

Transcript for DKSpeaks Podcast Episode 6 – How to Rank Youtube Videos on Google

In the last few podcasts we touched upon topics like social media, Private Blog Networks, Productivity etc.

One of the questions that some of my subscribers asked me when they got to know about these podcasts was, why didn't I do a podcast on Youtube considering the fact that I am a video marketer and that is the niche that I have been making some decent money in.

It was a fair ask and it is hence I thought I will pick the topic of Youtube Marketing for this podcast.

So in today's show we are going to discuss, "How to Rank Your Youtube Videos on Google".

Now when I say Google, I mean the 1st page of Google. If it is not the first page then it is no use ranking on Google.

So I have made a lot of money with videos. I get my videos to rank on the first page of Google, especially during big launches and these video bring in a decent amount of money for a long time.

You can go to Google and search for the term, "Bleupage Review" and you will find my video is the first result. This video brought in a lot of money for almost 7-8 months because there was a subscription offer related to this product and it did well.

So now let us look at some key factors in getting your videos ranked on the first page of Google.

I do a lot of launch jacking. So I pick products that are about to be launched or, have just launched and I create videos for these products. They tend to do really well.

Review videos do well on youtube and the first thing to do is to pick keywords that you want to rank for.

1). Always ensure that you save your videos with the keyword phrase. So if your are targetting a keyword "Social Robot Review" then you need to save your video with the keyword "Social Robot Review".

Once you have done that, right click on the video file and go to properties. You will find an option "Details". When you go into it, you will find Title, Subtitles and Tags. Fill each of these fields. The title and subtitle need to have your primary keyword in it. You can add a few tags and include your keyword including the primary keyword in it.

2). Upload the video to Youtube. Then go about optimizing the title and description fields. The title should begin with your primary keyword. The description should also begin with your primary keyword followed by the url or, link that you want to include.

When optimizing the title, try to include a secondary keyword as well. But don't stretch it too long. DO NOT repast your keywords.

- 3). When writing your description try to add at least 300-500 words. A keyword density of about 1% is desirable. So include 1 keyword every 100 words.
- 4). Add all possible variations of your keywords and your primary keyword in the tags.
- 5). Create a different channel for every product or, create a targeted channel for similar products. "Social Linking Product Reviews" is a good name for products related to social bookmarking and social media. Optimize the channel by including these keywords in the tags for the channel.
- 6). Build backlinks to your videos. This is where the trick lies. Most people build a few backlinks and then leave the video. This will not work. You need to build a decent number of backlinks and then index them as well.

What I do is, I go to Fiverr and hire one of the sellers there who can build tiered backlinks. These backlinks should be from Web 2.0 sites, blogs, Press Releases, Social Bookmarking backlinks, Articles Directories etc.

There are a lot of decent sellers who can do this for you for \$5-\$10. Hire one of them and build the backlinks.

That's all that is there to it.

There is a trick that I follow with my videos. I create about 4 different videos on reviews, demos, features etc and then create a playlist with my primary keyword and then add all of these to the playlist.

This works really well and I have seen rankings improve just by following this simple technique.

We covered some of the basics of ranking youtube videos in this podcast. We will be discussing on some other tricks and techniques in a future podcast which will give you the edge and ensure that you are able to beat your competition hands down.

Head over to dkspeaks.com for the show notes and details of the resources. You will also find links to some of the fiverr sellers that I use to build my backlinks.

Don't forget to let me know your thoughts and opinion by commenting on the post. If you liked this podcast do share it using the share buttons. And also do rate the show here on itunes. It helps the show and its rankings.