

Rank Your Video on Youtube

I should admits I'm not good in writing catchy guides And writing in English at all , if you download this Guide for entertainment close it asap , if you download it to learn how to rank your video in Youtube then continue reading , btw this guide For beginners (noobs) if you are a guru close it .

So what is it about ?

When you go to youtube.com and search for any keyword (keyword means what people search in the search box and hit enter !) you get different video results did you asked yourself why it's arranged like This ? why video NO. 1 isn't No. 14

For e.g or vice versa ? Curious now ? want to rank Personal video as a gift for your friend On his/her birthday ? (I said that because I'm doing that for my

<http://sharebutton.org/>

friends love unique gifts !) or want to monetize that
? Got it now ? okay let's start .

- **Keyword Research :**

as I told you before keyword is the word(s) people search for , it could be “lose weight fast” or “best english song”etc

to start keyword research you need sources/tools help you in your keyword research :

Some sources to get an idea what's keyword(s)
To start with :

<http://soovle.com/top/>

<http://sharebutton.org/>

this site you will show what's the popular keywords searched daily on top internet platforms like amazon,youtube,Google Searches .

Top Internet Keywords For - 02.17.13 Updated daily

a - b - c - d - e - f - g - h - i - j - k - l - m - n - o - p - q - r - s - t - u - v - w - x - y - z - all

Search:

Click on the provider icons to see their search results.

[G](#) [a](#) [!](#) [!](#) [!](#)

J searched on amazon, google, Youtube

- justin bieber [G](#) [a](#) [!](#) [!](#)
- jcpenny [G](#) [!](#) [!](#)
- jenni rivera [G](#) [!](#) [!](#)
- jetblue [G](#)
- joanns [G](#)
- justin tv [G](#)
- jennifer lawrence [G](#)
- java [G](#)
- jupiter grades [G](#)
- j crew [G](#)
- juicer [a](#)
- jordan shoes [a](#)
- jillian michaels [a](#)
- jewelry box [a](#)
- jansport backpack [a](#)

Q

- quotes [G](#) [!](#) [!](#)
- qvc [G](#) [!](#) [!](#)
- quicktime [G](#) [!](#) [!](#)
- quinoa [G](#) [a](#)
- quizlet [G](#)
- queen mary [G](#)
- quentin tarantino [G](#)
- quibids [G](#)
- qwop [G](#)
- quadratic formula [G](#)
- quicken 2013 [a](#)
- quickbooks [a](#)
- quickbooks pro 2013 [a](#)
- quicken [a](#)
- queen sheet set [a](#)

X searched on Google, yahoo, youtube

- x factor [G](#) [!](#) [!](#) [!](#)
- xbox live [G](#) [a](#) [!](#) [!](#)
- xbox [G](#) [a](#) [!](#) [!](#)
- xm radio [G](#) [!](#) [!](#) [!](#)
- xfinity [G](#) [!](#) [!](#) [!](#)
- xbox 360 [a](#) [!](#) [!](#) [!](#)
- xbox 720 [G](#) [!](#) [!](#)
- xanax [G](#) [!](#) [!](#)
- xbox 360 console [a](#) [!](#) [!](#)
- xbmc [G](#)
- xkcd [G](#)
- xda developers [G](#)
- xbox 360 controller [a](#)
- xbox 360 games [a](#)
- xbox live gold 12 month [a](#)

As you see in the pic this site updated daily with Top searches platforms , let's say I found hot keyword on (google,amazon,and youtube)
This keyword is "Justin bieber" , now I need to

