



Jeff Johnson's

# Tube Traffic Secrets™

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



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TubeTrafficSecrets.com

This Is The First Video In An Entire Series  
Of Free Training Videos That Will Teach  
You...

# How To Get More Views On YouTube...

# Even If...

- You Don't Have List...
- You Don't Have Any Traffic...
- And Even If You're Starting From Complete Scratch.

# Here's What You'll Learn In Today's Video...

- How To **Quickly And Easily** Uncover The Best Video Traffic-Getting Keywords For Optimizing Your YouTube Videos...
- The 3 Distinctly Different Types Of **YouTube SEO** Friendly Keywords That You Should Be Using To Optimize Your Videos...
- The Truth Behind YouTube's Newest Algorithm Update... And How To Use That Information To Practically Force YouTube To Send Your New Videos Significantly **More Free Traffic...**
- How To Exploit A Tiny Little Loophole That's Part Of YouTube's Newest Algorithm Update... So You **Get More Views On YouTube** As Quickly As Possible.

Now, We Have A Lot Of Ground To Cover  
Today So I'll Have To Move Quickly, But  
Don't Worry...

Download Your **Absolutely Free** PDF Cheat  
Sheets, Action Plans And Checklists That  
Go Along With This Video...

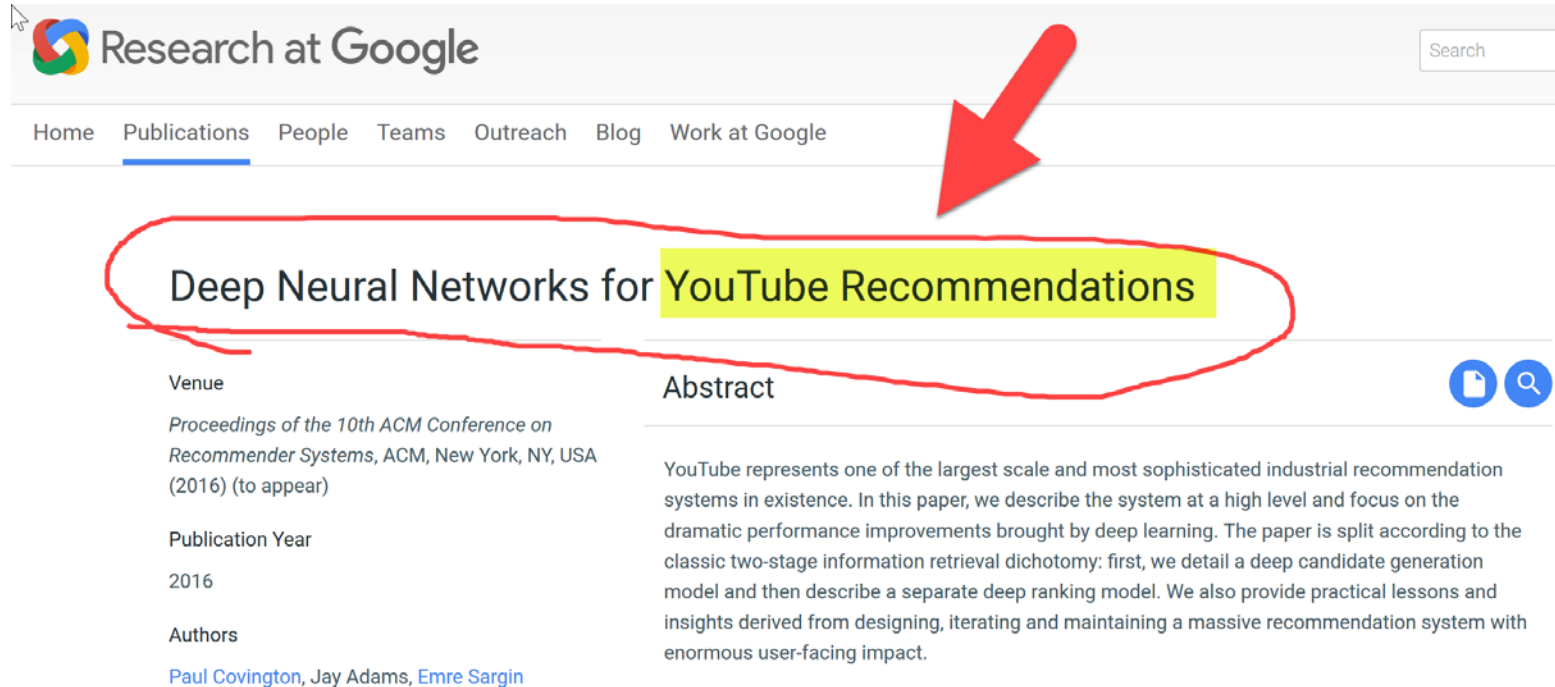
Grab Your **Absolutely Free** Software That  
Will Help You Uncover The Best Video SEO  
Keywords In The Shortest Time Possible...

