

7 Step Formula:

Get Free Traffic & Leads from YouTube

James J. Jones

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Introduction

7 STEP FORMULA THAT GETS YOU FREE TRAFFIC & LEADS FROM YOUTUBE

Welcome! In this lesson, you'll be learning the latest strategies for tapping into the power of YouTube videos in order to generate highly-targeted free traffic leads and sales. Specifically, this lesson will cover:

- Why YouTube? (infancy, free?)
- The BIG opportunity
- Results...what can you expect?
- How can you tap in? (the process)

You'll be given an exact formula that you can use to just dive right in after reviewing this material. A big question that always comes up is whether or not free traffic is really "free". The truth is that there's always some upfront cost. After all, to get free traffic you must first create a video or a website, and there's costs involved in that.

The cost may be just your time, or you might have to spend money on articles or on the creation of your videos. However, the great thing about free traffic is that those costs are usually one-time costs. It's like paying the electric company \$50 upfront for the whole year

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instead of paying \$50 a month in order to have the lights on in your house. That's the power of paid traffic.

Right now, YouTube is really in its infancy. You don't want to wait until everyone else jumps on an opportunity to go for it.. Think about Google Adwords for a moment. Back in 2005, you could have had a heyday putting up ads and spending pennies per click. The opportunity was there to make a lot of money doing that. Today Adwords is very competitive, and Google is making it difficult and painful for online marketers to even get some traction.

Facebook is not far behind either. The cost of Facebook traffic is skyrocketing, and every major player is in there now. Every marketer your run into nowadays is talking about Facebook funnels, Facebook traffic, and Facebook retargeting. Everyone is jumping on Facebook, and as a result, it's not easy to find that cheap traffic which will convert those clicks into a positive ROI.

It's time to talk about the specifics of free traffic, and in particular, how you can tap into that free traffic with YouTube. Actually, the goal here is to get you thinking about traffic diversification. The truth is that YouTube is not the Holy Grail. It's highly recommended that you diversify your traffic sources. So, if you find that something is working on YouTube, then try it out.

Also, you might try to get free traffic most of the time, but it doesn't hurt to try out other traffic sources as well. In other words, you want to have a core strategy that works for you, but then you will want to expand that. Once you have a product that's hot and a way to promote that product, it's just a matter of taking your message and duplicating it on different traffic channels. That's what's going to make your income really explode online.

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Why YouTube?



50% software nerd
50% search engine geek

The person sharing this information is a man by the name of Jason Potash. He got his start in internet marketing way back in 2001. He's been generating traffic and leads using smart automation and great content, leveraging online traffic sources like Google and YouTube. Jason recently delivered this exact same information at the Traffic Genesis event in San Diego. People paid \$997 to attend this seminar. He said that the feedback that he got was fantastic on this presentation because it was full of so much how-to information and action ideas.

Jason started out with ezine marketing, article marketing, content syndication, autoblogs, blog networks, etc. If a tactic has to do with getting free traffic on the Internet, there's a good chance that he has used it. He's probably also developed some software around it to make it easier and to automate the process. Jason is pictured above, and you can see that he proclaims himself 50% software nerd and 50% search engine geek.

Jason has been involved in software since 1995, and he has always been involved in search engine optimization and search engine marketing as it relates to getting free traffic, primarily from Google. Things really changed for him in October of 2013 when he woke up one morning and checked his stats. His stats were way down for some reason. He says that he didn't panic at first, but after a couple of days of this, he realized that he had been slapped by Google.

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Today, this is nothing new to people. When Google goes to release an update and looks to clean up a bunch of websites, they don't use a scalpel but a wrecking ball. In other words, there's a lot of collateral damage when Google makes changes to how they rank websites. Unfortunately, Jason got caught in the middle of this algorithm shift. What would you do if you woke up one day and found out that 50% of your traffic was gone? That traffic generates sales, and those sales generate the checks that you use to feed your family. So, Jason was definitely freaking out when this happened to him. This experience really caused him to reevaluate how he went about diversifying his traffic sources.

When something goes wrong in his life, Jason feels like life is testing his strength and determination. At that point, you can either go running home or you can stand up and fight. So, he decided to push through it and make things happen. He began going through all of the stats and information that he had gathered over the years while trying to get his sites ranked on Google in order to figure out if he did something wrong to cause him to be slapped like this. As he went through this data, he discovered something shocking.

He realized that all of the rankings that he had gotten through YouTube had stuck. All of the free traffic that he was getting from YouTube remained unscathed. Even more exciting was the fact that some of his YouTube videos were actually ranked on Google.com. So, he was getting natural rankings on Google and on YouTube.com. Those rankings hadn't changed.

This was when "the lights came on" and Jason got really excited about YouTube. Google never slaps YouTube videos, and these videos get top-rank treatment from Google. This makes an awful lot of sense when you consider that Google owns YouTube. If you think about it, it's almost as if YouTube is Google's child. So, it makes sense. Why would a parent slap their own child? In fact, it's in their best interest to have YouTube ranking as high as possible on Google. The more people hit YouTube, the more money Google makes.

Ranking on Google organically is becoming very difficult. They are constantly squeezing you to pay for traffic within Adwords. If you really want guaranteed traffic, they want you to put that on your credit card and pay \$5 per click, like many people do.

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STUDY: YOUTUBE GETS MORE VIEWS THAN TV

Posted by: Erin Palmer July 9, 2014 in Business, News



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YouTube is currently experiencing explosive growth. Above you'll find an excerpt from an article about a study that was done on YouTube. In this study, the researchers found that YouTube is now getting more views than TV. If you have kids living at home right now, you've probably notice that they watch more YouTube nowadays. It's likely that most parents would agree to that. However, it's kind of shocking when you come to realize that most people, young and old, are beginning to turn to YouTube for their entertainment.

Recently, another article stated that YouTube is now bigger than Facebook in the U.S. This is shown below. Jason says that he also recalls reading an article that said teenagers spend more time on YouTube than Facebook now as well. Again, this is starting to become common to all of us. Even Grandma and Grandpa are spending their time searching for videos on YouTube. This makes sense. After all, you can search for what you want to watch or want to know and watch it right then. When it comes to entertainment, you can enjoy video on YouTube right away, as opposed to waiting around for some scheduled program to come on.

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YouTube is Now Bigger Than Facebook in the U.S.

Greg Jarboe | Jul 14, 2014 @ 5:41am | 7 Questions/Replies

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I was among the first to show that YouTube was the third largest search engine in a presentation entitled, "Getting Found in All the Right Places," at a SEMNE event on Nov. 7, 2007. And I may have been the first to observe that YouTube was about to pass Yahoo! in expanded searches in a story that was published in Search Engine Watch on July 20, 2008. So, I suspect that the second part of the line, "**YouTube has grown to become ... the second most-used platform for searching,**" is old news.

A lot of people really don't realize how big YouTube has become over the last few years. You'll hear talk about how big of a marketplace Amazon is, for example, which is very true. However, YouTube gets more traffic than that. It's way easier to rank videos on YouTube and get more traffic than it is to spend \$5,000 getting inventory on Amazon, getting your product listed, and getting traffic to your product. Jason knows this first-hand because a good part of his business is on Amazon. YouTube is also bigger than both Ping and Pinterest. As you know, these are all huge companies that get tons of traffic every single day.

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The cool thing about all of this is that in addition to there being more traffic, there's far less competition on YouTube. Obviously, this is going to change as time passes. In the picture above, you'll see a screenshot of an "All in title" search. This is a certain manner of searching that only brings up a particular set of words in the results. In the search bar within the image above, the following has been typed in: allintitle: "photoshop tutorials for beginners". When you perform a search like this, only results with the exact words quoted will come up. So in this case, only videos or pages with the words "photoshop tutorials for beginners" will appear. This is a great way to narrow down the results and really take a look at the competition.

As you can see in the picture above, the search for these particular words yielded over 2,000 results while the same search on YouTube only yielded 78. That's a huge difference, and this is the same for just about every niche that's out there. This is great news for Jason because he doesn't like to compete. He'd rather just move in under the radar and find the low-hanging fruit. In other words, he tries to look for gaps and voids where other people aren't competing.

According to Cisco, at least two-thirds of mobile traffic will be video. Cisco is a big router company that does a lot of stuff online. So, they really know their stuff. That's exciting because if you look at the growth of traffic on the Internet, you'll find that more and more people are browsing online through their mobile devices. In his own experience, Jason finds that most of the members of his family access YouTube through their tablets and smartphones. That's a trend that most of us can't deny. A screenshot of this report is shown below. Here are more cool facts that Jason has come across:

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- Videos increase people's understanding of your product or service by 74%
- 7.75% of users visit the marketer's website after viewing a video
- Website visitors are 64% more likely to buy a product on an online retail site after watching a video
- 90% of users say that seeing a video about a product is helpful in the decision process

NETWORKS > MOBILE

AT LEAST two-thirds mobile traffic will be video by 2017 - Cisco report

Total mobile data shifted doubled during 2012

By Faultline, 11 Feb 2013

15 Getting ahead of the compliance curve

RELATED Global cellular networks are reeling under remarkable growth rates that look like they will be sustained over the next five years, and this will be driven by video, says a recent report.

