

Internet Marketing Blueprint Reports



Youtube Traffic Secrets

By Ewen Chia

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About Ewen Chia



Striving to earn extra income, Ewen started learning the internet business in 1997. **For 5 full years, he worked on his internet business part-time, every day from 11pm - 3am while holding a full-time job.**

He was motivated to build a better life for his family and to clear credit card debts. After years of perseverance and little sleep, he finally cracked the internet marketing code and has never looked back since!

"World's #1 Super Affiliate"

Since starting as an Internet business pioneer in 1997, Ewen has come a long way. Today he is regarded as one of the world's most respected internet marketing gurus.

He is often called upon for his ingenious marketing advice, especially in the areas of business integration, email marketing, product creation and online branding.

He is also often referred to as the "World's #1 Super Affiliate" and his name is synonymous with Affiliate Marketing, although that is not all he does. Many students have been able to quit their jobs and make their own income online!

#1 International Best-Selling Author, Trainer & Speaker

Ewen is also a highly sought after international speaker. He has toured the world helping people achieve financial freedom. He has spoken in events with people like Robert Kiyosaki (Rich Dad, Poor Dad), Anthony Robbins, Tony Blair and Donald Trump.

In November 2006, Ewen received the first ever World Internet Summit "World Internet Challenge" award for starting a new Internet business and generating **US\$80,000 in 3 days** from that very business - right in front of 1,000+ participants!

In February 2009, Ewen launched his print book, ["How I Made My First Million On The Internet and How You Can Too!"](#)

Within hours of launch, this book **made internet marketing history** by becoming a **#1 international bestseller** on Amazon, Barnes & Nobles and other book retailers...all at the same time!



Ewen Chia's websites: [EwenChia.com](#), [AzonCashMachine.com](#), [InstantPaycheck.com](#), [InstantAffiliateBusiness.com](#), [3000PerMonth.com](#)



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Youtube Traffic Secrets



Just How Does Youtube.com Bring You Traffic?

Remember the days when the search engines are the only ways to find what you want online? Things are different these days.

Youtube.com now acts like a search engine, with people looking for instructional videos or informational videos on what they want to know.

And that means to say if you put great informational videos or instructional videos on Youtube.com, they will get a chance of being found. And once they are found and viewed, you can lead them to your website through the description box.

How Youtube Eliminates The Competition

If you were to try to search engine optimize (seo) your site or your feeder sites, you'll have to compete with hundreds of thousands of sites in order to get your site on the first page.

And what's worst, the number of competition sites increase very rapidly.

However, if you choose to optimize your video and get it on the first page of Youtube.com, chances are your competition won't be in the hundreds of thousands, but in the hundreds at the most.

Are you seeing how video marketing can really help you to get traffic? You eradicate fierce competition using the power of Youtube.com.

Great! So What Can I Do?

I know I made it sound as though it's very easy to get your video ranked on the first page of Youtube.com, but again, like SEO, you'll need to know what to do to get it ranked high.

But of course, like the world's largest search engine Google.com, no one knows for sure the exact algorithm behind high rankings. Yet there are some tested and proven techniques that people have tried that contribute to good rankings.

We'll discuss that later in this report. But for now...



How Do You Create Videos?

Many people think that creating videos is very difficult, and I couldn't agree more. But that was the before the millennium. In modern times, getting a video filmed and edited is much easier than before.



For example, entry level video editing software like the Apple iMovie and Windows Live Movie Maker come standard with every laptop you buy.

And trust me, those are more than sufficient. I use them myself all the time to create amateur videos on Youtube.com.

And couple that with the fact that you can record yourself talking using a digital camera, a webcam or even your smart phone, you literally don't need any additional gear other than everyday accessories to help you out.

Or if you want to create videos just using your computer like recording an onscreen video, you can use [Camstudio](#) (free), [Camtasia](#) (paid), or using an online software like [Animoto](#) (free and paid).

In any case, it's best to try out the above options and see what suits you the best. Then stick to that and start creating and uploading your videos.

