

THIS MAKES MONEY



THIS COST YOU MONEY



"Excellent!"



"Never again!"

VIDEO SEO CHEAT SHEET

1

Optimize Video

- Name the actual video file the keyword you want to rank for. So HomeForSalePhoenix.mov

2

Description of the Video

- Only the first 60 characters are viewed / shown in a google search. So make sure you put the keyword in the very beginning of the title of your video. So we want Great Home For Sale in Phoenix – 602-333-3456
- Tip search google for the keyword and look at ads for ideas
- Use all 60 characters in the title of the video

3

Description of the Video

- Put a good long description in the description. The very first thing you want is your keywords then your website URL and include http:// so it will be http://www.YourWebsite.com without the http:// it will not be a clickable link. This is very important to help drive traffic to your website so they can find out more information.
- Make sure your Keyword phrase is in the description approximately 1-2 keywords per 100 words. You should have about 500 words in your description.
- Add the URL of the youtube video into the description of the video
- Add your Company Name, Address & Phone Number
- Add your keyword phrase as the last words in the description

4

Tag & Category

- Add as many relevant keywords as you can in the tags
- Look at other ranking videos and see what category your competitor video is ranking for

5

Channel Optimization

- Go to www.Gmail.com and get a new gmail account for Real Estate Related. This channel is going to be all about your properties, real estate and your business. You will also want to subscribe to some newsletters with this new gmail account so we can season the account and make it look real, add some events to your google calendar, add some documents to google docs and set up a google+ profile with a photo, description and phone number. Follow some other Real Estate Agents and Real Estate related pages and any other local business in your area.
- When Naming your channel make sure you add a Keyword in the Channel Name
- Fill out the Channel Bio with Keywords
- Set up a featured video
- Make sure you add your website links in the about section and any other social media accounts you have



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Get BackLinks:

- Go to your blog and post your video link, go to your broker blog and post your video link, go to Active Rain, wordperss.com, blogger.com and post your video link
- Write a press release and put your video link into the press release and distribute that out to all of the press outlets. You can use PRWire for this.
- Article directories, write a blog post and share this on article directories
- Social Bookmark sites, facebook, LinkedIn, Twitter, Google+ , Tumblr...etc
- The key is diversified links

Watch Time

- Create quality content that people will want to watch. These videos are a direct representative of you and your business, so make them good!
- Add annotation with the keyword that will link to your other related videos
- Use in video programming to feature a thumbnail link to your most popular video

Views

- Email your list if you have and send them your link
- Put a link in your footer of your email signature
- Embed the video on your site, your brokers site, embeds are also very important
- Social media posting and shares, or run a facebook ad to get views quick!

Comments, Shares & Subscribes

- In email ask for all of the after they watch video
- Ask for them in the description
- Ask for them in the video
- Ask for them in the comments

Bonus

- Use Google Hangouts and make sure you do all of the above listed. Google loves GOOGEL Hangouts...we have had amazing success in ranking a video that was done on Google Hangouts!
- Record multiple videos targeting the same keywordAdd your keyword phrase as the last words in the description



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