These are really powerful stats. There's a reason why people are often led to video sales letters nowadays. Very people are still using the traditional, long form sales letter. Even if they are taking a hybrid approach, you'll find some light copy and there will be a video there demonstrating the product. When someone watches a video, they are much more engaged, and if they tend to stay until the end, that page will convert like crazy. You can't get this same kind of conversion with people clicking on a two-line Adwords ad or a few lines of text you have on a webpage. Video converts visitors into buyers like nothing else, hands down.

This all presents a huge window of opportunity for you, if you move fast. Research the market that you are in on YouTube, and you'll likely find that a lot of the people on YouTube in your niche either started creating videos a couple of years back but stopped, or they have done nothing at all. There are huge gaps here for people to move into in tons of different niches. In Google, on the other hand, you'll find that there's a ton of competition already.

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Some of my stats...

- Up to **29.3%** clickthrough rate!
- Up to **23.08%** sales conversion!
- Ridiculous **\$7.95** EPC! (low end product)
- My competitors pay **\$3-\$11** PPC

Above you'll find some of the stats that Jason has been able to achieve on YouTube. First of all, he has been able to get a 29.3% click-through rate. This was by his best performing video on YouTube. What this means that when Jason presents his call-to-action in the video, telling people to click on the link in the video's description, 29.3% of the people who watch that video are clicking on the link. If you know anything about marketing, then you know that you won't get these kind of rates sending out emails or by running ads, unless you are sending emails out to a highly-targeted list that loves you dearly.

In terms of sales conversion, Jason has been able to convert 23.08% of the visitors that have clicked on his link into buyers. Furthermore, his earnings per click (EPC) has reached \$7.95. In other words, on average he is earning \$7.95 every time he gets people to click through his link. That's really high. This pertains to low-end products that sell for \$20 or \$30, by the way, not one that sells for hundreds of thousands of dollars.

Furthermore, Jason's competitors are paying \$3-\$11 per click. As previously mentioned, there are some initial costs to getting all of this set up, but he's paying nowhere near \$3 per click to have each person hit his webpage and hopefully buy something. Here's one more example of the power behind this.

A study was done where traffic was driven through YouTube. It showed that when introducing new products, YouTube is able to generate an average of a 14% conversion rate. If you have been working online for a while, then you know that it's very hard to get that high of a conversion rate, and if you're new to the internet marketing world, you'll be lucky to get a 2%

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or 3% conversion rate. In fact, that is a usual conversion rate for most marketers and is perfectly acceptable. This is just more attribution to the power of video in getting people to be engaged in your message and then getting them to take action.

Some of my stats...

pay period campaigns referring links **payout history** acquisition details

payout history

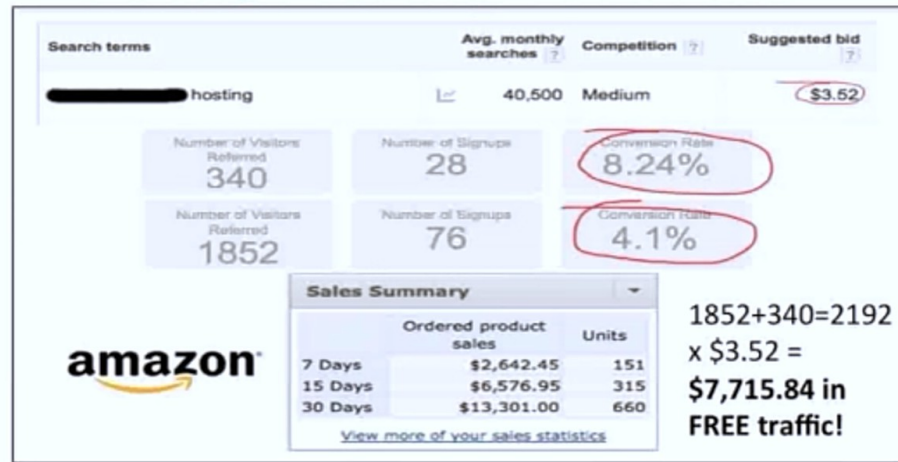
Export to: pdf > csv >

Period Ending v	Signups	Adjustments	Net	Clicks	Ratio	Earnings	Method	Payment Date
2014.10.31	3	0	3	13	23.08%	\$195.00	N/A	Pending <i>(Estimated 2014-12-16)</i>
2014.10.15	2	0	2	11	18.18%	\$130.00	N/A	Pending <i>(Estimated 2014-12-16)</i>
2014.09.30	2	1	1	25	400%	\$65.00	N/A	Pending

Some more of Jason's stats are shown above. As you can see, Jason isn't getting thousands of clicks, but the ones that he is getting are buyer-driven. That's because he is using specific types of keywords to target people on YouTube. This process will be explained to you further on in the lesson. For now, just know that if you get this right and you follow this process, you don't have to have hundreds of clicks hitting your YouTube video because you are laser-targeting the type of traffic you want. Then, since video works so well, these laser-targeted prospects are quickly turned into buyers.

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Some of my free traffic numbers...



A few months ago, Jason ran an affiliate test in which he was able to get \$7,715.84 in free traffic. In other words, he found that his competitors would have had to pay over \$7,000 to buy those clicks and he didn't spend a dime on them. This is shown above. The keyword he is focusing on is actually in the hosting market. This is demonstrated in the picture above, even though the actual keyword has been marked out. Now, take note that webhosting is a very competitive, cut throat market. If you were trying to compete on Google, you would not want to be in this market. You would get demolished nearly immediately.

According to the data, there's about 40,500 average monthly searches on Google for this keyword. Competitors of Jason's are paying \$3.52 per click to drive traffic through Google. Well, if you take the number of clicks that Jason has generated, which is 2,192, and multiply it by \$3.52, you would see that he would have had to pay \$7,715.84 for the traffic he got. He would have lost money on this because he made nowhere near that in commission.

That's the problem with a lot of these traffic sources. Unless you have your own product and it sells for \$400, it is getting increasingly more difficult to churn a profit on paid traffic. In this case, Jason is paying nothing for traffic, and all of the money he has made from this affiliate product is in his back pocket.

The image above also contains a screenshot of a sales summary from one of Jason's affiliate accounts. This is the result of a typical month of Jason's. He earns this, for the most part, by posting a lot of videos on YouTube and driving the viewers to Amazon. Obviously, this works very well for him. Now, you can get free traffic from Amazon as well, but this takes a while, and

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Amazon isn't always willing to give you a ton of traffic. You need to drive traffic to Amazon from external sources and also optimize on Amazon to get traffic.

Jason says that he learned this the hard way. You can just release a product on Amazon, sit back, and expect Amazon to give you 500 visitors a week. It just doesn't happen that way. That's why Jason has built a whole network of videos on YouTube that are each sending him five visitors a day or maybe even 20 visitors a day. When you have 10 or 20 videos, this adds up to hundreds of clicks per day that are all going to Amazon.

It doesn't end there though. Jason is involved in selling CPA offers and affiliate products as well. More and more, YouTube videos are becoming an increasingly large part of his business. YouTube works great regardless of whether you have your own product or service on Amazon, Etsy, or an ecommerce store. It also works great for affiliate, CPA, and PPL offers.

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The Big Keys to Yielding Results

The BIG keys to getting results on YouTube...

- The nature of your market
- **Target keyword selection**
- Your video (quality, **optimization**)
- The product/service you're promoting

By now, you are probably wondering about the specifics of Jason's process and whether or not you can get results like this. Is there some kind of secret he is using to make this all happen? In this lesson, you'll be provided with the exact formula for how Jason does this. Right off the bat, he wants to inform you that he is not using spam or some type of underground tactic. He's not using any kind of a loophole or any type of automated video software that uploads hundreds of videos a day.

YouTube has pretty much been spam-free since the beginning of this year. YouTube lowered the hammer hard back in February or March. YouTube figured out a way to detect the shenanigans people were trying to pull with fake views or comments and closed the loop on that. So, if you were to put a video up on YouTube and tried to buy 10,000 fake views for it, you won't be able to get away with it.

The good thing about this is that there is about 95% less spam on YouTube then there used to be, and there's more space for good people like you that want to create good content and play by the rules. All these jokers are no longer trying to cram YouTube up with crappy 10 second videos, and really just creating this garbage fill of bad content. That's pretty much been eradicated, and this makes the opportunity that much bigger.

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There are four things that you need to consider when trying to yield positive results on YouTube. The first is the nature of your product. Here's an example. If you were releasing a course on ClickBank about different types of macrame patterns that grandmothers could use to knit sweaters. Obviously, that market would not be very big and the responsiveness of that market, being made up of women 65 years old or older, would not be that great. On the other hand, if you were releasing a product on weight-loss or some type of new diet plan, you would be much more likely to find success.

Even if a person has a good product, many people mess up when it comes to their target keyword selection. Jason has his own experiences in using keywords that are too competitive. He compares this to diving in with sharks and nearly getting eaten alive. So, he's going to show you a system that he uses now to find the low-hanging fruit. In other words, by the end of this training you'll be able to find low-competition keyword phrases.

The quality and optimization of your video is also very important. When it comes to this, optimization is key. This really makes a huge difference in how quickly and how highly you rank on YouTube as well as how much traffic you get. Therefore, tactics on how to optimize your videos is going to be covered in this training as well.

Last but not least, the product or service you're promoting is going to have a lot to do with the success you gain on YouTube. Certain products just sell better through web pages, ads, and YouTube videos. Once again, an older woman wouldn't have as much incentive or need to buy a macrame course as a middle age would to buy a product that would help her to lose weight.

