

WebFire Presents: Wednesday Marketing Webinars

How to Rank Videos and Get Traffic and Results



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for Our Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



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Now let's move onto our training for this week with all about videos...



Overview for Today

- How to Rank Videos that Get Traffic and Results
- Live Demo / Example
- Q&A



How to Rank Videos

- There are a few main kinds of videos that can be awesome for ranking AND making money:
 1. Videos answering questions
 2. Video reviews
 3. Videos on popular / trendy topics
- In all cases you'll want to do your keyword research in a similar manner to what we suggest for websites...
 - Search YouTube for preferred keywords and see how many exact matches there are followed by "close" matches (you don't want more than a couple exact matches to have the best chances).
 - Target the keywords in your title and description.
 - Going the extra mile – leave comments linking to it or do a blog post on it.
 - Use Video Firestorm in WebFire to help with this if you want.



How to Get Traffic to the Videos

- You'll want to make sure that you not only target keywords that you have a chance of ranking for on YouTube, but you should also see what your chances of ranking on Google are (do a search for the main keyword and see how many results show up there too – two or less exact matches is good).
- You'll want to also make sure that your keyword appears to get traffic (tricks to check – keyword tool, using predictive keyword search, and just checking other videos and their view count).
- Keywords that are questions where you answer a specific problem can be a great way to find potential prospects that would be interested in your topic.
- Likewise, keywords that are more likely to be from potential buyers can be a great way to focus your time on what brings in money (like reviews or questions people search for before buying – examples).
- Make sure that your titles are catchy and not just SEO friendly (examples)
- Make sure that the start is especially catchy and attention grabbing
- Pay attention to trendy topics as well to get big bursts of traffic
- YouTube trick to siphon traffic from others (live example later)



How to Make More Money from Videos

- Make sure that you have a good call to action at the end.
- Make it obvious what you want them to do or where you want to go.
- If it's a review, make sure that you follow a simple format of what it is, what the pros and cons are, a short summary, and what you think they should do with a call to action.
- If it's a question you're answering, make sure that you make it short and precise, as well as give them additional info with a link for where to find more, where to get the best deal, etc.
- Links mentioned in the video, description, comments, etc. can help.
- Don't drag it on with boring stuff off point, especially if you're looking to make money from a hot prospect.
- Asking them to subscribe, like, share, and/or comment can help you get more traffic, subscribers, and make more all at the same time (YouTube looks at this stuff for rankings too).



Live Demo of YouTube Video Traffic Trick



Any other questions???

(cash giveaway
right after)



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