However, The First Thing I Should Do Is  
Introduce Myself...

# Jeff Johnson

- I Have Been Tapping Into The Marketing Power Of YouTube To Drive Traffic, **Build A List** And Sell My Products And Services For 10 Years Now...
- I Have Personally Launched Successful YouTube Channels In Multiple Markets Including Survival, Dating, Online Marketing And Video Games... Plus, I've Helped My Students Build Hundreds, If Not Thousands More...
- For The Last 5 Years My **Tube Traffic Secrets**™ Training Program Has Been One Of The Most Popular And Successful YouTube Training Programs In The Entire World... With Thousands Of Successful Students That Have Gone On To Build Channels With Hundreds Of Thousands Of Subscribers And Tens Of Millions Of Views For Their Videos...
- Most Importantly... The "**How To Get More Views**" And YouTube SEO Techniques That I'm About To Share With You Today Are Based On Years Of Testing, Research, And Cold Hard Facts...

# Including Insights Into YouTube's Newest Ranking Algorithm Taken Directly From YouTube Themselves...



The image shows a screenshot of the Research at Google website. The navigation bar includes links for Home, Publications, People, Teams, Outreach, Blog, and Work at Google. The 'Publications' link is underlined. A red arrow points to the title of a paper, 'Deep Neural Networks for YouTube Recommendations', which is circled in red. The title is highlighted in yellow. Below the title, the venue is listed as 'Proceedings of the 10th ACM Conference on Recommender Systems, ACM, New York, NY, USA (2016) (to appear)'. The publication year is 2016. The authors are Paul Covington, Jay Adams, and Emre Sargin. The abstract is visible on the right side of the page.

Research at Google

Home Publications People Teams Outreach Blog Work at Google

Deep Neural Networks for YouTube Recommendations

Venue  
*Proceedings of the 10th ACM Conference on Recommender Systems, ACM, New York, NY, USA (2016) (to appear)*

Publication Year  
2016

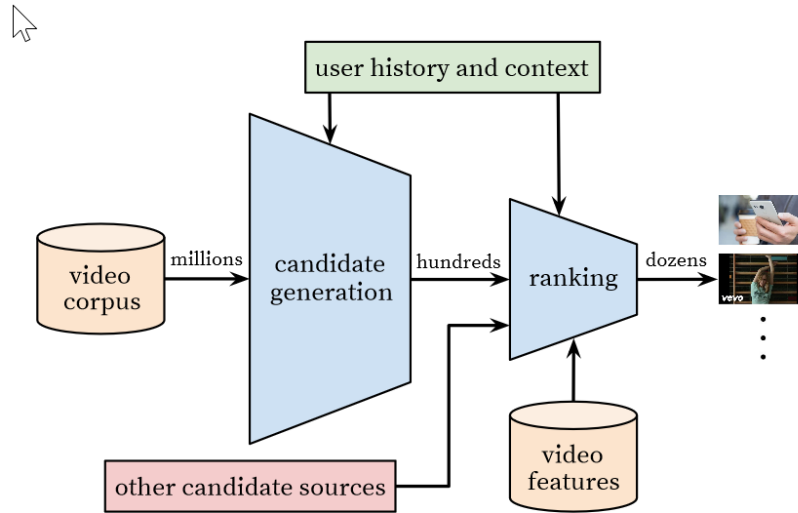
Authors  
Paul Covington, Jay Adams, Emre Sargin

