recommend putting in a Subscribe link and a link to your Channel in all of your descriptions. We will be talking about Playlists later, as soon as you add your videos into Playlists you should also put links to those Playlists in your descriptions as seen in one of the screen shots above.



Also as soon as you start uploading your video YouTube will give you a Share link, take that link and put it at the bottom of your description. And if you have any Social Networking links, like a Facebook page or a Twitter account, put links to those in the descriptions as well.

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Technique 12

YouTube Likes Plenty of Tags

I can't tell you how many times I have heard so called "experts" saying that you should use tags sparingly, and never put in more than 4 or 5 tags on a video. Are they crazy? Obviously these "experts" never read through YouTube's own documentation. YouTube says there is no perfect number of tags. I personally use up to 12 tags if I have that many that pertain to the video. Just make sure that your tags actually relate to the video, if you put in tags that do not accurately represent the video they may be considered tag spam by YouTube and it could get the video dropped off of their site.

From YouTube Policies: "Please select a reasonable number of tags that most closely reflect your video content. Please also only add tags to the tag section of your metadata. Adding additional tags to the description of your video may constitutes spam and can result in the removal of your video."

Each Tag can have up to 120 characters, so here is an ideal place to put those long tail keyword sets that you discovered using YouTube's Keyword Tool and Google's Keyword Tool.

Start off your tags with the most focused keywords first, then put in variations and longer tail keywords. YouTube doesn't look at plurals so these would be considered two different tags:

Action

Actions

Also go ahead and put in your main keyword term as a tag.

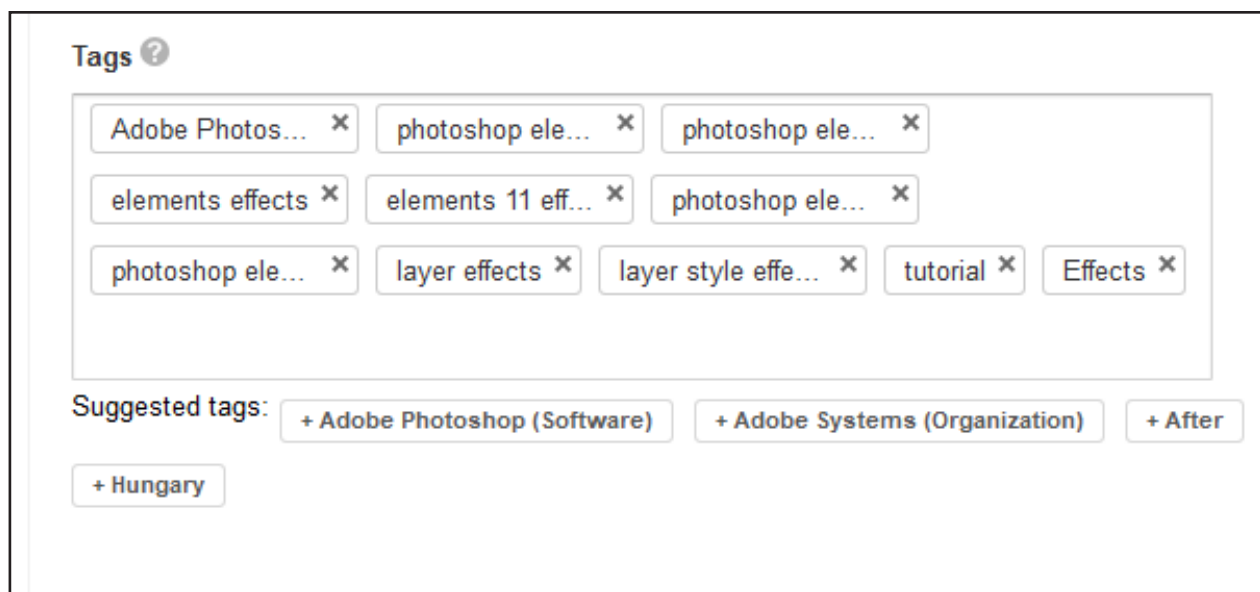
In YouTube it may look like you need to add each tag manually into the tag box, but if you set things up properly you can actually copy and paste into that box. Simply type up your keyword list separating keyword terms with a comma, like this:

Photoshop, photoshop elements, photoshop elements 11, photoshop elements 11 tutorial, tutorials, photoshop elements 11 actions, actions

Then just copy that list and paste it into the tag box. This makes it much easier to add lots of tags and also much easier to reuse common tags if you are uploading a batch of similar videos. Any tags you decide that you don't want just click on the big X next to the tag in the tag box to remove it. As you put in your tags YouTube will also offer you suggestions for more similar tags, if you want to use any of those just click on them to add them to your list.

