



I'm **Jeff Johnson**, and welcome to **Video #2...**

How To Get New Customers Online... Absolutely Free!

Here's What To Expect Today

- A very quick recap of Video #1
- A case study of how a **local retail business owner saved his business** from the recession by tapping into the power of YouTube marketing and how you can apply his strategies to **your business**.
- An **incoming links trick** that only takes 5 minutes to set up and **practically forces Google and YouTube to send you more Free Traffic and Free Leads!**

- **Let's get started with a quick recap of Video #1...**

In Video #1 I reveled The 15 Ranking and Discoverability Factors For YouTube

1. Keywords in the Title
2. Keywords in the Description
3. Keywords in the Tags
4. Incoming links
5. Watch Time
6. Total video views
7. Total likes and dislikes
8. Total embeds
9. Total shares
10. Total playlists it is added to
11. Subscribers
12. Total channel views
13. Flags
14. Comments
15. Category choice

In Video #1 I also gave you a “Cheat Sheet”. Download Link Below Video #1.

Grab your free copies of the Cheat Sheets here :

<http://www.TubeTrafficSecrets.com/video-1/>



15 YouTube Ranking and Discoverability Factors Checklist

Note: The best way to get the most out of this checklist is to watch the **Free companion Training Videos** first.

Grab Your Absolutely Free Cheat Sheets And Training Videos Here:

<http://www.TubeTrafficSecrets.com/igt/>

1. Keywords in the Title

- Only the first 55 or 60 characters are seen in the YouTube search results so make sure your **front-end load the title with your primary keyword phrase and your “call to action”** or points of interest.
- **Write It like a Headline** so it encourages searchers to click it (so they watch the video).
- Use your **primary and secondary keyword phrases, as many as possible** because YouTube themselves say it’s better to use as many keywords as possible in the Title to **increase your discoverability**.
- **Don’t repeat your keywords** in the title; that won’t help but using different keywords will.
- Use **every last character available** in the title to maximize the chances of being discovered.
- Remember, **don’t “spam” by using unrelated keywords**, but don’t be shy about using as many keywords related to your top as possible and still have the title “make sense” and compel the reader to “take action” and watch the video.

2. Keywords in the Description

- According to YouTube... “**The more words you include in your description, the higher your chances of being discovered** by searchers”
- That means **you should write really long descriptions** and try to incorporate every single primary, secondary and related keyword phrase that you can.
- Use **all 5,000 characters** allowed if possible.
- Don’t bother repeating your primary keyword phrase multiple times unless you need to, it won’t help your rankings and it can get you banned for “spam” by YouTube.

24 Year Old **Without** A College Degree



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Jeff Johnson's

Tube Traffic Secrets™ 2.0

Build Your List, Your Brand and Your Business By Tapping Into The Marketing Power of YouTube!

- He went through my **Tube Traffic Secrets** training program last year.
- He uses what he learned to **Build A List And Find Cash-Paying Customers for a National Firm** with “**Brick and Mortar**” Offices across the U.S.
- He grabbed **103 highly targeted leads** from just **one video** the **first weekend** he posted it on YouTube.
- He didn't even create that video... he **paid someone else just ten dollars to make it for him.**
- Let's do the math...
- That would be **18,797 Fresh New Leads** a year from **just one video.**
- If you had just **30** of these videos **working for you on YouTube** that would equal **563,925 Fresh New Leads A Year!**

That's it for the recap of Video #1...

**Let's Get Started With Today's
Video, **Video #2...****

Local Business Owner Nick Tobin



Nick Tobin's Background Info

- He's a **local business owner with a retail storefront** who has been in business 15 years selling **computer repair and network services**.
- Was **hit really hard by the recession** in 2008 and 2009.
- **Joined my training program** in 2009 and **I taught him** how to **find new customers online**.

Here's What Happened Next

- Nick was able to **quickly ramp up traffic and brand recognition** for his offline computer repair shop.
- He took what he learned and started several new **profitable online businesses**.
- He even “**turned what he learned**” into a **side-business** by charging other businesses for help with their YouTube and Online Marketing.
- More importantly... Nick was able to pull his business out of the 2009 recession and go on to **record sales and record profits ever since**.