Abstract

YouTube represents one of the largest scale and most sophisticated industrial recommendation systems in existence. In this paper, we describe the system at a high level and focus on the dramatic performance improvements brought by deep learning. The paper is split according to the classic two-stage information retrieval dichotomy: first, we detail a deep candidate generation model and then describe a separate deep ranking model. We also provide practical lessons and insights derived from designing, iterating and maintaining a massive recommendation system with enormous user-facing impact.

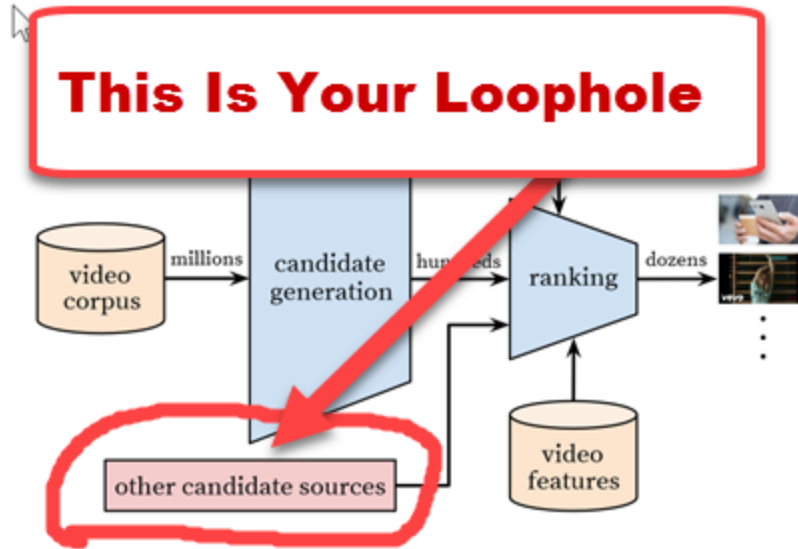
# YouTube's Recommendation System

(Source: Google)



**Figure 2:** Recommendation system architecture demonstrating the “funnel” where candidate videos are retrieved and ranked before presenting only a few to the user.

# This Is Your Loophole



**Figure 2:** Recommendation system architecture demonstrating the “funnel” where candidate videos are retrieved and ranked before presenting only a few to the user.

We'll Talk More About **Your Loophole** And  
How To Take Advantage Of It In Just A  
Minute...

# Key Takeaways

- YouTube Is Now Using A Much More Sophisticated Ranking Algorithm Based On Google's Very Own "Google Brain" Artificial Intelligence And Machine Learning Software...
- The "Google Brain" Software Is Also What Powers Google's Very Own "RankBrain" Algorithm... Which Google Has Admitted Is One Of The Top 3 Most Powerful Ranking Factors In Google Today...
- It's Much Harder To "Influence" The YouTube Recommendation System Today Than It Was As Recently As Just A few Months Ago...
- It's All About Increasing Watch Time... Not Just For The Individual Video... But Also For The Total Amount Of Time The Visitor Spends On YouTube Per Visit...
- However, YouTube Still Understands The Importance Of Letting Their Users Help Decide Which Videos Should Rank The Highest And **Get More Views**...
  - This is where that "Loophole" I'm about to share with you comes into play.

# Discovering Thhe Importance Of Watch Time Really Wasn't A Big Secret...

That's Something We've Already  
Suspected... And Taken Advantage Of... For  
A Very, Very Long Time...

However, It Wasn't Until Recently That  
YouTube Flipped The Switch And Fully  
Unleashed This New Algorithm... So Now  
It's Official...