YouTube used to require quotes around multiple word tags to use the copy and paste trick, but that is no longer the case. No quotes required.

Don't forget, you can always go back and update your tag list in the future. Keep in mind current trends, you may find that your tag choices will become outdated over time and will need updating to stay current.



Break into the YouTube Top 20!



Technique 13

Check All the Upload Options

Now is the time to double check all of your upload options. YouTube likes interaction so make sure you look in the Advanced Settings section and put a check next to the four Comments and Responses options. By default the Allow Comments will be set to All and the Allow Video Responses will be set to Approved. It is best to leave these as is. You can always mark a bad comment as spam after it goes up on your video. In my experience most video responses will be spam so you might as well simply hold those for approval before allowing them on your site. You want video responses, just not spam.

Under Distribution Settings you probably want to leave Allow Embedding checked. You want people to share your videos.

The screenshot shows the 'Advanced settings' tab selected in the YouTube upload interface. The 'Comments and responses' section has four options checked: 'Allow comments' (set to 'All'), 'Users can vote on comments', 'Users can view ratings for this video', and 'Allow video responses' (set to 'Approved'). The 'Syndication' section is set to 'Everywhere'. The 'Caption certification' section has a dropdown menu set to 'Select one'. The 'Distribution options' section has two options checked: 'Allow embedding' and 'Notify subscribers'.

You can always come back and change these settings any time in the future if you want to.

Break into the YouTube Top 20!



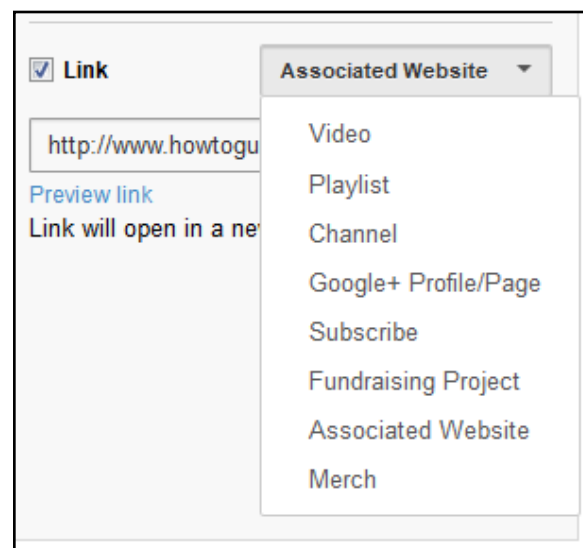
Technique 14

Use Annotations on Your Videos

After you have uploaded your video you can go back in and edit the video in the Video Manager, just click on the Edit button. You can now change any settings you made, change or add to the Description, change the Title and more. You can also now access the Annotations link. As I stated before, YouTube likes links back to YouTube and using Annotations is an ideal way to put in some more links. Use Annotations to add links for Subscribe, your YouTube Channel, Previous and Next videos, Playlists, etc. The most important of course is the Subscribe Link.