All of these factors play a part of the results that you can get on YouTube. Just keep these things in mind as we move through the lesson. Now, if you haven't chosen a market, this is the best time to start thinking about what you would like to go into. Let's begin by looking into some of the biggest categories on YouTube, which are:

- Comedy
- Music
- Video
- Beauty/health
- Tech
- Software/Apps
- Hobby

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- Internet marketing

You've probably watched the latest 'cat dancing' video, or laughed as someone jumped of the roof and hit their head as they fell. Comedy is King on YouTube. Music fans also visit a lot to find the latest videos from their favorite artists. Video games are also a huge subject on YouTube and all over the Internet. Google tried to buy Twitch.tv, in fact, but Amazon came in and swooped up that deal. This is a huge site, and it basically just consists of video gamers playing live video games.

Jason recalls that when he was a kid, he used to come home and watch Scooby Doo. That's just how he spent his time until his mom called him down to dinner. All of us can probably relate to this. Watching TV was how many of us spent our downtimes as kids. Well, it's like YouTube and Twitch.tv is the new Scooby Doo. Kids nowadays are watching video online for hours on-end, and you've probably witnessed this yourself if you have kids, grandkids, nephews, and nieces. This is how a lot of grownups are passing their time away too, and this is a trend that is not going to stop.

Then, finally, products like software apps, beauty products, and other gadgets are hot right now on YouTube. Also, products pertaining to various hobbies and those related to internet marketing sell really well. So, you may want to look into some of these markets when you first start using the systems being provided here.



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Some of the things that will be discussed in this lesson don't just apply to YouTube. You'll be able to use some of these tactics when marketing through Facebook, Google, and things like that as well. If you are targeting audiences of people, these tactics will be useful regardless of where they reside. It all starts by taking the following steps:

Step 1: Identifying a target audience

Step 2: Brainstorming topic ideas

First of all, you have to think like a human and identify your target audience. What challenges or needs does your target audience face? What exactly are they looking for? Let's say that your ideal customer's name is Tom and he is looking to learn how to do cool things in Photoshop. Maybe Tom is a junior graphic designer, or maybe he is just a dad who just wants to do edit some of the pictures he has of his kids in fun ways to make them laugh.

The second step of the process involves thinking like a search engine bot. What topics and keywords are most popular and get the most traffic on Google and YouTube? Of course, search engine bots are all about keywords like:

- how to use lightroom
- photoshop tutorials
- how to photoshop
- photoshop effects tutorials

Search engine bots are all about finding those keywords on a page or a video page. That's what helps them to find your video or website. Anyway, if you want to succeed on any free search engine site like Google or YouTube, is to kind of divide your mind in half and appeal to both the human and the bot.

On one hand, you need to act like a marketer who is trying to appeal to human emotion and how to drive people to various pages or click on their videos by using language that is persuasive and compelling. This also involves knowing what questions you would ask and what problems really keep them awake at night. What problems do they want to solve? After you have identified these things, you need to think about how these would be described and labeled in a search engine search. How would people go about looking up these topics?

Many people mess up because they don't think about both sides of the equation. They either dive into the search engine research in order to drive traffic and completely ignore the needs of their target audience, or vice versa. It really is important to do both. Let's start with research.

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Anytime you are diving into keyword research on YouTube or on Google, there are four different areas that you need to focus on:

- Searcher's intent
- Buyer keywords
- Video keywords
- Keyword competition on YouTube

There are all kinds of tools that let you analyze Google and help you to find the low-hanging fruit, but there's nothing on YouTube that does that. So, you are about to be shown how to find the low-competition keywords on YouTube. In fact, you are going to learn how to analyze all four of these different areas. Let's begin:

1. What's the searcher's intent?

Returning to our example named Tom, what would Tom type into a search engine? If he's typing in Photoshop cs6, do we really understand what his intent is? This keyword doesn't really clarify this. Now, if he were to type in 'learn photoshop cs6', that would make a big difference. If someone types in 'learn' or 'tutorial', you know that they are trying to specifically understand how to use something, such as Photoshop CS6. This is how just one word can put you into the mind frame of a visitor. Now that you know what they are looking for, you can better create a video or a product that suits their intent.

What if someone types in 'personal trainer'? Are they looking for a personal trainer in Albany or some other local city, or are they looking for some sort of certification? These would be two totally different kinds of searches. So, you really need to know information pertaining to a person's intent. What do they really want to get out of their search? Then, how do you deliver what they want?

How about the keyword 'Call of Duty'? If someone searched for this, would they be looking for game cheats, or are they actually looking to buy the game. People searching for free cheat codes are very different types of prospects than someone looking to buy the game. You want to search for the kind of people that you can get to take action.

2. User buyer/action keywords

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There are certain keywords that reveal that a person intends to buy or take action in some other way. Let's say that a person typed in a product followed by the word review, comparison, versus, etc. They are looking for reviews or the like in order to get that last justification that they need before making a purchase. Jason says that a lot of the videos he uses to drive traffic have the name review in their title and/or use a keyword which includes the product name and the word 'review'.

The conversion on these types of keywords than those that a person typed in just searching for basic information. Another type of buyer action keyword includes the keyword or product type and a word like best, top, buy, order, purchase, get, coupon, or discount. If someone is looking for a discount or some type of deal, obviously they are in full buying mode. The same thing goes if they are looking for the best or the top product in a category or for a specific product type. These words indicate that they are a little bit further along in the buying cycle than others.

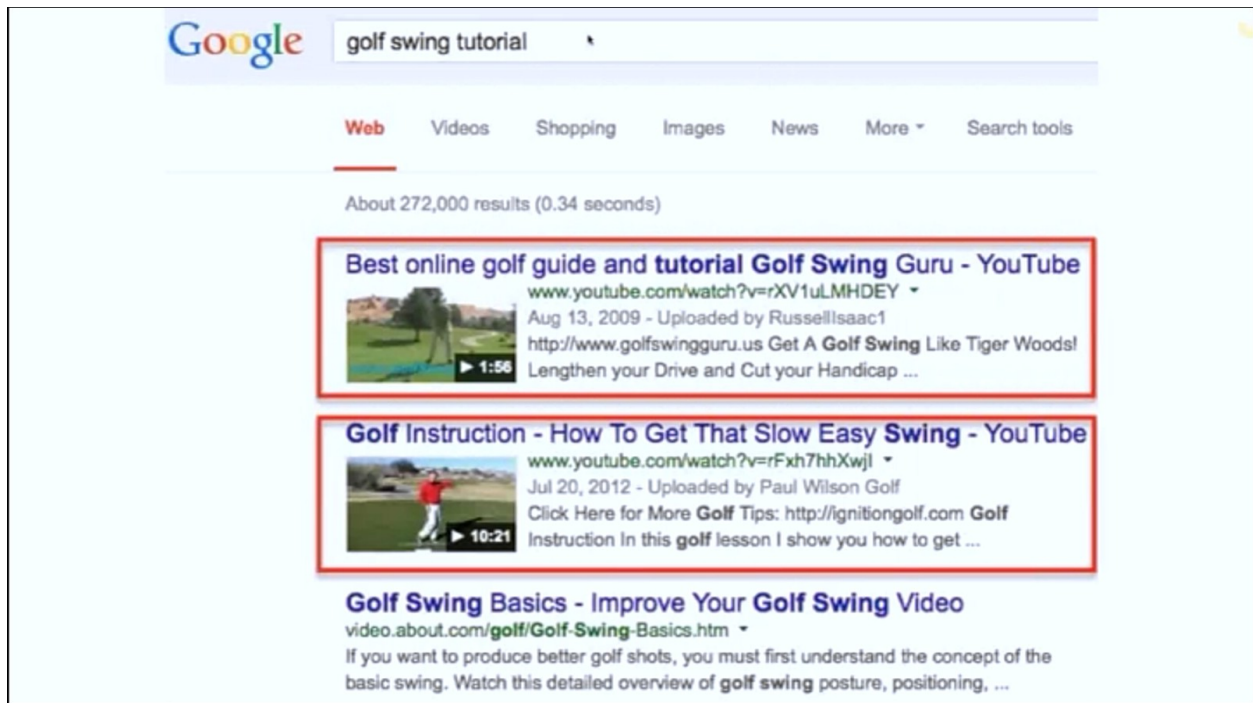
You also want to look at keywords that indicate a person is looking for a solution. Words like cure, get rid of, treatment, stop, prevent, and fix are often used in this sort of search. Some examples would be 'acne treatment', 'acne cure', 'stop acne', and 'prevent acne'. This doesn't always pertain to health either. For instance, a person might search for 'get rid of malware'.

Hopefully, you're getting the idea of how to tap into buyer-driven keywords. This is where the magic happens and where the money is online. You are going to make a lot more by targeting these types of keywords, rather than the 'plain vanilla' ones that give no indication toward intent. This is especially true on YouTube because if someone is searching for a solution and they find your video saying that you can provide that solution, you have them. They are going to click on your link and buy.

3. Focus on "video" keywords

A video keyword is a keyword that Google already ranks YouTube videos on Page 1. A lot of people would ask "Why would you try to rank a keyword that there was already a lot of competition for?" The reason is because, right now, only about 65% of the keyword phrases you type into Google will actually return the YouTube videos off of page one. That's still a high number, but Jason recommends that you go for the sure thing. He already knows that Google is ranking YouTube phrases on the first page of the results.