Everybody Knows That “Watch Time” Is  
The Single Most Powerful Ranking Factor  
For YouTube...

A Lot Of Very Upset YouTubers Have Been  
Claiming That Those Changes Are  
Designed To Screw The Little Guy...

However, That Just Isn't True...

What Most People Don't Know Is That  
YouTube Has Left Everyone... Including  
The Little Guys...

A Tiny Window Of Opportunity... A  
**Loophole**... That Benefits Everyone...  
Especially Newly Uploaded Videos...

“Many hours worth of videos are uploaded each second to YouTube. **Recommending this recently uploaded (“fresh”) content is extremely important** for YouTube as a product. We consistently observe that users prefer fresh content , though not at the expense of relevance.”

**- YouTube**

“The recommendation system should be responsive enough to model newly uploaded content as well as the latest actions taken by the user. **Balancing new content with well-established videos...**” - YouTube

What That Means Is That YouTube Wants  
To Make Sure That It's New Algorithm  
Quickly Discovers And Recommends New  
Videos...

But It Takes Time To Crunch Through And  
Analyze The 300 Hours Of New Video  
Content That Is Uploaded To YouTube  
Every Single Minute...

And It Takes Their New Algorithm A Week  
Or Two Of Observing Viewer Interaction  
With A New Video To Really Dial-In Their  
Ranking Factors... Which There Are Now  
Hundreds Of...

So, Just To Make Sure They Don't  
Potentially Miss Out On The Hottest New  
Videos While Their Machines Are Busy  
Analyzing All That New Video Data...

YouTube Still Relies On Good Old Fashioned Human Input To Feed Their Machines Fresh Content Ideas...

That's Your Loophole... Your Tiny Window  
Of Opportunity...

YouTube Is Counting On You To Tell Them  
What Your Video Is All About So They Can  
Start Sending It Traffic Almost  
Immediately...

What You Do To Optimize Your Video In the  
First 48 - 72 Hours Is The Most Critical...

If You Get It Right... Your Video Could  
Shoot To The Top Of The Rankings Within  
Hours... And Stay There For Years...

If You Get It Wrong... Your Video Could  
Drop Like A Rock To The Bottom Of The  
Search Results... And Stay There, Forever...

Which Means You Have To Move Quickly...

The Easiest Way To Do That Is To Give  
YouTube What They Want... By Using The  
Features You Already Have Access To...

Features That YouTube Has Flat-Out Told  
Us Will Help Your Videos Get Discovered...  
And Appear In More Search Results...

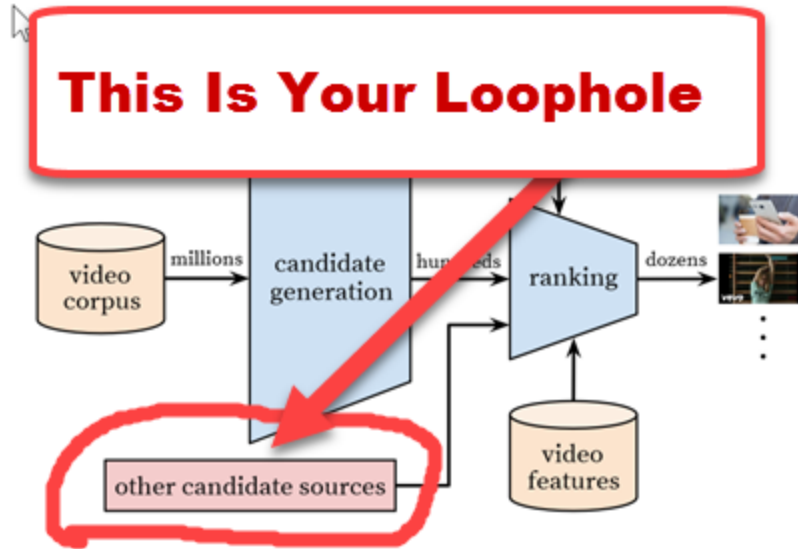
# "...So That Your Video Can Be Found In More Search Results."