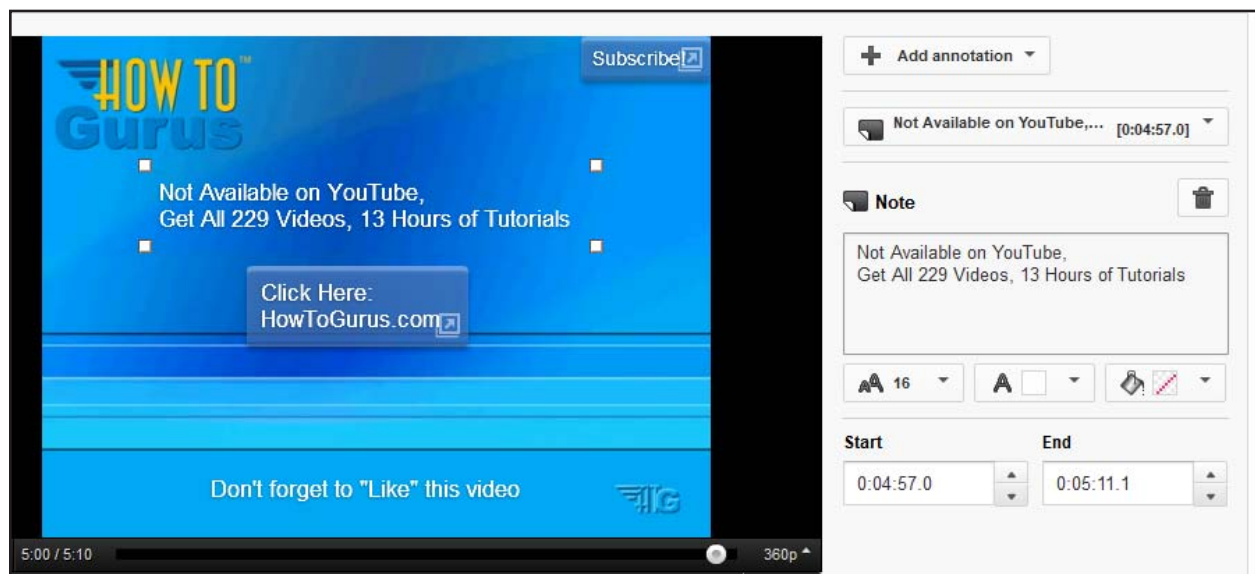
YouTube automates the process of linking to a Video, a Playlist, your Channel, your Google+ profile, Subscribe, a Fundraising Project, an Associated Website, or a Merchandising account if you are signed up as a YouTube partner. Notice how most of these options link back into YouTube or Google.



One word of caution, if you are using YouTube to drive traffic to an Affiliate Offer be aware that YouTube frowns upon Affiliate Links and lots of people have been kicked off of YouTube for linking to too many Affiliate Offers. The way around this is to set up a one page Squeeze Page on your own hosting then use the Annotation link to go to that Squeeze Page. So as far as YouTube is concerned you are simply linking to your own web site, nothing wrong with that. Then of course your Affiliate Link will be on that Squeeze Page. You really want to do it this way anyway as it is best if possible to add the prospect's email address to your own Autoresponder service before sending them on to the Affiliate Program.

If you plan on allowing YouTube to run ads on your videos keep in mind that they may put an ad banner across the bottom third of the video, especially towards the start of the video. So it is best to keep the bottom third clean of Annotations until the end of the video.

Also don't forget that YouTube takes text in Annotations into account, so here is another opportunity to put in a keyword or two.



Break into the YouTube Top 20!



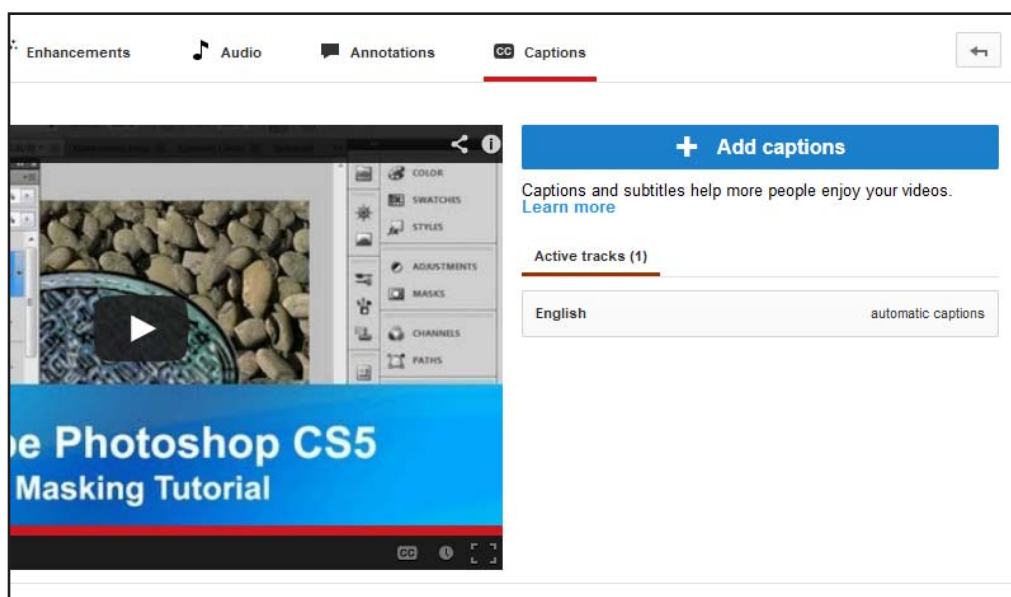
Technique 15

Add a Transcription to Your Video

YouTube likes videos that have Closed Captioning. Where do they get this? From the Captions section when you click on the Edit button inside of the Video Manager.