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The picture above demonstrates all of this. There are two different YouTube videos showing at the top of Google's results when you type in 'golf swing tutorial'. This is the result of an organic, natural search. When you see results like this, it makes you realize that YouTube is really a search engine within a search engine. So, in essence, you're really only competing against these two videos for a top ranking on Google.

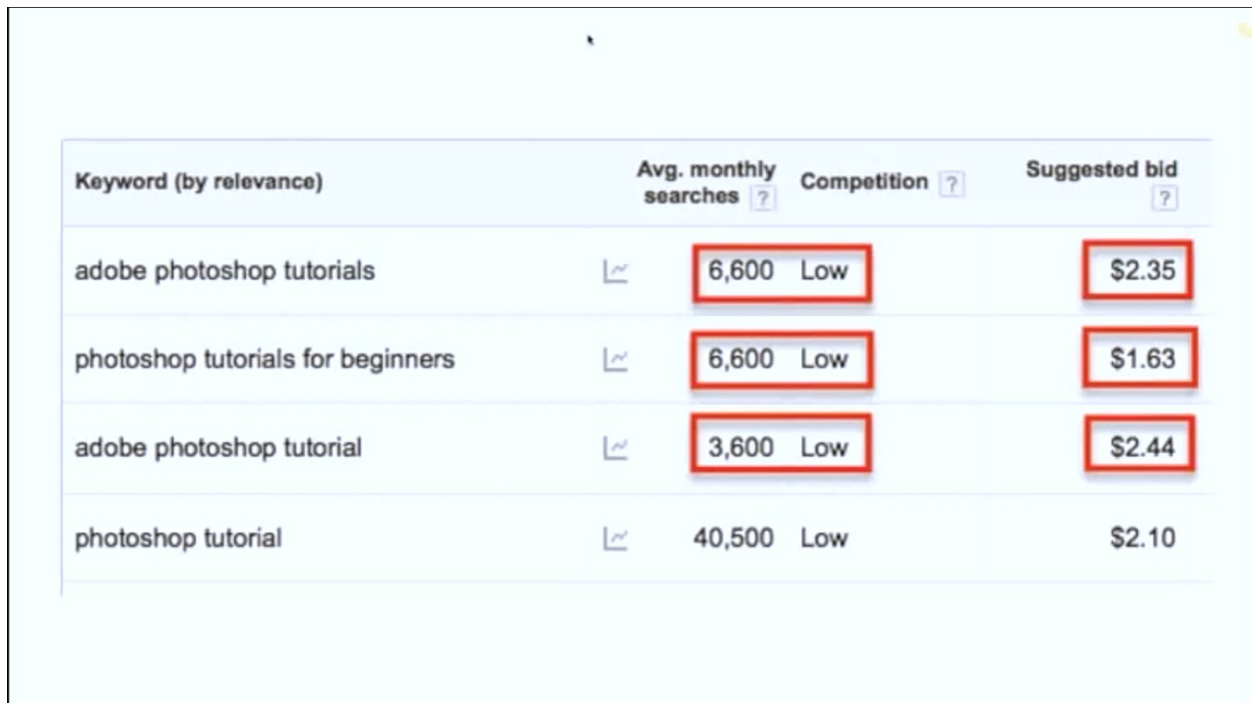
The made pages beneath these videos are all competing with each other. They have to compete with all of the other blogs, wikis, press releases, and websites have to compete with everything else below those two YouTube videos. To get a first page ranking on Google, would you rather compete against two YouTube videos or a hundred web pages. Jason says that this is why he loves YouTube.

It's way easier to get ranked for a YouTube video because there is much less competition this way when compared to competing with all the other web pages out there that are competing for the top spot. Plus, if you can get traffic from Google and YouTube, that's like a double rainbow of traffic. In many cases, this might even triple the traffic that you would get by just trying to rank on Google.

There are tons of keyword tools coming out all the time. Jason says that he still prefers Google's Keyword Planner, and he uses YouTube Auto-complete. YouTube did have its own keyword tool, and this was done away with, which is was an equivalent of the Keyword Planner. It was a sad day for YouTubers all over the world. However, there are other ways to get keyword data out of YouTube.

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In the Google Keyword Planner, if you typed in something like 'photoshop tutorials', Google will return 800 or more related keywords based upon that keyword. You will want to look for low-competition keywords. You might go after the medium competition keywords from time to time, but 9 out of 10 times, if the competition is low on Google, there's going to be low competition on YouTube as well. In some cases, if Google is showing you that the competition is medium for a keyword, it is low on YouTube.



The image shows a screenshot of the Google Keyword Planner interface. It displays a table of search results for the keyword 'photoshop tutorials'. The table has four columns: 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', and 'Suggested bid'. The first three rows are highlighted with red boxes around the 'Avg. monthly searches', 'Competition', and 'Suggested bid' values. The fourth row is not highlighted.

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
adobe photoshop tutorials	6,600	Low	\$2.35
photoshop tutorials for beginners	6,600	Low	\$1.63
adobe photoshop tutorial	3,600	Low	\$2.44
photoshop tutorial	40,500	Low	\$2.10

In addition to this, Google recommends that you look for keywords that have less than 25,000 average monthly searches. You don't want to dive into super-competitive territory. You want to find the low-competition territories, and get in there with the low-hanging fruit. Above you can find some of the keyword phrases that came up in the keyword tool for 'photoshop tutorial'. As you can see, these keywords have less than 25,000 average monthly searches. They are all low-competition keywords as well.

Notice the suggested bid price. These are what people are paying on Adwords to advertise for these keyword phrases. Right now, if you bid on 'adobe photoshop tutorials', you would be paying \$2.35 per click. So, every time a person clicked on your ad, a charge of \$2.35 would be occur on your Visa card. If you have ever played this game before, you might have seen that \$400 has been charged to your card in one week. It can happen really fast, and it doesn't always pay off.

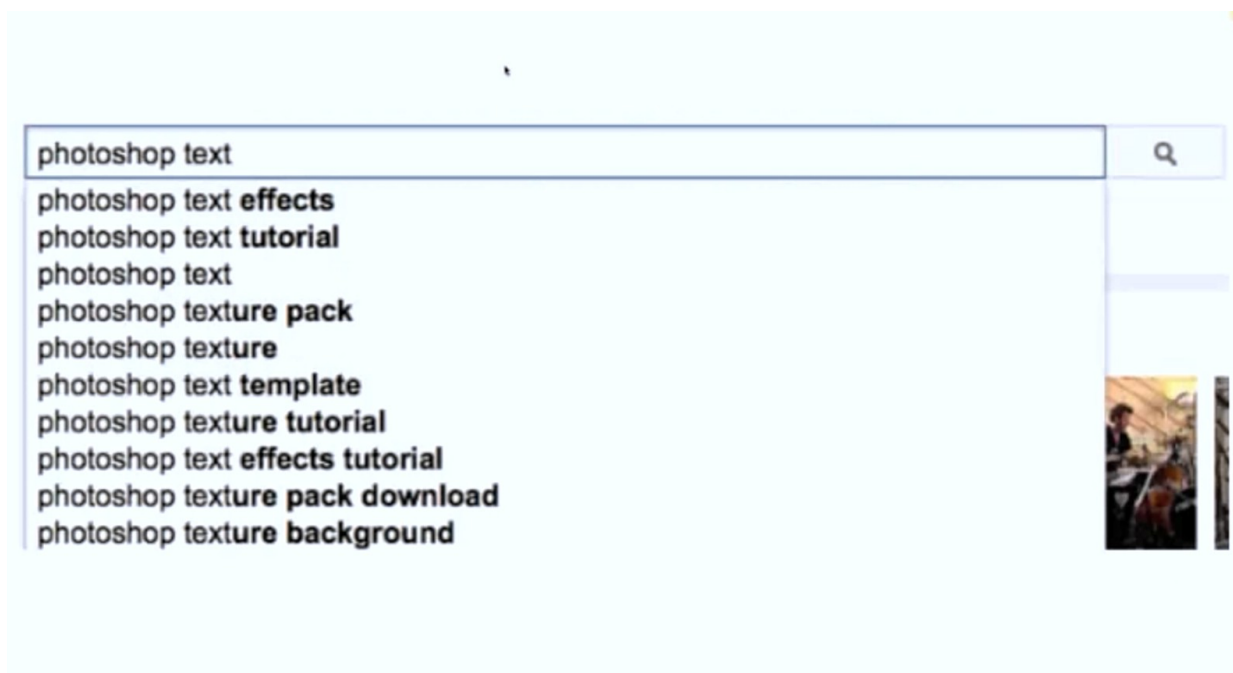
If you look at the last keyword listed above, you will find that it gets 40,500 average monthly searches. Jason comments on this saying "My philosophy is this: I'm not trying to get 5,000

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views a month. I'm building 10 videos that get 100 views per month, each. It's way easier to scale that way, and to rank and get traffic then to try to go for the big fish and have this one massive Gorilla video." He hopes that you follow his philosophy and understand that this is how you scale this business. That's how you get traffic without spinning your wheels and getting clobbered by the competition.

Below, you can see an example of the YouTube auto-suggest feature. In this case, if you were to go to YouTube and type in 'photoshop text', all of these keywords would come up. The top three keywords would be the golden keywords in this scenario. Those are the keywords that YouTube are telling you are the most popular and the most highly searched for keywords in your niche. So, you'll want to grab those, put them on a list, and target those on YouTube.