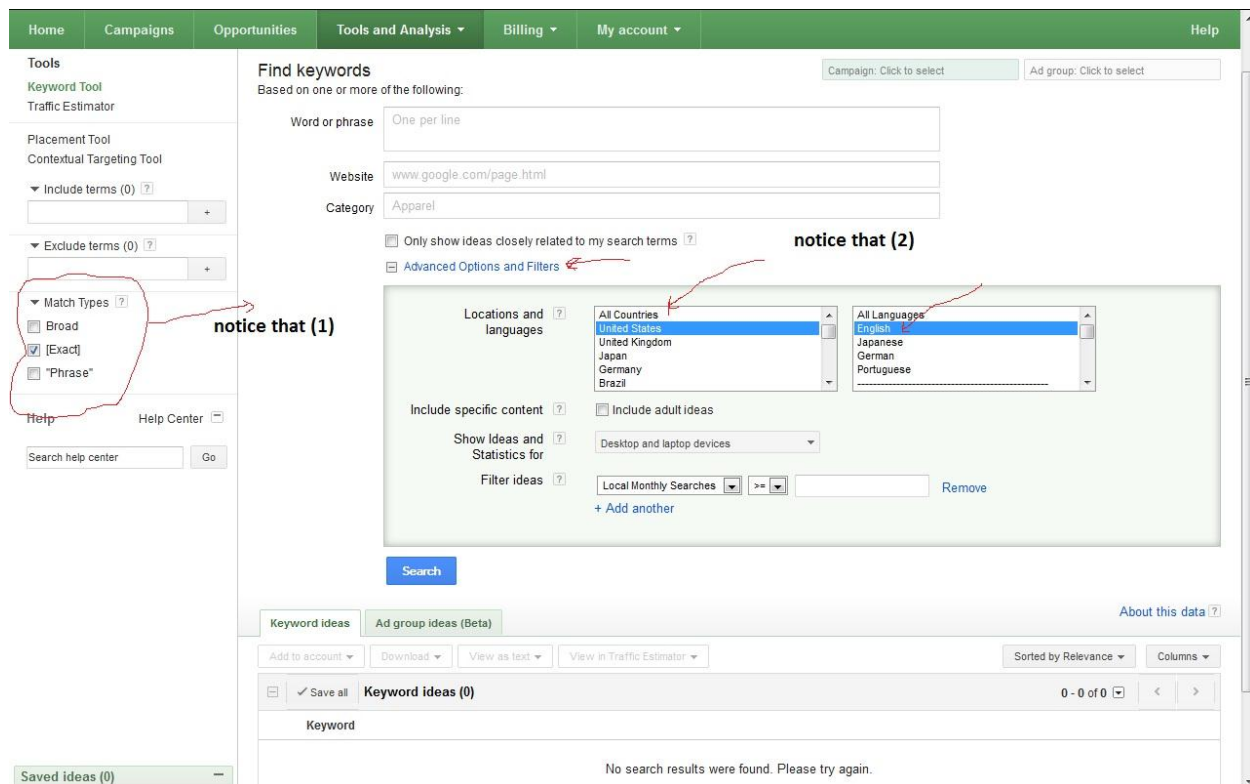
Get more details about this keyword , I know it's hot keyword a lot of people searches for it From soovle but need more details about this keyword , let's go to next step .

Google adwords keyword research tool:

<https://adwords.google.com/o/KeywordTool>

when you go create adwords account if you don't have one it's free , you will get better results this is the case with most online tools always show results for registered members better than results for guests ,

<http://sharebutton.org/>



This how your screen looks when you login to adwords keyword tool (sorry for pics quality My laptop crashed and formatted it didn't install photoshop yet) , in the match type there's three Options broad , exact , and phrase . the difference between them broad give searches result for anything related with the keyword , phrase will give searches result for anything contains the keyword ,Exact will give searches result for only the keyword

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Itself . read this

<http://support.google.com/adwords/answer/2497836?hl=en>

The other thing you should notice is Advanced options and filters , which is offer options to filter Our research to get targeted details , in the pic

I just used 2 options , country (I chose united states) and languages (I chose English) you can choose any available language or country , but usually internet marketers target US traffic because It's huge economy a lot of hungry buyers

See this options too , most options used for keyword research , to get it press “add another” And from the list choose it , first one you see “competition” and there's three choices beside it

To check it : low, medium , high .

Most noobs think it's seo competition while it's not !

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It show how many advertisers interested to bid on certain keyword , high means a lot of advertisers low means the opposite .

(high adwords competition keywords most profitable keywords with adsense since the publisher gets top Cost per click value)

Advanced Options and Filters

Locations and languages ?

All Countries
United States
United Kingdom
Japan
Germany
Brazil

All Languages
English
Japanese
German
Portuguese

Include specific content ? ☐ Include adult ideas

Show Ideas and Statistics for ? Desktop and laptop devices

Filter ideas ?