Once inside the Captions section you are given two options, either to use their Automatic Captions, which are absolutely awful, or you can add your own by clicking on the large Add Captions button. If you have captions enabled YouTube will use those captions to help place your video, plus they will give your video a boost if you go to the trouble to do the captions correctly.

The big problem here is that this is a lot of work. If you have just a few marketing videos and you plan on getting a lot of success from those videos then it is well worth your time to have a transcript made and upload it to YouTube.



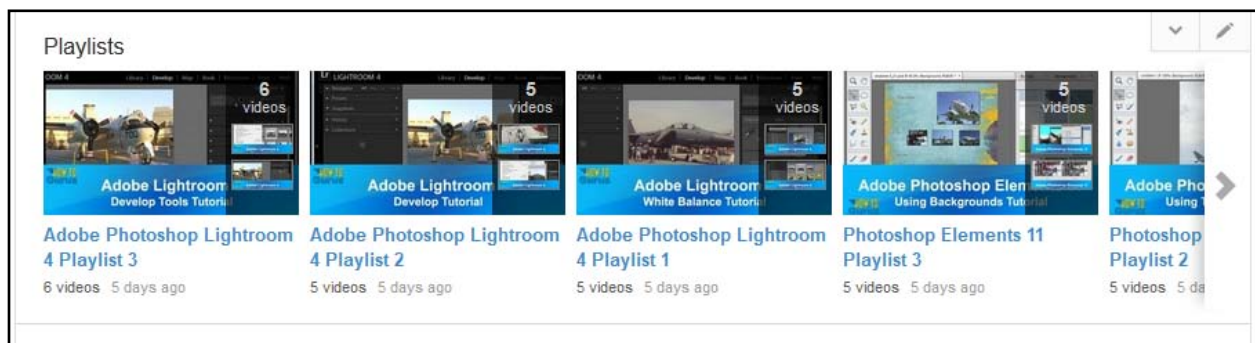
Break into the YouTube Top 20!



Technique 16

Videos in Playlists Improves Content's Ranking

YouTube gives a little bounce to videos that are included in Playlists. So figure out how to combine your videos into sets and then make Playlists out of those sets. You can use the same video in several Playlists, so be creative.



Just like with Videos, YouTube gives you a chance to optimize your Playlists with titles and descriptions, so use the same instructions as we discussed for videos to choose a good title for your Playlists and make a full and complete description.

Also YouTube gives you a Share link for Playlists just like they do for Videos. Once your Playlists are set up take those Share links and add them into the descriptions of your Videos.

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Technique 17

YouTube Likes Comments

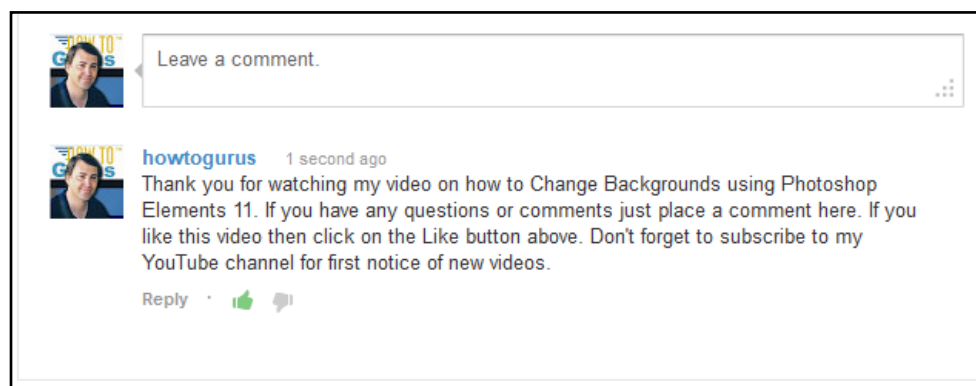
Another way to get a little bounce is with comments and likes. After doing lots of research on YouTube I have come to the conclusion that this won't give you a huge bounce, but it could move your video up a few places and that could be enough to move you from the top of page 2 to the bottom of page 1.