4. Analysis

Next, you want to analyze the keyword competition on YouTube. It's always wise to check the top 5 keyword results because that's the dance floor where the magic happens. If you're not on the top 5 of Google or YouTube, you're really wasting your time. Really, you want to be in the top 2, but if you're not in the top 5, you're going to just give up.

Really, it's all about checking how easy or difficult it is to rank on YouTube. Jason did some analysis on Google or using the YouTube Auto-Suggest tool. Jason advises that you sort through those and get a handful of keywords that will be the best ones to target, and then you can start typing those into YouTube to get an idea of what the competition is like. Jason does an exact

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match keyword search, which means that he puts his exact keywords into quotation marks in order to bring up that exact phrase and do a top 5 analysis on them.

Let's say that you were targeting the keywords 'photoshop tutorials'. If the word 'photoshop tutorials' appears nowhere in the titles of the top 5 videos, that's a very good sign. Also, if the videos that you see in the top 5 are fairly old, meaning 5 months or more, that's also a very good sign. Don't forget that if the videos are old, that's a good sign as well.

You also want to look at video views. If you see that a video has had a low to medium sign of video views, that's also a good sign. If you come across a video with a million views, you may want to avoid that because there is obviously a lot of competition. So, you might to avoid niches such as this.

You should also look at video description. If your main keyword does not appear in the description, that's a great sign. If a person is not including the main keyword phrase in the title or the description of a video, that means that the people that are posting the videos don't really know what they are doing. They are not marketers, and they are not using YouTube to get a maximum ranking and a maximum number of views.

These things show you that there are massive voids. This is exciting because YouTube is ranking videos that aren't really even targeted to a specific keyphrase, which in this example is 'photoshop tutorials'. There will be more examples, but if you understand this, you'll know how to understand these gaps and how to find success on YouTube.

5. On-page optimization

YouTube is really running blind. Google can look at your back-links and analyze the text on your pages. They can also analyze the age and the authority of your domain name. There are all of these different metrics that they use to determine whether yours is one that they want to rank. YouTube can't do things like look at the back-links to your video and analyze the text on your page. All they have to rely on is what your video is about and whether or not the primary keyword phrase in your title and description.

There's not a lot for them to go on, so you can get ranked on YouTube using simple optimization. This is unlike Google, which is very difficult. If Jason sees video in the top 5, he knows that he can use good optimization to leap frog over those videos. Furthermore, if he sees videos with both high and low amounts of views, it means that videos in his niche are being ranked with low views and he can compete.

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6. Spot Tube Triad Keywords...



6. Spot Tube Triad Keywords

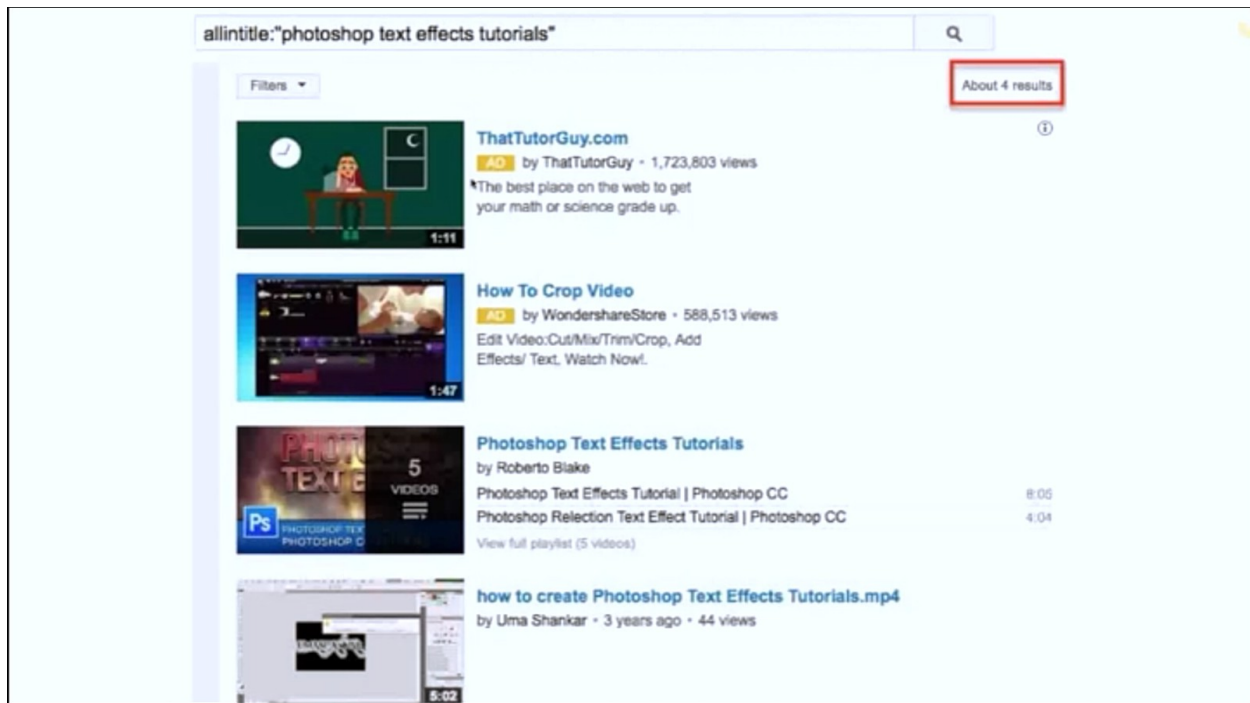
Above you will find a pictorial depiction of the process Jason uses. He discovered this process through a lot of trial and error. He looks for low amounts of competition on YouTube. In other words, he looks for keyword phrases that don't have a lot of competition. Then, he looks for keyword phrases that don't have a lot of new videos. You see, YouTube thrives on new, fresh content.

If you go to the YouTube web page, what's on there? It's always some new celebrity gossip, like "What did Miley Cyrus do now?", or it might have something to do with the Oscars, or some pass that was made at the end of a football game. It's all new media, and that's what drives people there. This is different than Google, which prefers the old safe websites that have built some authority. That's true in most cases, anyway.

YouTube is all about fresh content, and that's why Jason gets excited when he sees these old stale videos that have been sitting around there. YouTube wants to rank fresh, optimized content. So, that's what you give them.

Lastly, if Jason sees that there are a bunch of videos that have high views, but they're old videos, that gets makes him eager. Old videos, with high videos, and low amounts of competition make casino bells go off in his head. This shows him that he can get in, rank his videos, and get traffic very easily.

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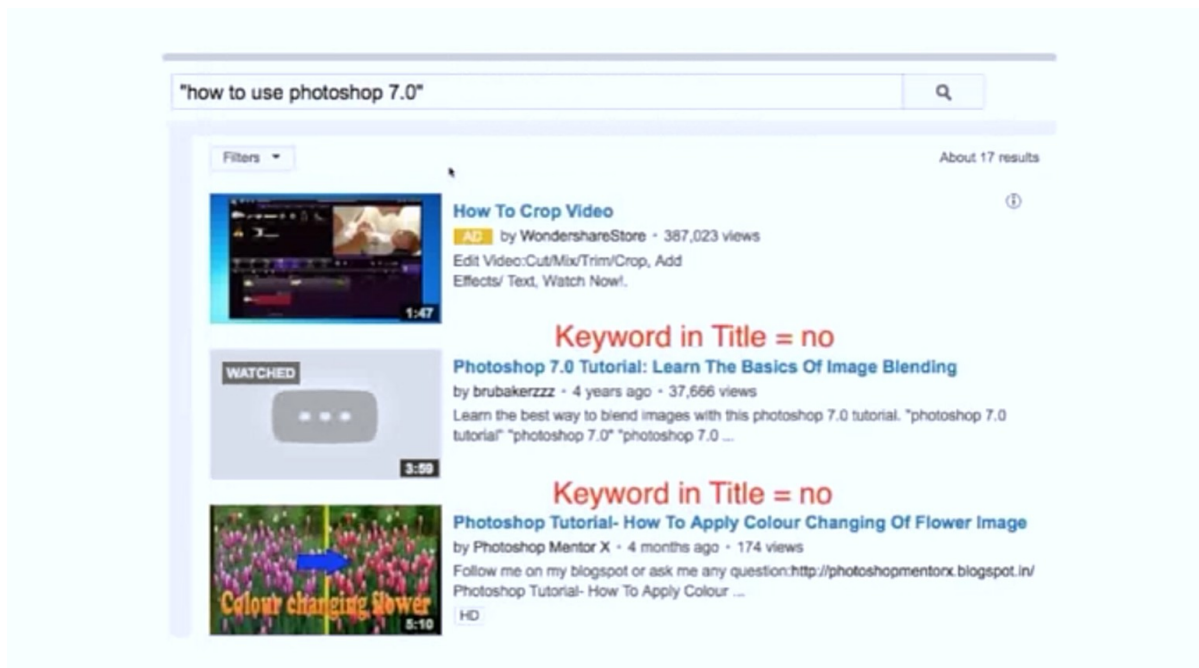
If you type in "allintitle:", followed by your keyword phrase, you can get a true assessment of what competition you have. In the picture above, for example, Jason has typed in the phrase: allintitle:"photoshop text effects tutorials". As you can see, only four different videos are really competing for this one phrase. Using your main keyword and description is many times all it takes to rise above competing videos on YouTube.