Competition ☐ Low ☐ Medium ☐ High Remove

Global Monthly Searches >= Remove

Local Monthly Searches >= Remove

Approximate CPC > \$ Remove

+ Add another

The second option is Global searches with this option you can choose what's the maximum/minimum number of Global monthly

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searches (searches from the whole world in English language we chose before) , the third option is local monthly searches with this option you can choose What's the maximum/minimum number of local monthly searches (in our case we chose united states) , the fourth option is approximate CPC (cost per click) shows the estimated value for this click How much the advertiser will bid to show ads for this keyword .

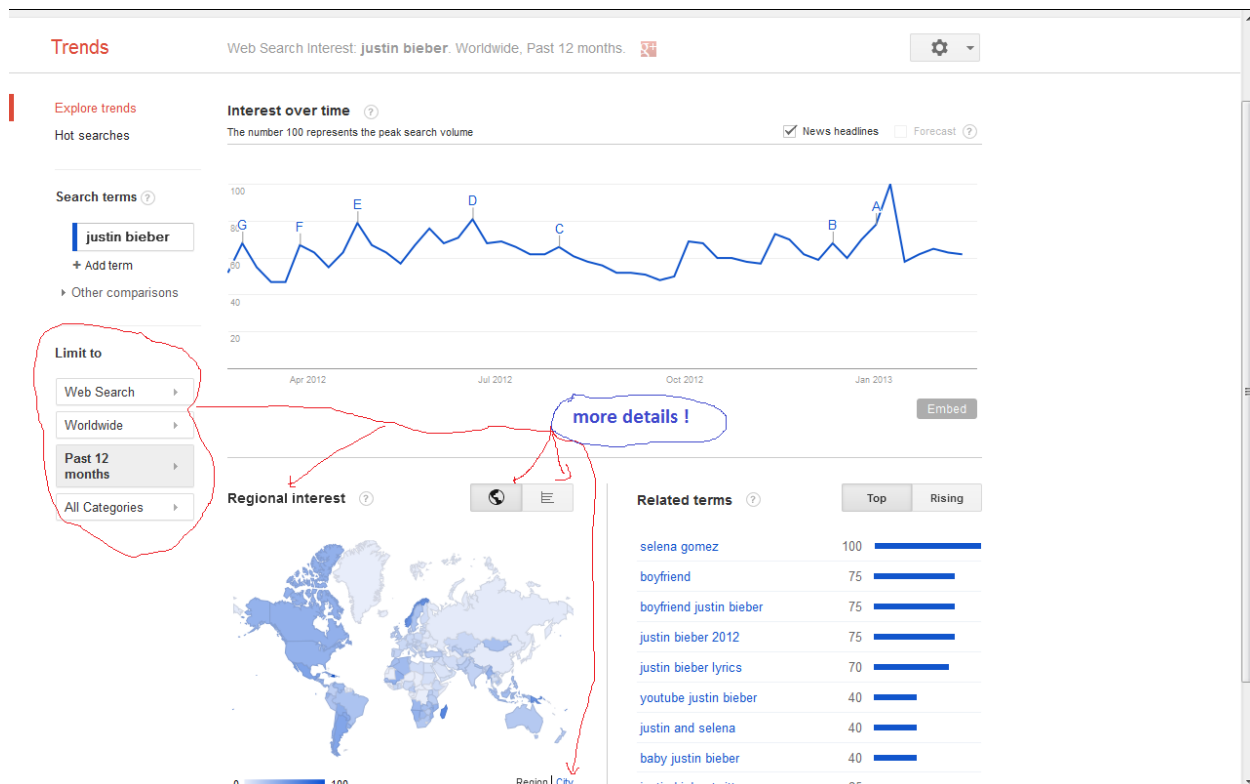
Now I will keep that options default and I will not Set any value , just I chose Exact searches , US country , English language .