Here's How Nick Got Started:

- He looked at the problems that his existing customers and target market had in order to come up with potential **ideas for videos**.
- Did **keyword research** to identify which problems were getting decent video search traffic.
- He had videos created that **offered solutions** for those popular problems.
- He **posted those videos on YouTube**.

Very Important!

- Design your Videos And Your YouTube Channel So Your **Potential Customers Know How To Find You.**
 - Domain Name
 - Phone Number
 - A Map For Your Local Business
- Include “**Calls To Actions**” In Your Videos, Your Channel, And Your Video Descriptions That Give Potential Customers A “**Reason Why**” They Need To Contact You, Visit Your Website Or Retail Store.
 - Offer An Exclusive Discount Offer
 - Advertise A Sale That’s Going On
 - Offer Them A Free “Widget” or “Additional Information” That Helps Them Solve Their Problem.

Everyone Loves A Deal!

“...more than a quarter (26%) of consumer local purchases in the last six months, be it online or in-person, were made through promotions or sales, including discount deals, daily deals, coupons or similar discount offers.”

Fact: Online Search Drives Local Sales

BIA/Kelsey and Ipsos Releasing New Consumer Commerce Monitor survey

By: Suzanne Ackley 24 October 2013



According to BIA/Kelsey's new Consumer Commerce Monitor (CCM) survey, 94 percent of the consumers surveyed have gone online for local shopping purposes and 59.5 percent have actually completed a local purchase of merchandise or services online, within the last six months. Brick-and-mortar stores needn't despair, though, since at the same time, two-thirds of total local purchases (65.9 percent) are still being purchased in-person according to the consumers surveyed.

BIA/Kelsey is releasing the first wave of its Consumer Commerce Monitor just in time for the holiday shopping rush. BIA/Kelsey and research partner Ipsos, surveyed consumers to gain insights into how local shoppers in the U.S. are likely to find, engage and transact with local businesses. More information about the survey is available in our press release, [Local Consumers Likely to Flex Multi-Channel Muscle During 2013 Holiday Shopping Season, According to BIA/Kelsey](#), which came out yesterday.

94% of consumers surveyed go online for local shopping... 59.6% completed a local purchase of merchandise or services online within the last 6 months.

November 6, Register [here](#).

Statement Of The Obvious

- **They Buy Stuff Online So... You Don't Necessarily Have To Have A Retail Store To **Take Advantage Of Their Shopping Habits.****

Here's A Real Life Example From Nick

- During Nick's research phase he discovered that his **current clients and target market** wanted to use iPads to replace their laptops and computers but didn't know how to do it.
- His online **keyword research confirmed** that his target market (and his current clients) were searching for answers and solutions online.
- He created a quick 5 minute video showing them **how to use their iPad** to connect to their office desktop remotely.
- His video has **130,170 views**.
 - Note: The average YouTube video has less than 100 views.
- He drove traffic and leads from his video to his store and his websites by including "calls to action" and "reasons why" in his videos... he told them how to find him, and why they should visit his websites and his store.

Here's How You Can Get Started

- **Write a down a list** of the types of **problems that you typically help your clients or customers solve**... brainstorm as many problems as you can.
- Identify which of those you think could be translated into a video.
- **Set aside 30 minutes a day** for a month and create one video a day. At the end of the month **you'll have 30 videos**.
- Or you can **outsource your videos** like Anthony does **for as little a 5 dollars apiece**.
- If you are a local business then **optimize your videos for the local market** by using your surrounding area city names, neighborhood names, zip codes, area codes and other things that help people in your area find your videos (put those things in your title, your description, your tags, and also in your blog posts that host your videos).
- Your goal is to **get your message, or your client's message, in front of those people who are searching online for answers to their questions, and solutions to their problems**.