Let's say that you typed in 'photoshop text effects tutorials' and there were four videos that came up with this exact keyword phrase in the title. This is not a good sign. That means that there are four different video in the Top 5 gunning for that keyword phrase. Therefore, in this case you would want to go to the next keyword phrase or search for something else.

On the other hand, if you search in the Top 5 and no one is using that exact keyword phrase in their titles, this is a gap that you can take advantage of. This is how you can find easy rank opportunities on YouTube. So, let's say that you have used Google's keyword tool and have found that a lot of people are searching Google for 'how to use photoshop 7.0', but when you get to YouTube you find that no one is using this phrase in their video titles, you can swoop in and target that keyword phrase to get a high-ranking video.

If you walk away learning nothing more from this training, remember that it comes down to targeting the right keyword phrase. You've been given the formula to do so. As you can see in the picture below, no one is targeting the keyword phrase 'how to use photoshop 7.0'. So, this is really a pond with no fish in it whatsoever, much less any sharks.

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If you do an "allintitle" search and the results yield less than 30 videos, you still have a great chance of ranking yours high. If it's just a few, you should be excited. You should also look for the keyword in the title. If you are searching on YouTube and none of the top videos include your exact keyword in the title of the video, opportunity is there. In fact, this is probably the most important piece of criteria to remember in this system. That's because if people aren't using a particular keyword phrase in their titles, then it leaves a lot of room for dial your listing in and rise up the rankings.

Jason also likes it when he finds that his main keyword isn't being used in a video description, and it catches his eye if videos are old. Again, YouTube prefers new, fresh content over the old. You also want to look for a mixture of low views in the top five and high views because this shows that you have a good shot of ranking high for the keyword as well.

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Now, look at the screenshot above. The keyword phrase 'photoshop tutorials for beginners' is typed into the search bar, but none of the results below have this exact keyword phrase in the title. That means there is no video to be found that exactly targets this keyword phrase and YouTube is scrambling to find related content. This is another example of a gap or a void.

The bottom line is that well-optimized videos get more traffic. It's really that simple. You'll want to optimize your title, description, thumbnail, tags, and use your keyword in your mp4 file name. You'll also want to include a call to action in your video and below your video. Be precise about what the user should do next and make clear where you link can be found.

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Creative Light Effects • Photoshop Tutorial

by Photoshop Tutorials  • 6 months ago • 97,474 views

More Tutorials Here: <http://photoshop123.com> In this tutorial you will learn how to create awesome light effects. Using textures, the ...

HD

Now that you have the basic concept down, let's go through the steps on how to do this. When it comes to your video title, be sure to include your target keyword as close to the beginning of the title as possible. You might want to include words like 'Easy' or 'Fast' because people really don't like to invest too much of their time or want to do anything that's difficult.

As far as your video description goes, you basically want to write a short article that includes your target keyword. Jason recommends that your video description be 300 words long or even longer. You'll want to include your target keyword at the beginning, middle, and end of your description, and you'll want to include it a total of four times. Your weblink should be located as close to the beginning of your description as well. A screenshot of how to do this is shown above.

It is recommended that you promise the user something that will compel them to click on your link. For example, your video might contain some training, so you can tell your audience that they can learn more by clicking the link below the video. In any case, you want to have a call to action that makes sense and is pertinent to your video's content. You may even give out a free eBook to users that click on your link.

Jason has the most success with narration-style, low-budget, screen capture videos. He doesn't have an elaborate studio. He usually makes a PowerPoint presentation in which he presents information or he might go to a web page and record himself talking about a product or service. His videos are only between 2-4 minutes long most of the time.

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Short videos work best, as do short calls to action. The truth is most people really don't have much of an attention span nowadays, and so short content usually works best. That's not meant to knock the human race, but there really are so many distractions in life that it's hard to concentrate, even if you're trying to. People simply don't have the time to click on a YouTube video and wade through 10 minutes of rambling. Make your videos no longer than a couple of minutes long, and get them onto your webpage where they will find the solution they're looking for or offer them a free gift and get them onto a landing page.

People often say that you can't place affiliate links on YouTube. The truth is that you can place links on YouTube all day long, but you can't use a naked affiliate link. For instance, you can't use a naked ClickBank link. You have to disguise that link, and you can use a service like Bitly.com to do so. Jason is currently linking out to tons of affiliate product through YouTube, but he uses link redirects. He also uses very short links. You don't want to use a link like <http://www.1PhotoShopTutor.net/vid>, for example. Instead cloak that link so that it's more like ps-tutor.com.

As you optimize your video's listing, you need to remember that in the end it's all about getting discovered and getting clicks. Therefore, you'll want to be sure and optimize your title so that it will grab the viewers attention. When it comes to your thumbnail image, do the opposite of what everyone else is doing. So, if all of your competition's thumbnails look mostly black, use a thumbnail that's mostly white, for instance. It really doesn't matter what you do, as long as yours visually stands out among the rest. Furthermore, you don't want to use the thumbnails that YouTube provides. Upload one of your own. This will give you a much bigger chance of having a thumbnail that looks great and makes you stand out among the rest.

7. Other key YT ranking factors

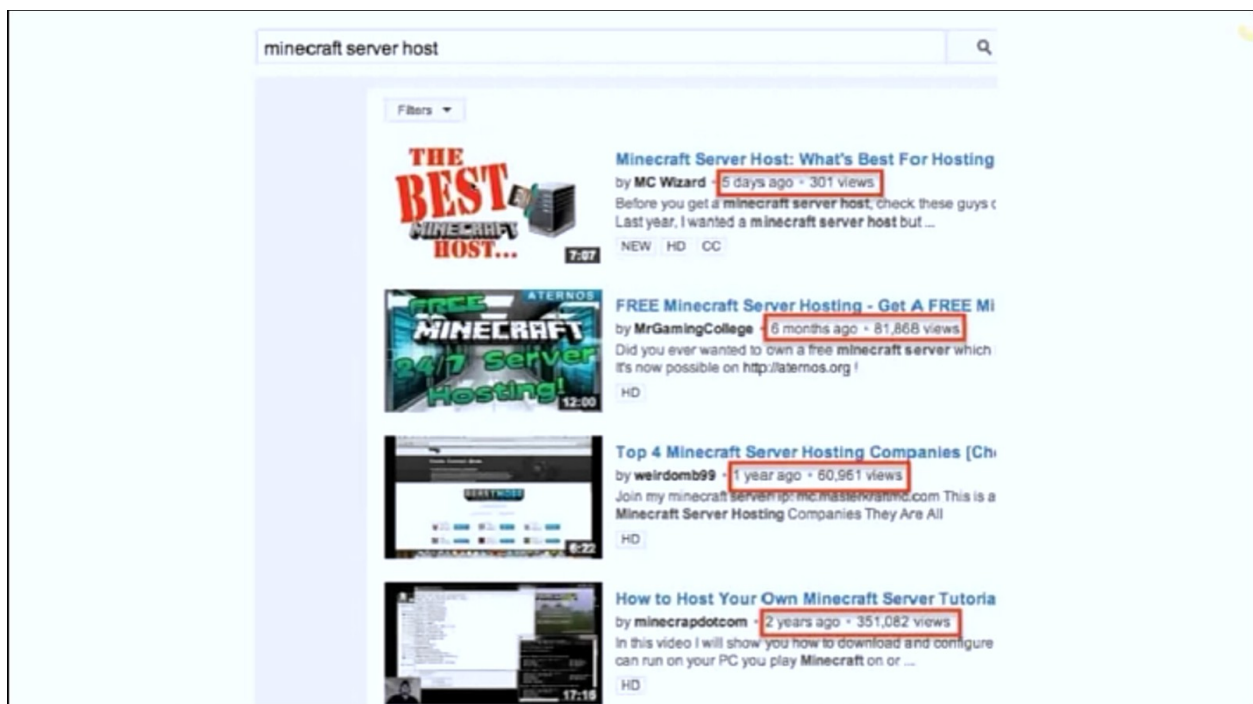
You'll want to pay attention to your videos retention. In other words, how long are people generally viewing it. If people are only watching your video for about five seconds, YouTube isn't going to rank it very high. On the other hand, if you can make a video that's engaging, this shows a very good message to YouTube that your video is on topic, relevant, and contains some decent content. Just create the best content you can and try to engage your audience.

Ultimately, you want to get people liking and commenting on your videos. You can also want people to subscribe to your videos. So, aside from asking them to click on your link, you might request that they subscribe, like, or comment. Again, you don't want to buy likes, views, and comments for your videos. Instead, you want a steady drip of them to come through naturally. Having good content is going to cause this to happen for you.

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Having video content is kind of like trying to climb a greased pole. You might get 3 or 5 feet up the pole, but you'll eventually start sliding down. You can hustle like crazy to get a little higher, but you will end up back at the bottom again.

When you are able to get all of this right and make sure your targeting a keyword with low levels of competition, you optimize your videos with the best keywords possible, and your thumbnails stand out to get you more click, your videos are going to get higher and higher rankings. That's going to help more people to discover your video and get more clicks. More click, of course, mean more views and higher traffic. This will ultimately lead to higher rankings, which will cause your videos to have even more view, and that means more money in your pocket.



You have probably heard of the game Minecraft. This is an extremely popular game, and there are tons of videos pertaining to it on YouTube. The search phrase 'Minecraft Server Host' has been typed into the search bar in the picture above. The video on top, in this case, is first because it is the only one targeting the actual phrase 'minecraft server host'. Hopefully, this paints a clear picture of how pages rank on YouTube and how important an optimized title is. It should also make clear how much easier it is to rank on YouTube as opposed to other sites.