And I will put our keyword “Justin bieber” if remember (without quotes) and hit the search button , you will get result contains something like This :

The screenshot shows the Google Keyword Planner interface. At the top, there are tabs for 'Keyword ideas' and 'Ad group ideas (Beta)'. A link 'check all columns' is visible. Below the tabs, there are buttons for 'Add to account', 'Download', 'View as text', and 'View in Traffic Estimator'. A dropdown menu is open, showing a list of columns with checkboxes: 'All Columns', 'Competition', 'Global Monthly Searches', 'Local Monthly Searches', 'Ad Share', 'Google Search Network', and 'Search Share'. The main table displays search data for the keyword '[justin bieber]'. The table has columns: Keyword, Competition, Global Monthly Searches, Local Monthly Searches, Ad Share, Google Search Network, Search Share, and Approximate CPC (Search). The data row shows: [justin bieber], Low, 6,120,000, 1,500,000, -, 4,090,000, -, and \$1.6. Below the table, there is a 'Save all' button and a link to 'Keyword ideas (800)'.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Ad Share	Google Search Network	Search Share	Approximate CPC (Search)
[justin bieber]	Low	6,120,000	1,500,000	-	4,090,000	-	\$1.6

There's 1,500,000 monthly searches in US exactly For Justin bieber (most of them girls , don't worry I will show you how I knew that) , and 6,120,000 from the whole world , let's dig more click on Justin Bieber keyword down list you will get some options one of Them is "Google insights for search" click on this Option and new tab will open and will see something like this :



You see the graph shows the relation between searches volume and date , notice the curve continuous this mean the keyword isn't seasonal Keyword people search it in certain month(s) , this Keyword people search it sustainability .From "Limit to" on the left hand you see "Web search" By default you can choose other choice like "Image search" to get an idea about the search for the

Justin bieber's images , “Worldwide” by default

You can choose any other country (I will choose US

Again) , “past 12 months” by default you can

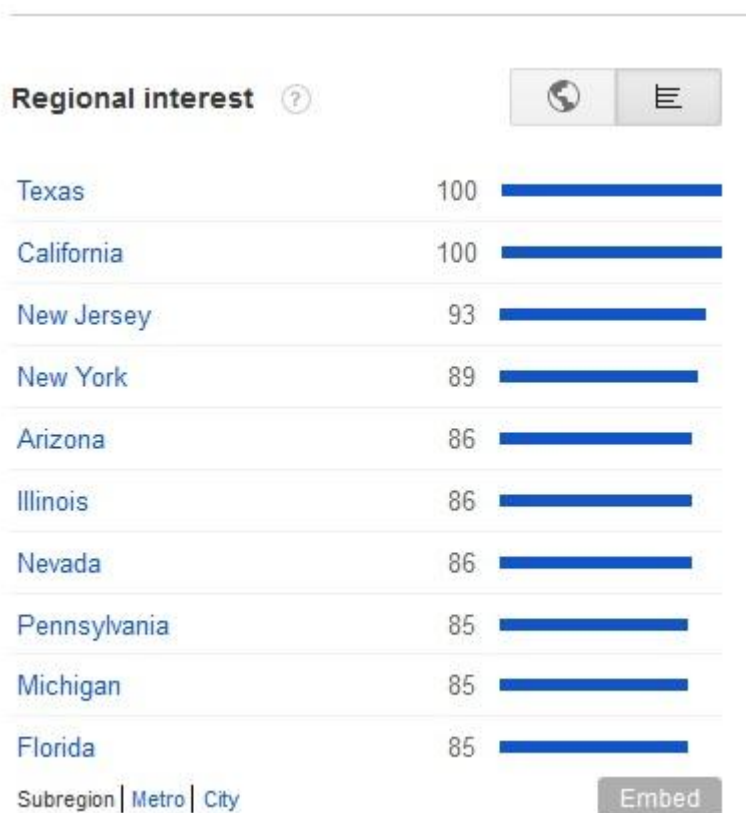
choose any other time like past 30 days, “all

Categories” by default you can choose any certain

Category, now at the bottom “Regional interest”

It shows the locations in map I will change it and

click list button to show the names of the locations



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As you see top searches for “Justin bieber” comes
From different states in US you click any state or
click “city” in the bottom to get an idea about cities
Searches, btw on your browser you will see
“Related terms” on the right hand related with The
keyword .