So, always ask for Comments and for Likes whenever you get the chance.

Start off by putting in your own comment on your own video right away. I like to put in a "thanks for watching" style comment. Then click the Like button for that comment and click the Like button for the video. That will at least give your videos one like and one comment.

One more thought, on your comment you can add in a few more keywords, maybe by restating the title of your video like this:

"Thank you for watching my video about How to Use Photoshop Elements 11, if you have any questions just leave me a comment."



When you receive comments YouTube will send you an email notice. Make sure you respond to those comments as soon as you can. This will show YouTube that you are interacting with the site quickly and this can help your ranking a little bit as well.

Break into the YouTube Top 20!



Technique 18

Likes, Favorites, Subscriptions, Watches Improve Listing Positions

Any time you get Likes, or someone adds you as a Favorite, or Subscribes to your Channel it gives you a little bounce in the ratings. So whenever possible always include these links and ask for the Likes.

Don't spend too much time on this though. I have seen videos with only a few Likes get onto the first page and videos with a ton of Likes end up way down the list. This really is a way to improve things a little bit, call it fine tuning your social positioning.



Also don't put too much stock in getting lots of views as a way to improve your ranking. It really works the other way around, improve your ranking to get lots of views. I haven't seen any evidence that getting lots of views will move you up the list. I have placed several videos on the first page of search results almost instantly using the techniques above. In other words, first page placement with no views. I also have found lots of videos with hundreds of thousands of views that are way down the list.

The only time I can see a real benefit to lots of views is in the perceived popularity of a video to the viewer. It is likely that when someone is looking at a list of videos on YouTube they may click on the videos with the most views first, thinking that those are the best videos. There are companies out there that will put a ton of views on a video for you, for a price. This will not improve your listing position, but it may improve your viewer rate.

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Technique 19

To Buy or Not to Buy Views, That is the Question...

Special Note: This one technique is a gray area on YouTube. Using this technique could get you banned from YouTube. Use at your own risk. This is from the YouTube Policies:

"Anything that artificially increases the number of views, likes, comments, or other metric either through the use of automatic systems or by serving up videos to unsuspecting viewers, is against our terms."

The important phrase to notice here is "artificially increases", so this would make using an auto-refresh setting on your browser against YouTube policy. It would also ban any computer bot that does the same thing. But it does not ban hiring a ton of people to click on your videos.

Take a look at the screen shot in the last section. This screenshot was from my test of purchasing views. After about a month this video had 195 views, not too bad for the subject matter of the video. I then bought 5000 views from a trusted company which brought the view rate up to 5195 after about a week. Over the next week that video received another 1301 regular views. So obviously getting things started with those 5000 massively improved my actual viewer rate.

I personally would not go beyond a 5000 view purchase, although it appears that Record Companies purchase millions of views for their new music videos. This is a last step technique though. Only use it after you have done everything else listed above and your video is on page 1. I already had this video placed on page 1 before I purchased any views. If the video was not on page 1 then I doubt that I would have received those additional 1301 views.

So, lots of views can get you lots more views, but it won't move your video up the list.

Any good source of YouTube views will have those views delivered from lots of IP addresses and lots of real viewers. Don't try this yourself and I really can't recommend picking up views on sites like Fiverr.com without seriously looking at their technique very carefully.

Break into the YouTube Top 20!



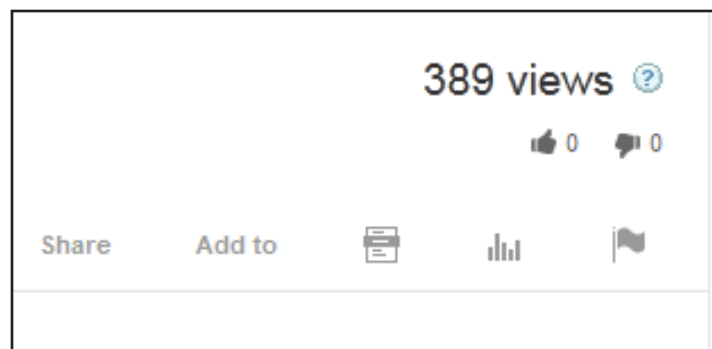
Technique 20

The 301 Views Hold

Speaking of views, if you watch your views carefully you will see your views get stuck at 301 views. This could last a day or more. There is nothing to worry about here, it is just part of the way YouTube works. Up to 300 views YouTube just adds those to your total without giving them any special consideration. Once you hit 301 though YouTube puts all new views through a more thorough authentication process. So the view counter will get stuck at 301 for a short time while the views get a closer examination by YouTube.