## ○ Make the most of your metadata

Metadata refers to information about the video. This includes the title, description, tags, category, thumbnail, subtitles and closed captions. The reason we have metadata is so that you can add additional contextual information to your videos to help them be discovered by the correct audience. Make sure your video's metadata represents the content contained in your video; misleading metadata added in an attempt to game discovery algorithms will lead to the removal of your video and a strike against your account. Here are a few hints to help you add metadata correctly so that your video can be found in more search results:

- Source: YouTube.com metadata. You don't need to describe

# This Is Your Loophole



**Figure 2:** Recommendation system architecture demonstrating the “funnel” where candidate videos are retrieved and ranked before presenting only a few to the user.

There Are Also Several Other Additional  
“Ranking Signals” That Go Into That Little  
Red Box... And I’ll Be Sure To Cover Some  
Of Those In Future Videos...

But For Now... Let Me Show You How To  
Tweak Your Metadata To Take Advantage  
Of This Loophole... And Get More Views For  
Your Videos...

# 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...
- The Smart Thing To Do Is Repeat Your Most Important Keywords In Your Videos... Multiple Times... And I'll Talk More About That In A Minute.

## Rule #2: No 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.

That Having Been Said...

# 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...
  - Today' We'll Focus On YouTube Traffic-Getting Keywords... But In The Next Video I'll Show You How To Also Find Google Friendly Traffic-Getting Keywords For Your Video.
- You Can Do The Keyword Research By Hand If You'd Like To, And That's The Way Most People Teach You How To Do It...
- However, If You're Like Me... I Prefer To Use Software That Does Most Of The Grunt-Work For Me... And I'll Show You How That Works In Just A Minute.

First, Let's Talk About The 3 Types Of  
YouTube Video Tags You Should Be  
Looking For During Your Keyword  
Research...


# YouTube Video Tags







1. **Multiple-Word** Tags Specifically Related To Your Video ...
2. **Single-Word** Tags Taken From The Multi-Word Tags Related To Your Video...
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.











# YouTube Video Tags Example













- Our Video Is About Sending A Text To A Girl That You Like.
- Multiple-Word Tags:
  - “How To Text A Girl”
  - “What To Text A Girl”
  - “How To Text A Girl You Like”
  - “Texting Girls You Like”
- Single-Word Tags:
  - How
  - Text
  - Girl
  - Like
  - You
- Broader-Term Tags:
  - Texting
  - Dating
  - Flirting
  - Pick Up Artist
  - Meet Women
  - Talk To Girls

# Multiple-Word Video Tags

 Description **1b** Stats **1b** Tags **1b** Tools

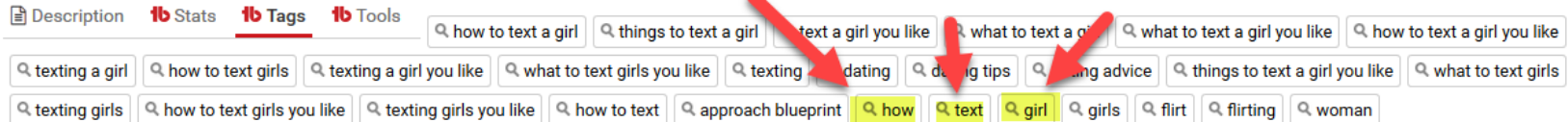
 how to text a girl  things to text a girl  text a girl you like  what to text a girl  what to text a girl you like  how to text a girl you like

 texting a girl  how to text girls  texting a girl you like  what to text girls you like  texting  dating  dating tips  dating advice  things to text a girl you like  what to text girls

 texting girls  how to text girls you like  texting girls you like  how to text  approach blueprint  how  text  girl  girls  flirt  flirting  woman

**1b** Copy To...

# Single-Word Video Tags



Copy To...