Here Are A Few More Examples

- **Car Repair Shop** creates videos for the local market that shows how much damage the local potholes are doing to cars and why they should bring their car in for a **free inspection**.
- A **Florist** creates videos that discuss the proper flowers to send for specific occasions like weddings or funerals and **offers a discount** coupon.
- A **Real Estate Agent** gives virtual tours of the houses they list and offers a **Free iPad** to customers that buy a house through them.
- A **Restaurant** creates cooking videos that show how to create some of their signature dishes and then **offers a coupon** to have the viewer eat at their restaurant.

It's Not Just About Local Retail!

- A **Local Online Auto Parts** company can do the same for the “do it yourself” crowd.
- A **International Online Florist** can still offer flowers to the local market.
- A **National Real Estate Company** can prospect **Online** with videos
- Even a **National Funeral Services Company** can sell local funeral related goods and services **Online** with videos
- **And They All Do!**

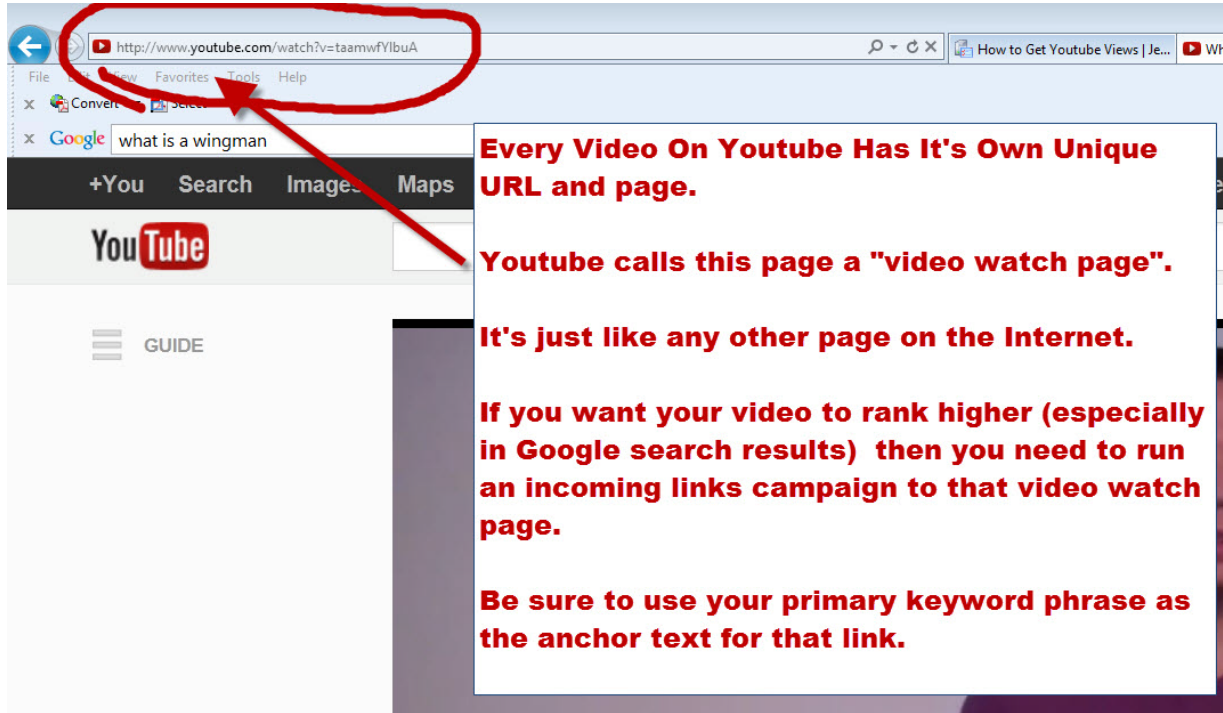
- Well, That's It For Nick's Story,
Let's Move On To A **Neat Little
Ranking Trick** I Like To Call...

“Blog Post Link
Love!”

Here's The Best Part...

It Only Takes About **5 Minutes** To
Set Up.