Once you hit 301 YouTube will begin to look at the IP address the views are coming from, how often new views are recorded, how much time is between views, and more. This is done to prevent someone from opening one of their videos in a browser then putting that window on auto-refresh, say refreshing every 5 seconds or so giving themselves hundreds of views in a short time. YouTube will spot this and only give you credit for the 1st view.

For some reason YouTube does not seem to consider buying views from a trusted company as cheating, but they do consider it cheating if you do it yourself.



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Technique 21

Lots of Video Responses Increases Search Ranking

YouTube really likes video responses and will give your videos a boost if they are getting video responses. The reason for this is that if someone takes the time to create a new video to respond to your video then that video must have moved them in some way. But be aware of spam, so use my technique above and always put the Allow Video Responses to Approved.

YouTube puts video responses at the top of the comments section on a video page. This means that video responses will naturally get more views than text comments. People will also frequently click on those video responses to see what they are all about.

Just like above where we started the conversation going by putting in the first Comment, you can also put in the first Video Response on your own video. Just use one of the other videos in your Playlist as the response to this video, then do the same with the rest of the videos in the Playlist.

So, You would respond to video 1 with video 2, then respond to video 2 with video 3, clear around until you end with using video 1 to respond to the last video in your Playlist. This also creates more links between your videos and more links inside of YouTube, both of which they like. One thing to keep in mind here, YouTube only allows you to use a video as a response 1 time, so once you used video 2 to respond to video 1 you would not be able to use video 2 to respond to any other video, but that is fine with our system.

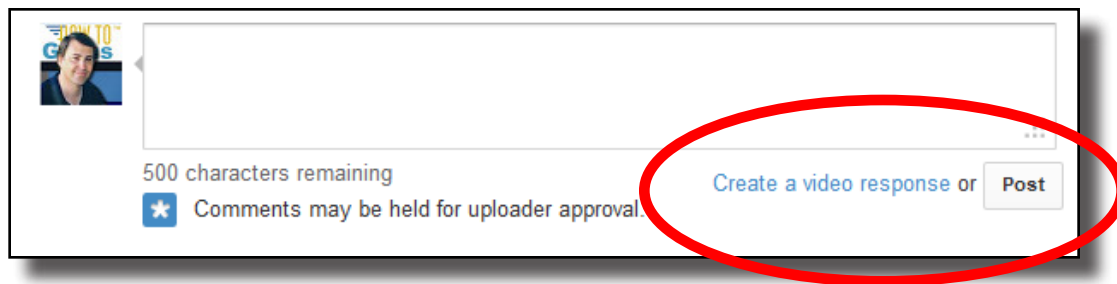
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Technique 22

This Leads to My Last Technique - Posting Video Responses

If you want to massively increase your overall viewer rate then post video responses to popular videos. Make sure that the videos are appropriate as a response so that they get approved. You will then be getting traffic to your Channel through your video response to that popular video. If done correctly this can give you tons of views per year, one YouTube user received over a million views using this technique. Once you reach that level of views it will have a definite impact on the positioning of all of your videos. So it is a technique that is worth your time to explore.



To Post a Video Response click on the regular comment box and on the right side, just before the Post button, you will see the link for the video response. You will need to have already uploaded your video to your channel ahead of time, then you use this link to attach your video to the comment field.

If you plan on using this technique you will need to create a new video for each response you post. Firstly, videos can only be used as a video response one time anyway. And secondly, if YouTube catches you trying to use the same video, just modified slightly with different names, as a video response to a bunch of videos they will ban your account. You don't need to make many of these video responses to have a huge affect on your channels view count if the response is a good one and you put it on a very popular video. Remember we are trying to get legitimate views to our channel with this method, not spam YouTube.

