



Jeff Johnson's

# Tube Traffic Secrets™

All-New 2017 Edition

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

## How To Get More Views On YouTube

### Cheat Sheet

#### Video Overview:

YouTube recently revealed in a research paper that they have had great success rolling out a new “Recommendation System” that is based on Google’s very own “Google Brain” artificial intelligence and machine learning software (it’s actually an entire library of software along with some “Big Brain” research to go along with it).

In the [How To Get More Views On YouTube](#) training video, I showed you how their new system is really two major Ranking Algorithms (or models) that work together to make their final video recommendations to the YouTube visitor.

I also showed you what I believe is a “loophole” in their new “Recommendation System” that you can take advantage of with some good old-fashioned YouTube SEO and Video Traffic-Getting Keyword Research.

**Note:** This Cheat Sheet is designed to be used as a quick reference guide to help you remember the topics discussed in the [“How To Get More Views On YouTube”](#) training video. **Please watch the video before you refer to this Cheat Sheet.**

#### **Rule #1: Research First, Video Second**

- **The Absolute Best Time To Optimize Your Video** For YouTube SEO... And For Getting More Views... Is BEFORE You Even Record It.
- **YouTube And Google Both Have The Ability To Both Read And Listen To What’s Inside Your Video...** And They Use That Information To Help Rank Your Videos.
- So, The Smart Thing To Do Is Repeat Your Most Important Keywords In Your Videos... Multiple Times... And You Can’t Do That If You’ve Already Recorded Your Video.

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## Rule #2: Metadata, No Upload:

- **The Best Time To Optimize Your Metadata Is BEFORE You Publish** Your Video.
- Have Your Keywords, Your Tags, Your Title, Your Description, And Your Custom Thumbnail Ready To Go BEFORE You Upload Your Video.

## Rule #3 Respect The Trademark:

- **Do NOT Use Trademarked Terms Or Copyrighted Material In Your Metadata** Unless You Have Explicit Permission From The Rights Owner To Use Them.

## Video Traffic-Getting Keywords:

- A “Video Traffic-Getting Keyword” Is A Keyword That We know Already Drives Views For Videos.
- The Best Place To Find Them Is On YouTube... But It's Not The Only Place You Should Be Looking (I show you how to use [Tube Buddy](#) to quickly scan multiple sources at the same time.)

## YouTube Keyword Research Software:

- [vidIQ](#): (only available for Chrome)
- [Tube Buddy](#) (available for Chrome, Firefox, and Safari)
  - I use Tube Buddy for all of the examples in the video.

## 3 Different Types Of YouTube Video Tags You Should Be Using:

### 1. Multiple-Word Tags

- Specifically Related To Your Video.

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- Examples of Multiple-Word Tags:
  - “How To Text A Girl”
  - “What To Text A Girl”
  - “How To Text A Girl You Like”
  - “Texting Girls You Like”

## 2. Single-Word Tags

- Taken From The Multi-Word Tags Related To Your Video.
- Examples of Single-Word Tags:
  - How
  - Text
  - Girl
  - Like
  - You

## 3. Broader-Term Tags

- Related To Your Video's Broader Market Or Topic.
- Broader-Term Tags Can Be Single-Word Tags, Multiple-Word Tags, Or A Combination Of Both
- Examples of Broader-Term Tags:
  - Texting
  - Dating

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- Flirting
- Pick Up Artist
- Meet Women
- Talk To Girls

## How To Properly Tag Your YouTube Videos:

- YouTube Only Allows You To Add So Many Tags To Your Video, And The Order That You Add Them Is Important, So...
- Start By Adding Your Top Keyword Phrases As Tags First.
- Use Relevant, Very Specific Multi-Word Tags That Are Easier To Rank For.
- Break Your Top Multi-Word Tags Down Into Single-Word Tags.
- Add Several Relevant Highly Searched For Broader-Term Tags.
- Go Back And Update Your Old Videos To Add New Tags, And Remove Old Tags That Aren't Sending You Traffic.
  - Updating Your Tags Will Send A Signal To YouTube To Come Back And Reevaluate Your Old Videos And Possibly Start Sending Your Old "Dead In The Water" Video New Traffic.
- Use Software Tools Like vidIQ or [Tube Buddy](#) That Will Help You Uncover The Best Video Traffic-Getting Keywords With The Least Amount Of Effort On Your Part.

## How To Optimize Your YouTube Video Title:

- YouTube Tells Us That They Use The Keywords In Your Title As A Ranking Factor, Especially For New Videos.
- YouTube Tells Us That Higher Click Through Rates That Results In More Watch Time Will Be Rewarded With Higher Rankings.
- A Well Written Video Title Gets Clicked More Than A Poorly Written Title.