Getting High Video Rankings



Getting high video rankings don't just hinge on one factor, but many. So you need to take care of many aspects of your videos in order to get them ranking high.

And although no one knows for sure the algorithm behind high video rankings, the tips that I'll outline from here on have been tested to raise video rankings.

Also, you'll need to your own video already produced, ready for upload, to apply the tips below.

Step 1 – Doing Your Keyword Research

Getting good rankings on the search engines like Google.com starts with knowing what keywords you want to target, and Youtube.com is no different.

People search for keywords more or less the same way when they search on the search engines or on Youtube.com, so using the [Google Keyword Tool](#) would help in uncovering what people are looking for.



And the tips to choosing good keywords are as follows:

- Having more than 500 global monthly searches (this denotes demand).
- Having three words or more in your chosen keyword phrase (this makes the keyword specific and targeted).

The 2 criteria above will be enough to help you start optimizing your videos for high rankings.

Step 2 – Optimizing Your Title

The generally accepted idea is that Youtube.com takes into consideration your title when ranking your video. So your title is important.

So for example, if you made a video on weight loss, your keyword could be "weight loss secrets". And in that case, your title would either of the two below:

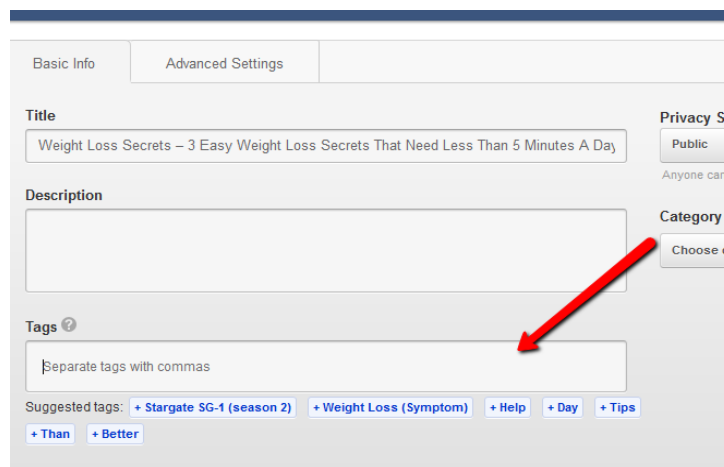
- 1) **“Weight Loss Secrets – 3 Natural Weight Loss Secrets That Don’t Cost You A Dime To Implement”**.
- 2) **“Weight Loss Secrets – 3 Easy Weight Loss Secrets That Need Less Than 5 Minutes A Day To Implement”**.

Are you seeing how I optimize the titles above? I repeated the keywords twice, to tell Youtube.com that my video is really about “weight loss secrets”.

But don’t repeat too often. Remember, the title has to be read right too. So if you repeat too much, it won’t read normally, which can turn people off.

Take a look at your keywords and see how you can implement them in your title properly.

Step 3 – Putting In Your Tags



The screenshot shows the YouTube video upload interface. The 'Title' field contains the text 'Weight Loss Secrets – 3 Easy Weight Loss Secrets That Need Less Than 5 Minutes A Day'. The 'Description' field is empty. The 'Tags' field is highlighted with a red arrow and contains the text 'Separate tags with commas'. Below the 'Tags' field are suggested tags: '+ Stargate SG-1 (season 2)', '+ Weight Loss (Symptom)', '+ Help', '+ Day', '+ Tips', '+ Than', and '+ Better'. The 'Privacy' dropdown is set to 'Public' and the 'Category' dropdown is set to 'Choose a category'.

When you’re uploading your video, you’ll be prompted to put in your video tags, as seen from the screenshot on the left.

What this does it to tell Youtube.com what your video is about, allowing it to be found by people looking for what your video shows.

Not only that, but when you watch videos on Youtube.com, you’ll notice that when you watch a particular video, there will be related videos shown on the side bar. And those videos are chosen based on the tags that they have.

So in order to drive traffic to your site, you need as much exposure as you can for your video, and that’s when your tags come in.

Put in 15 tags or more for your video so that it will be returned as a related video for as many searches as possible.