Video Watch Page



The image shows a screenshot of a web browser displaying a YouTube video watch page. The address bar contains the URL <http://www.youtube.com/watch?v=taamwfYIbuA>, which is circled in red. A red arrow points from the circle to the text box on the right. The browser's menu bar shows 'File', 'Edit', 'View', 'Favorites', 'Tools', and 'Help'. The browser's address bar shows 'How to Get Youtube Views | Je...' and 'Wha'. The browser's search bar shows 'what is a wingman'. The YouTube logo is visible in the top left corner of the page. The text box on the right contains the following text:

Every Video On Youtube Has It's Own Unique URL and page.

Youtube calls this page a "video watch page".

It's just like any other page on the Internet.

If you want your video to rank higher (especially in Google search results) then you need to run an incoming links campaign to that video watch page.

Be sure to use your primary keyword phrase as the anchor text for that link.

How To Grab The Embed Code

The screenshot shows a YouTube video player interface. At the top, there is a progress bar and a volume icon. Below the video player, there is a red-bordered box containing the following instructions:

1. Click "Share".
2. Click "Embed".

Below the instructions, the video player shows the video title, view count (42,459), and like/dislike counts (165 likes, 13 dislikes). The "Share" button is circled in red. Below the "Share" button, the "Embed" button is also circled in red. The "Embed" button is highlighted, and the embed code is displayed in a text area:

```
<iframe width="560" height="315"
src="//www.youtube.com/embed/h6QWNUQTQ_s"
frameborder="0" allowfullscreen></iframe>
```

Below the embed code, there is a "Video size" dropdown menu set to "560 x 315".



- **Your Objective** With This Technique Is To Get Your YouTube Videos To **Rank Higher** On Both YouTube and Google.

Step 1:

- **Post** Your Video To YouTube

Step 2:

- **Optimize Your Video**
 - Be sure to use your “15 Ranking And Discoverability Factors” Cheat Sheet from Video #1

Step 3:

- **Embed** Your Video In A Blog Post

Step 4:

- **Link Back** To Your Video Watch Page on YouTube
 - Be Sure To Use Your Primary Keyword Phrase As The **Anchor Text** In That Link.

Step 5:

- Run An **Incoming Links** Campaign To That Blog Post

Incoming Links **Tip!**

- **Several recent studies have identified Google + links as one of the strongest SEO ranking factor out there, so...**
- **Start Encouraging Google + Users To Link To Your Blog Post And Your Videos!**

More Incoming Links Tips!

- **Social Media Links Are Some Of The Easiest To Get, Yet Are Also The Most Powerful, so... Engage Viewers On The Social Media Sites Like Facebook and Twitter.**
 - Something as simple as giving a “call to action” in your video asking them to share your video can be extremely effective.

Things To Remember About My “Blog Post Link Love” Technique

1. This isn't a new technique that will go away tomorrow, **I've been using it for years** and it works.
2. This technique has **long lasting benefits...** I have videos still ranking high after 18 months
3. **Youtube loves incoming links** so run a full-blown incoming link campaigns for your most important videos.
4. This works for ranking your videos higher in both Google and Youtube.
5. This works for both **new videos and old videos.**
6. This works with both **new blog posts and old posts.**
7. It works **great for Affiliate products** as well as your own products and services.
8. **The more “seasoned” the blog, the more powerful the link will be.**
9. **Build incoming links to your blog Posts**
10. **Link directly to the video watch page on youtube**
11. Use your **primary keyword phrase** in the **anchor text** of your link

Coming Up Next In Video #3...

- I'll show you **how all of these factors tie together with a **step-by-step** walkthrough** of real life videos in a highly competitive market.
- Plus a real life example of how **one of my students** has built a **seven figure business on YouTube** in the highly competitive “Health and Fitness” market.

- Keep an eye out for my next email and Video #3...
packed with training that you can put to use in your business immediately.
- Please **leave your comments and questions below** and I'll try my best to answer your questions in Video #3
- And please **share this video with your friends** on Facebook and Twitter 😊



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Use Your Cheat Sheet!

- Be sure to download your Tube Traffic Secrets **Cheat Sheet and Checklist**.
- The checklist has **49 very specific action tips** that you can use to optimize each and every one of your videos... just start with one and go on from there.
- **Download Your Free Copy at:**
 - <http://www.TubeTrafficSecrets.com/video-1/>