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- Getting More Clicks And Views Will Help You Get Higher Rankings And Get More Views On YouTube.
- Choose The Single Best Keyword Phrase That You Discovered During Your Video Tag Keyword Research, This Will Be Used As The Primary Keyword Phrase In Your Title.
- The Primary Keyword Phrase Of Your Video Should Appear In Your Title, As Close To The Beginning Of The Title As Possible.
- Your Video Title Should Be Written Like A Headline... Something That Encourages People To Click It And Watch Your Video... Write A Headline That Speaks To Your Target Market... The Moment They Read It They Should Say “This Is For Me!”
- If Possible, Use Both Your Primary And Secondary Keyword Phrase In Your Title.
  - **Every Keyword You Use Helps Your Video Show Up In More Search Results**
- Do NOT Repeat Your Keywords In Your Title. It Will Not Increase Your Rankings And YouTube Considers It “Keyword Stuffing” And It Could Get Your Video And Your Channel Shut Down. Permanently.
- Do NOT Use Unrelated Keywords In Your Title. YouTube Considers That “Spamming” And It Could Get Your Video And Your Channel Shut Down. Permanently.
- Remember, It’s All About Getting Them To Click Your Video AND Watch The Video.
- Borrow Headline Ideas From Proven Winners Found In Classic Advertising, Direct Marketing And Copywriting Books Like These...
  - How To Make Your Advertising Make Money by John Caples
  - Tested Advertising Methods by John Caples
  - My Life In Advertising by Claude Hopkins
  - Scientific Advertising by Claude Hopkins
  - The Robert Collier Letter Book by Robert Collier
  - How To Write A Good Advertisement by Victor O. Schwab
  - Billion Dollar Marketing by Maxwell Sackheim (compilation)
  - Breakthrough Advertising by Eugene M. Schwartz
  - Making Ads Pay: Timeless Tips for Successful Copywriting by John Caples

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- Look At The Headlines From The Top Ranking And Most Viewed Videos For Inspiration.
- Use Benefit Rich Titles That Also Arouse Curiosity To Help Increase Click Rates.
- Make The Big Promise In Your Headline That Is Both Believable And Achievable.
- Use Tools Like BuzzSumo To Find Headline Ideas For Your Videos.
- Try Writing 10 Different Headlines For Your Video And Then Choose The One That You Think Is Best.
- Use Tools Like [Tube Buddy](#) To Split-Test Your Titles And See Which One Gets The Highest Click Rate,
- Turn Your Winning Headlines Into “Formulas” That You Can Use Again And Again.

## **How To Optimize Your Youtube Video Description:**

- YouTube Allows You To Use 5,000 Characters For Your Description. Don't Be Afraid To Use As Many Video Traffic-Getting Keywords As Possible, As Long As They Are Related To Your Video.
- The First Sentence Of Your Description Should Contain Your Primary Keyword Phrase... And Offer A “Reason Why” Someone Should Watch Your Video.
- The Second Sentence Should Continue To Offer The Benefits Of Watching Your Video And Continue Offering Reasons Why Someone Should Watch Your Video... And If Possible, Contain The Second Most Important Keyword Phrase That Your Trying To Rank For.
- The Rest Of Your Description Should Contain Reader-Friendly Content That Helps Add Value To The Topic Of Your Video.
- It Should Also Contain Variations Of Your Primary Keyword Phrase As Well As More Of Your Secondary Keyword Phrases.
- Your Description Should Contain Most, If Not All Of The Keyword Phrases You Use As Video Tags.

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- Be Sure To Include Links To Your Other Videos On YouTube.
- Don't Be Afraid To Link To Related Videos From Other People.
- Include A Link To Your At Least One Of Your Non-YouTube Properties Like Your Blog Or Facebook Page, etc.
- Include A Strong "Call To Action" And "Reason Why" They Should Leave YouTube To Visit Your Blog, Website Or Social Media Pages.

## Ways To Create Description Content:

- Create List Of Bullet Points Based On The Content Of Your Video.
- Hire A Professional Writer To Write It For You.
  - I've Had \$5 Articles Written on Fiverr.com That Work Great For Affiliate Offer Videos.
- Hire Someone To Transcribe Your Video And Post The Best Parts Inside Your Description
  - Tip: If it's a high-quality transcription, then consider using it to replace YouTube's auto-generated "subtitles and closed captioning" transcript.
- Add A Foreign Language Translation. YouTube Will Suggest People To Do The Translation For You For A Fee... [Tube Buddy](#) Will Automatically Translate The Tags For You.

## More Video SEO Tips:

- Be Sure To Speak Your Primary Keyword Phrase Multiple Times In Your Video, Especially At The Very Beginning, Several Times In The Middle, And Also Near The End.
- Also Speak Any Other Secondary Keyword Phrases That You'd Like To Rank For.
- And Be Sure To Include Text Versions Of Your Keywords In Your Video As Well (Powerpoint Slides, etc.) ... Even If You Are Shooting Live Video... You Can Always Add Text To Your Video While You Are Editing It.

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## Free Bonus PDF:

If you'd like to have a **free copy of the presentation slides** from the video...

Simply visit my blog and Download all [97 PDF pages of 100% Pure "How To Get More Views On YouTube" content](#) for free.

The image shows a screenshot of YouTube comments. A red-bordered callout box is overlaid on the right side of the comments, containing the text: "You'll Find Your PDF Downloads Just Below The Hundreds Of Comments That People Have Already Left About The Free Training Videos... I'm Pretty Sure They Like The Videos!". The comments are from various users, including Roger Davis, Gisela M., Dimitris, Jeff Johnson, Sj, and Tony. Jeff Johnson's comment is a reply to the video, stating: "Thank you, I'll be posting a new PDF Cheat Sheet in a day or two... plus a few more videos. Stay tuned!".

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