Also, take notes that most of these videos are fairly old. There's also a mixture in the level of views. So, this is a perfect example of what you're going for because there are no optimized titles, there's a mixture in the number of views, and there is hardly any fresh content. The video topping the list in the picture above is actually Jason's son's video. He was 12 when he

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posted this. That means that a 12 year old can rank this stuff if you follow the process that Jason has shared. It is outranking videos that are years old and videos that have had 250,000 views or more. It just took off like a rocket, and all with natural, organic rankings.

Jason did help his son out with this, but you don't have to be some SEO ninja to make this happen. Let's reiterate some of the things that have been covered. First of all, picking the right keywords is critical, and that comes along with analyzing the top 5 videos for the main keyword that you choose. Once you have picked a keyword and have looked to make sure the competition isn't too heavy, you'll want to optimize your title, your description, etc.

Obviously, picking a good thumbnail is important as well. It's what's going to get people to click on your video in the first place. When they start viewing your video, you'll want it to have great content. If you do, your rankings will get better and better, and you'll get more and more traffic. This will allow you to be able to monetize it effectively. The hard part is getting that traffic, but once you do, it's fairly easy to monetize it.

This formula works great, and not much has changed since he first figured this out. It's easy to do this for a video or two, but if you are trying to do this for a lot of different videos, it can get kind of hard. So, to solve this problem, Jason has automated this process with software. This software has made everything push-button easy for Jason, and it can for you too. It is called vTargeter.

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Introducing vTargeter

The screenshot displays the vTargeter software interface. At the top, there's a search bar and navigation tabs for 'Research' and 'Analysis'. Below the search bar, it says 'YouTube data based on top 5 results' and '64 Keywords'. The main table shows the following data:

Rank	Keyword	# of Videos	# of Titles	# of Channels	Views	Age	Rating	Score
1	photoshop 3d tutorial	943	22	11100000	5887,56022 views	1 year	2	3/5
4	simple photoshop tutorials	14	1	2290000	1,9644 views	6 months	1	1/5
4	photoshop effect tutorials	14	4	6920000	3,2243 views	4 months	1	0/5
4	how to use photoshop cs5	13300	25	24800000	1465,33609 views	2 years	1	3/5
4	how to use photoshop 7.0	17	0	5810000	26,37281 views	4 months	2	0/5
4	pop art photoshop	6060	34	2040000	7003,374086 views	1 year	1	0/5
5	photoshop advanced tutorials	14	5	6690000	489,488427 views	5 months	0	0/5

A red box highlights a detailed view of a video titled 'Photoshop 3D Tutorial - Photo Realistic Picture Frame'. The data for this video is as follows:

Rank	Video Title	Views	Age	Rating	Score		
1	Create Lustrous 3D Objects in Photoshop	66545 views	43	288	1 year	0	0
2	HOW TO	13381 views	2	25	1 year	0	0
3	3D Blur	7786 views	5	25	1 year	0	0
4	Photoshop	5738 views	11	44	1 year	1	0
5	Tutorials				5 years	0	

Jason has been using vTargeter for himself up until this point. Now that you kind of understand the process of finding opportunities with YouTube, you can easily comprehend what this software does. The software uncovers the best YouTube keywords. So, instead of manually having to write down all of the keywords that come up in YouTube's auto-suggest feature, it quickly brings up a list of highly-targeted, high-profit keyword phrases that you could target.

You could do this all by yourself. After all, YouTube doesn't hide the keywords that people are utilizing. It just takes a lot of time to analyze all of this manually. Once you have the keywords that seem like they would be opportunistic, you still have the task of analyzing the competition. Well actually, the software does this for you too. It will help you to find those low-hanging fruit opportunities and make your life much easier.

A screenshot of the software is shown above. You might notice that everything that has been covered by the training thus far is in here. Jason has literally taken his formula and dropped it right into the software. The most important thing that you want to focus on is the far-left column. That really breaks everything down into one specific number. Jason calls this his retargeter score. Simply put, the lower the number, the easier it is to get traffic.

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You just drop certain keywords into this software and it analyzes it for you. This is the easiest way to find the low-hanging fruit you're going for. You are also given all kinds of stats, such as those pertaining to likes and other stats. You can even view the thumbnail of each video so that you can check out the competition. This is just one example of how this program is designed precisely for analyzing the competition and taking advantage of the competition.

Now, there are a lot of keyword tools in the world, but they're not cheap. Some examples are:

- WordStream - \$2,988/year
- Secockpit - \$599/year
- Wordtracker - \$440/year
- Long Tail Pro - \$97 + \$17/month

In addition to the cost, these products don't provide you with any training or any traffic secrets. You're also not getting a formula or a blueprint that tells you how to rank your websites. They are just giving you some software to help you do it. Jason was planning on doing the same when he decided to release his software. Even though his program was great and he felt good about sharing it with others, he knew that something was missing. He knew that people really need a roadmap to get started. You need to know how to ramp up, and most people even need simple stuff, like how to start and account and optimize their channel. So, along with the software, you can get quick-start training.

This training really takes you through the process of getting started YouTube in a step-by-step fashion. The point of this training is to get you started off on the right foot with your account, your channel, your playlist, etc. Jason refers to the parable about building your house on the right foundation when he talks about this. If you build your house on quicksand, it won't last, but if you build it on rock it will last forever.

This training doesn't cover how to identify your target audience and figure out your demographics as well as really dialing into your niche and exploring different keywords. These are all important. The software is really just there to help you implement all these elements in the best ways possible.

Jason decided to create a whole module on so that he could teach you the video content strategy that he uses. This training is worth \$47 on its own. It talks about how to pick your target audience and how to dive into your demographics. You'll also receive some worksheets and checklists just to really help you to get your head in the game. That way, you'll know exactly who your target audience is before you even start promoting your chosen product.

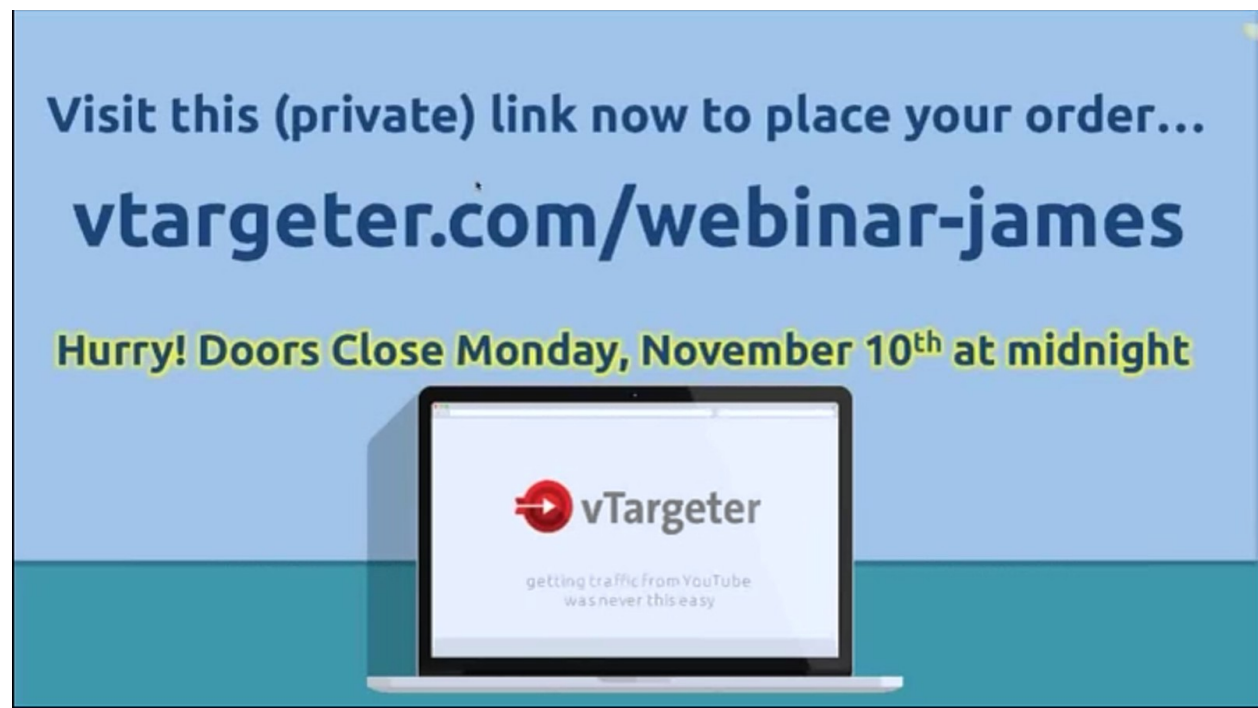
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You've learn about Jason's strategy, the setup, and the keywords, but you've only really learned about 50% of what you need to in order to find success. Jason wanted to take things to the next level to really help you know what to do. So, another element of the training was added. You'll also get an optimization module.

In addition to all of this, Jason knows that he isn't a designer, and you're probably not either. That's why he is also providing video thumbnail templates. These are easy to edit, and they can help you to create some really fun images. With this offer, you'll also get a video title and description swipe file that will help you to create titles and descriptions that will get you results on YouTube.

These elements are really important to having your video come alive and getting maximum results on YouTube. When Jason finishes his videos, he uses a specific process to launch them. If you do everything right up to this point, and then you just hit launch, you run the risk of it failing. After doing this much to attribute to his success, he obviously doesn't want you to fall short, so he also created a series of videos to teach you the process of launching a video.


