

# The YouTube Traffic Takeover Workshop

## The YouTube Video Ranking Cheatsheet

### 1. Video File Title

Save your video file as your keyword.

**Example:** My video is for the keyword heart health so I saved it as heart health.mp4

### 2. Keyword IN Your Video

YouTube is listening to your videos and if you're using closed captions your text is going to be in there too, so you need to make sure that your keyword is mentioned throughout your video.

### 3. The Title

Make sure your keyword is in the title. The closer to the front of the title the better. Make sure it's optimized for clicks over search. You want to get people clicking. Remember not to use "click bait".

### 4. The Description

When you create your description the very first word should be your keyword. Then sprinkle it in a few times in your description. Make sure your description makes people want to watch. Tell them benefit points on why they should watch. Make them feel like they're going to miss out if they don't watch your video. Sprinkle in any other related keywords too.

### 5. Thumbnails

You need to make sure you have a good thumbnail that makes people want to click. Remember your CTR is a huge variable in the ranking variables that YouTube uses. Keep it simple. Just use an eye catching image (*facial expressions tend to work really well*) along with your title in your thumbnail. If you have a long title just put the big benefit in as few words as possible WHILE including your keyword. Including your

keyword on your thumbnail sends a signal to the viewers brain that this video is going to be relevant and will make them more likely to click.

## **6. Tags**

Your tags should include your primary keyword and any other related keywords along with a tag specific to your channel. Come up with your own channel tag.

## **7. Hashtags**

Do NOT use hashtags!

## **8. Juice Your Video**

YouTube pays attention to your videos in the first 72 hours. The more people see it, like it, comment on it, the more attention YouTube will give to your video and it will rank higher. So you've got to "juice" your video by getting eye balls and interaction on it.

*Do this by...*

- a. Make a comment make a comment inviting people to subscribe or visit a link or encourage them to comment. Pin this comment and heart the comment.
- b. Share the YouTube video URL on all of your social media channels.
- c. Email your list the YouTube video
- d. Anything else you can do to get people seeing your video and interacting on it.

Likes and comments send signals to YouTube that your video is good content and all of that optimization work you've done will be rewarded by you actually showing up in the top of YouTube for your keywords.