Til now it's good ? just look to yourself before five
minutes you don't have an idea how to get
keyword details and now you have knowledge Most
of people don't have ! your foot on the SEO road !
Interested to dig more ? I suppose yes .

Go to <http://www.alexa.com> again create account
and login don't use it as a guest.

And enter justin bieber you will see first option

Justin bieber's site

<http://www.justinbiebermusic.com/> (or enter the
site directly in alexa search)

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Now click the alexa result you will get more details

What I care about usually is “audience” tab at the bottom :



The green color show interest , people between 18-24 searches for “Justin bieber” more than people from other ages , female searches for “Justin bieber” more than male (Do you remember when I told before most of interest came from females this is how I knew) , browse other details

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In the bottom you will see most visits countries
28.3% from visitors came from US to Justin bieber
site .

There's similar site like alexa ,
<https://www.quantcast.com/> , I can refer you to
tons of tools and sources but I will make it quick and
easy as I can showing you how much
knowledgeable guy I'm isn't the goal from this guide
.

Oh yeah this guide about Youtube !!! ,Sorry ! well
just kidding still you need that information if you
will do Youtube marketing , check this tools

<http://www.youtube.com/trendsdashboard>

https://ads.youtube.com/keyword_tool

it's similar for previous tools we talked about
but this time for Youtube Research only .
you now knows how to deal with such things .

<http://sharebutton.org/>

let's go to new thing serp (search engine result page) competition on Youtube .

Seo for Youtube :

Actually we need another guide for seo Competition (100 pages at least) , but as I promised you I will make it easy and quick as I can , first go to youtube and search for “Justin bieber” without quotes , on the right hand under the search box Youtube will give you The result count , in our case I see now 1,320,000 Result , now again search for “jemmy sand black isn't good” without quotes I see only 110 result , what I want to tell you keyword with High result count will be more difficult from keyword with low search count , more result count more difficulty , this is factor from different factors keep it on your mind , now

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check any video stand first position for any Tough keyword (like “Justin bieber”) you see it Have decent activity (views ,comments,likes,.....etc) , and here’s another Factor .

Now most important factor I’m always rank my videos with even for tough keyword is **Social signals** , you know social networks and bookmarking like facebook ,twitter ,deliciousetc , It’s popular right ?

Now go to <https://ahrefs.com/index.php>

and create an account and login (sorry I know I bothered you with registration but It was your choice to follow idiot like me !) now grab any popular video rank for any hot keyword (like Justin bieber) , and check it on ahrefs I grabbed hot Youtube video and I see this from the result

<http://sharebutton.org/>



This video have decent social signals count

And it will very difficult to outrank it .

so conclusion for you :

1. Pick low competition keyword (this depends on you , you need to check the result count and your first competitors
How many views comments likes
Social signals they have , you can push same Amount ?)
2. Optimize your video title Start with your keyword , description start with your keyword tags start with your keyword , in short your video's title,description,tags
Always should contains your keyword .

<http://sharebutton.org/>

3. Send views ,comments,likes , I'm using <http://fiverr.com/> for this , there's gigs send 100+ comments 100+ likes 2k+ views for \$5 , if you don't have budget try free exchange systems like <http://www.youlikehits.com/> , <http://vagex.com/>
4. Social signals : remember this is the most important factor , again you can outsource to fiverr , or do it manually Or using automated tool , tweet your video link and retweet it , share it on related Facebook pages (on google write site:facebook.com "your keyword" and comment with your YT link and hit like button) , share it on other platforms See <https://www.onlywire.com/> , this site Can submit your link to top sharing platform

<http://sharebutton.org/>

For monthly fee something like \$12 but I'm doing manually for top platforms , see the platforms available on onlywire and sign up with it and share your video link .

5. Build second tier : example if you shared Your video link on twitter , your tweet link something like this

<https://twitter.com/username/status/301289119838908289>

Take this link and share it again , do the same with other sharing platforms .

6. Rinse and repeat , you can track your videos rank on youtube using tool like <http://www.link-assistant.com/rank-tracker/> have youtube searches engine with other engines as well .

<http://sharebutton.org/>

Sorry for boring weak English and layout
Hope you learned something useful .

Eehab