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To Sum Up

There is no way to guarantee a first page placement on YouTube

But you can massively improve your odds by following the steps outlined above. As a basic rule the fewer results returned for any keyword search the easier it will be to place your video on page 1. And the opposite is true as well, the more videos returned for a search the more competition you have and the more difficult it will be to place your video on page 1. The exciting reality is that most people have no idea how to improve their video placement, and even those that do know something, don't know all of the techniques I have shown you in this guide. So at least right now it is possible to place your video on the first page of popular searches on YouTube.

- Plan your optimization ahead of time.
- Do your keyword research.
- Properly prepare your video.
- Write a great title and description.
- Put in all of the needed links, tags, comments, and annotations.

And you are well on your way to page 1 in YouTube!

Of course don't forget to subscribe to my YouTube Channel:

<http://www.youtube.com/user/howtogurus>

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Links and Resources

Useful Links

YouTube Keyword Tool - https://www.youtube.com/keyword_tool

Google Keyword Tool - the link occasionally moves so the best option is to go to Google and simply do a search for Keyword Tool. The correct link will be the first one in the list.

My Sites

My YouTube Video Training - <http://www.georgepeirson.com/tigertube/>

George Peirson Blog - www.georgepeirson.com

George Peirson Online Video Courses - www.georgepeirson.com/join-now-2

Follow Me on Social Media

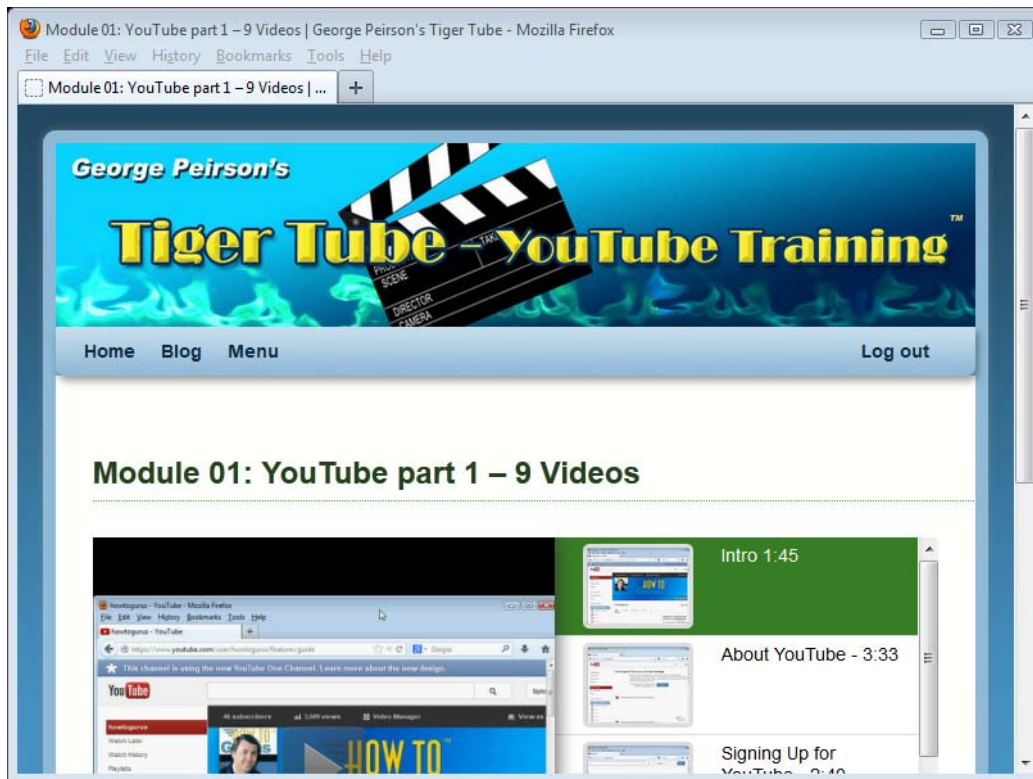
[twitter.com/@howtogurus](https://twitter.com/howtogurus)

pinterest.com/howtogurus/

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If you find this eBook useful then you may want to take a look at George Peirson's online courses

www.georgepeirson.com/join-now-2/



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with Full Motion Video and Crystal Clear Sound

No other training even comes close

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