Step 4 – Write A Long and Descriptive Video Description

Your video description does play a part in telling Youtube.com the relevance of your video with regards to your subject matter, so it’s important to write a keyword rich description.

Learn to write some great and useful content so Youtube.com can tell that your video is helpful, and rank you higher.

Step 5 – Get Friends To Watch and Like Video

Yes, one of the keys to high ranking videos is that the more views and likes you have, the higher your videos will rank.

That's because if a video has many views and likes, it's deemed more helpful than those that don't have as many views and likes. So the more views and likes you have for your video, the higher you'll rank.



So share your video on facebook, twitter or whatever social networks you have.

Get your friends to watch it, like it, and share it too so you get many views quickly.

Important Tips About Your Videos

Remember, when you're trying to rank your videos high, you aren't doing it for the sake of just getting more views.

The reason you want more views is so that more people will get to see your website url, thus ultimately driving traffic back to your site.

So while it's important to get views, don't forget your primary aim, which is to drive traffic back to your site.

And that leads me to some important tips to share with you here.



Tip 1 – Putting Your Website Url At The Top Of The Video Description



If there's one thing you want people to catch, it's your website url.

So where else better to put it than at the very top of your video description?

Many online marketers, including myself, have tested that the click through rate skyrockets when the website url is at the very top. So make sure it's the first thing you put in your video description.

Tip 2 – Put Watermarks On Your Video

Did you know that Youtube.com allows you to put water marks in your videos that contain messages to prompt your viewers to take certain actions?

The picture on the right shows what it looks like, and you might have come across youtube videos having it.

Try out the watermark function by putting in text boxes, reminding your visitors to check out your description that contains your website url.

Or you can also flash your website url, ask them to check out other videos on your channel, or even subscribe to your channel.



Getting More Youtube Views



Remember I mentioned earlier that your video views and likes play an important part on your video rankings? That's why I said you got to ask people to view and like your videos to push their rankings up.

But if you don't have many friends on facebook, twitter or any other social networks, then getting views fast can prove to be difficult.

That's when you need other useful solutions to help you out.

Solution 1 – Vagex.com



Using this website, you get to exchange views with people using a credit system.

For each video view, you use up credits. In other words, to get other members to view your videos, you'll need to use credits in your account.

You can either buy those credits online or view other members' videos to chalk up on the credits.

So overtime, your video views will increase.

Solution 2 – Fiverr.com

Fiverr.com is a gig website where people offer their services for 5 dollars each. And when you search on Fiverr.com, you'll find people who are willing to give you real human video views for 5 bucks.

I've personally found great deals on Fiverr.com before, where they will share your videos to their facebook, twitter and facebook followers, giving you views and likes.

There are many people there offering such services, so you can give them a try. But only buy gigs offered by reliable service providers. Read their reviews before you place an order with them.



Some Final Words



If there's one final advice I can give, it's this...

Make Useful And Helpful Videos For Humans, Not Just Any Video To Rank Well On Youtube.com!

You're making real videos that will be viewed by humans, and if people are going to click through to your website from your videos, they will only do so if your video had helped them find what they were looking for in the first place.

So be sure to know what kind of video you want to create, know how you can help people with your video, so you know that your video can help to generate traffic for you.

It's ok even if your video isn't fantastic. People will value your advices in the videos if it's clearly audible, and helpful to them.

Too often, I've seen marketers that make short 30 second videos and telling people to visit their sites. It might have worked when online videos were taking off, but it won't work well now.

So bear in mind, and keep asking yourself how you can provide value to people through your videos. That's the only way to start bringing traffic to your site through video marketing.

And don't wait till you have the perfect equipment such as expensive video cameras or expensive video editing software before you start on this.

Like I mentioned before, use what you have, like Apple's iMovie or Windows Live Movie maker to get started. And for filming, use your webcam or smart phone. They come in high resolutions these days, so you'll be fine with them.

Finally, TAKE ACTION NOW! And may you find video marketing success.

Hope you like this report.

To Your Success!



Ewen Chia