This portion of the training includes about 10 short videos, around 2 minutes apiece, that you can review prior to your initial launch. Along with this, you're going to receive a very specific checklist to follow throughout the process. You can use this as a cheat sheet that you can use as you run through the training and learn how each of the various elements of the procedure work.



Visit this (private) link now to place your order...

vtargeter.com/webinar-james

Hurry! Doors Close Monday, November 10th at midnight

 **vTargeter**
getting traffic from YouTube
was never this easy

The image is a promotional banner with a light blue background. At the top, it says "Visit this (private) link now to place your order..." in dark blue. Below that is the URL "vtargeter.com/webinar-james" in a larger, bold, dark blue font. Underneath the URL is the text "Hurry! Doors Close Monday, November 10th at midnight" in a yellow-green font. At the bottom of the banner is a laptop computer. The laptop screen displays the vTargeter logo, which consists of a red play button icon followed by the text "vTargeter". Below the logo, the tagline "getting traffic from YouTube was never this easy" is written in a smaller, grey font.

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Jason surveyed his customers a couple of weeks ago. One thing that they said that they would like is to have a peek over his shoulder as he went through the steps of performing his research all the way up to launching his video. So, on top of everything else, Jason is documenting this entire process for you on video. This is probably not going to be a long video. It could possibly be an hour or so long.

Again, all in all, you're going to receive:

vTargeter R&A software.....\$297 value
YouTube Quick-Start Module.....\$97 value
Video Content.....\$47 value
Optimization Secrets Module.....\$97 value
Video Thumbnail Templates.....\$29 value
Video Title/Desc Swipe File.....\$29 value
7-Day YouTube Launch Formula.....\$147 value
Living, breathing Watch-Me-Do-It case study....\$97 value

All of this added up was found to have a value of \$840. You'll probably agree that this isn't an unreasonable estimation. He's not going to charge you that, but he does know that he could charge you \$797 or \$597, and easily even \$397. This is, after all, very valuable information. With the ever-increasing cost of paid traffic, this product would be a steal at \$397 because you are going to be shown how to get unlimited FREE traffic and leads from YouTube for a long time to come. A mere 100 clicks at \$5 apiece would cost you \$500. That's probably just a week's worth of traffic, but even if it were a month's worth, you'd be paying that \$500 month after month.

This training, that's been valued at \$840, but you aren't going to have to pay that much. You can get ALL of this right now for only \$297. Plus, you need to know that Jason isn't someone who hides behind a help desk; you are going to get access to him when you join in on this training. He is here to help you advance and get results. Also, he could do what other marketers do and send you through an array of upsells, downsells, and side sales. He's not going to do that either. He doesn't do that. The total cost is \$297. There's no sneaky upsell on the other side or any type of bonus you're going to have to buy to make this system work.

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From Beginner to Advanced...

- vTargeter is perfect if you are new to YouTube
- Or if you have been on YouTube for a while

Answer Choices	Responses
Yes, been doing YouTube 1+ years	34.04%
Yes, been doing YouTube 6-12 months	4.26%
Yes, been doing YouTube less than 6 months	8.51%
No, I am totally new to YouTube	53.19%
Total	

Jason surveyed the customers that have already bought this product. If you look at the picture above, you will find that 34% of his customers have been using YouTube to market products for a year or more, but 53% are totally new to YouTube. So, this system will help you whether you are an advanced marketer, but Jason also takes you through all of the basics in order to get those new to YouTube ramped up as well.

Most people will give you a 30-day guarantee. However, Jason is so confident that you'll love vTargeter that he is willing to double the normal guarantee. You'll be able to take 60 days to try this all out. Also, you should know that the software component of this training is completely Mac and PC compatible. Furthermore, all of the videos are streamed using Amazon's cloud service. So, if you are in Turkey, the US, or in New Zealand, the videos will stream flawlessly.

Right now, if you were to go to the web page to buy vTargeter, you would find that it is no longer available for sale. Jason has no plans to offer it again anytime soon, but he did reopen it for a moment on the request of James Jones. In other words, James wanted his people to have a chance to order this software, and that's why it's being offered right now. So, you can sign up for this exclusive limited-time offer by visiting <http://vtargeter.com/webinar-james>. That's where you can squeeze in the back door.

"You can check it out for yourself." Jason says. "If you go and visit the vTargeter sales page, you'll find that it is no longer being offered, and the same thing will happen if you look two weeks from now." He says that he isn't offering it anymore because he is trying to concentrate on his existing customers.

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Jason just released an update to the software that was based upon feedback that he has gotten from his customers, and he has a lot more training planned. So, he doesn't have time to deal with the constant noise of customers coming in the door right now. Months down the road, when the dust settles, that might change. This is going to be the last chance you'll have to get in the door and take advantage of a deal like this for a while, if ever.

This product is phenomenal, and it's going to save you a ton of time. The doors are closing on the November 10th at midnight. Jason has made it very clear that he cannot leave this offer running very long. When this offer has ended the link to it will be dead, as will the link to the vTargeter software. Go ahead and visit <http://vtargeter.com/webinar-james>. When you do, you'll get instant access by email. It will include your username, password, and download links.

You'll be able to start accessing the software and access the members area. So, you can start diving into all of this right away. Now, please keep in mind that the over-the-shoulder training has not been completed yet. However, you can wrap yourself into the rest of the training for now, and the live training will be created before you know it. By the way, even more stuff is going to be added based upon user feedback.

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Questions & Answers

Is this PC and Mac compatible?

Yes, it is. Out of the box, there's no other software required. It's based on Adobe Air.

How long is the guarantee?

It's a 60-day guarantee, and you're not going to be judged as to your reason. Put it to the test for those 60 days, and you won't have to sign anything to prove that you used the software. Just send an email requesting your money back, and you'll get your money back, no questions asked.

If the suggested bid is blank, is it okay to go after a keyword if the average monthly searches is good?

That's a good question. If you are using the keyword planner, and you see that the bid is blank or the data for the average monthly searches is blank, you shouldn't target it. If no one is spending any money to advertise it, there's probably a good reason why.

The only exception would be if it's a brand new keyword. For instance, if you were to go into the tool and type in iPhone 7, no one is advertising that right now because it's not out yet. However, even a month before the iPhone 7 release date, Google may not show you any values for the search volume and the targeted bid price. So, it all really depends on how new and undiscovered that keyword is.

I am currently selling on Amazon. What is the best way to get traffic to my listing from YouTube?

The best way is to have someone showcase the benefits of your product on video, especially if you can show how your product is better than the competition's. Jason is currently experimenting on putting a coupon code at the end of his videos. If you do this, have a link that directs people right to your listing. You can use a redirect link, but YouTube doesn't penalize you for having a direct link to a product listing on Amazon; just don't use an affiliate link.

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Is video how-to included?

Everything that you need to know is covered, except for specifically how to create a video. Jason is going to show you how to create a screen capture video like he usually creates whenever he creates the over-the-shoulder training. People have a tendency to sweat bullets when it comes to creating video. That's why Jason is recommending that you start out with screen capture video if you're a little camera shy. This way it's just your voice and the screen being recorded, which still takes some time to get used to and some practice, but not as much.

Do you put different videos targeting various keywords on the same YouTube channel?

Jason says that he has four different accounts, and each of those accounts have about four different channels. Let's say that on one channel you are a health nut and promote all sorts of products having to do with health and well-being, and then on another channel you're establish yourself as a marketer on which you do videos on internet marketing. You might also have another channel about photography. So, you can have multiple channels under your main YouTube account.

In one of Jason's accounts, he has a test channels that he uses for some of the more crazy stuff he does, or stuff that he doesn't want effecting his other channels. For instance, he might test out a new technique on this test channel, and if it works out well, he'll start using it on his others. Now, you don't want to have like 10 different YouTube accounts, but it's okay to have a few. YouTube is okay with that as long as you don't go wild and start abusing this privilege.

How do you get more than one account on YouTube?

You basically just have to clear you cookies because if you don't, you have to go through that whole Google account console. However, if you clear your cookies, you'll be able to set up another YouTube account using a different email address.

I've been doing video for a while, but I'm not getting any comments. What am I doing wrong?

People have to be told what to do. You don't have to be pushy about it, but you need to suggest to people what action they should take. Jason takes some time in each of his videos for

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a call to action, and sometimes he says "Hey, if you like what you're hearing, please tell me about it in the comments area below this video."

Most of the time, people aren't going to subscribe to your channel, like your video, or leave comments unless they have been told to do it. It's just like leaving a review. A person might leave a review if they are unsatisfied about something, but they very rarely take the time if they are happy about it, at least not out of the blue. So, you need to remind people that they need to do that and encourage them to do so. Well, it's the same with likes, comments, and other such things.

Do you make a video for each keyword you are targeting?

Jason says that he will primarily target one, but he might also use one or two more. For instance, he will use the primary keyword in his title and multiple times in his description, but sometimes he'll also use a second keyword phrase. You're not going to get any better of a ranking due to that secondary keyword, but you might be able to get a bit of bonus keyword.

There used to be courses that would tell you to target multiple keywords, but really, things have changed. What used to work in the past doesn't work anymore, so just focus on one primary keyword phrase. Then, you'll want to create multiple videos because there are more chances for opportunity with each video you create.

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