# Broader-Term Video Tags

---

Description **1b** Stats **1b** Tags **1b** Tools

🔍 how to text a girl 🔍 things to text a girl 🔍 text a girl you like 🔍 what to text a girl 🔍 what to text a girl you like 🔍 how to text a girl you like

🔍 **texting a girl** 🔍 how to text girls 🔍 texting a girl you like 🔍 what to text girls you like 🔍 texting 🔍 **dating** 🔍 dating tips 🔍 dating advice 🔍 things to text a girl you like 🔍 what to text girls

🔍 texting girls 🔍 how to text girls you like 🔍 texting girls you like 🔍 **how to text** 🔍 approach blueprint 🔍 how 🔍 text 🔍 girl 🔍 girls 🔍 flirt 🔍 **firting** 🔍 **woman**

**1b** Copy To...

---

A Great Way To Speed Up Your Research  
Process Is To Spy On The Top Ranking  
Videos In Your Market And Borrow Some  
Ideas From Them...

However, YouTube Actually Hides The Video Tags That A Video Is Using... Which Makes It More Difficult To Spy On Your Competition And “Borrow” Some Of Their Best Keywords...

The Good News Is That There Is A Quick  
And Easy Way To Uncover These Hidden  
Gems... As Well As Help Automate Your  
Entire Keyword Research Process...

Use Software Like TubeBuddy or vidIQ That  
Is Specifically Designed To Help You Find  
And Analyze Hundreds Of Potential High-  
Ranking YouTube Video Tags...

# vidIQ vs. Tube Buddy

- Both Programs Offer A Free Version And Also Several Paid Levels To Choose From...
- VidIQ
  - Only Works In The Chrome Browser.
  - Focuses More On Keyword Research.
- Tube Buddy
  - Works With Chrome, Firefox And Safari.
  - Better For Overall Channel Management.
  - Paid Levels Are Up To Half The Price Of Similar vidIQ Features.
  - Free Version Offers Access To More Keyword Tools Than vidIQ
- Download The Free Versions:
  - [vidIQ](#)
  - [Tube Buddy](#)
    - I use Tube Buddy for all of the examples in this presentation.

**Consumer Notice:** I may earn an affiliate commission if you ever buy something based on my recommendation.

# Easily Copy Tags To A Text File

**Click "Copy To" And It'll Save All Of The Tags From Any Video To A Text File.**

TAGS (28) ALL / NONE

Action

- how to text a girl
- things to text a girl
- text a girl you like
- what to text a girl
- what to text a girl you like
- how to text a girl you like
- texting a girl

Copy to Clipboard

COPY TO TAG LIST...

- Text A Girl

+ New Tag List

Copy To...

Search tags: how to text a girl, things to text a girl, text a girl you like, what to text a girl, you like, what to text girls you like, texting, dating, dating tips, dating advice, ng girls you like, how to text, approach blueprint, how, text, girl, girls

# Auto-Suggested Terms

The screenshot shows the YouTube Tag Explorer interface. At the top, the search bar contains 'text a girl' and an 'Explore' button. To the right, a yellow box indicates 'Tags Selected: 1' and 'Action: Insert into Current Video' with an 'Insert' button. Below the search bar, navigation tabs include 'Summary', 'Trending', 'Auto-Suggested' (which is underlined), 'Historical', 'Map', and 'Results'. The main content area is divided into two columns: 'YouTube' and 'Google'. Each column lists auto-suggested terms with a checkbox and an external link icon. The YouTube column lists 9 terms, and the Google column lists 9 terms. At the bottom, a small text line reads 'Data Sources: YouTube.com, Google.com, Google Trends'.

**YouTube**

- [text a girl you like](#)
- [text a girl for the first time](#)
- [text a girl can't ignore](#)
- [text a girl simple pickup](#)
- [text a girl you just met](#)
- [text a girl examples](#)
- [text a girl zeus](#)
- [text a girl you don't know](#)
- [text a girl to make her want you](#)

**Google**

- [text a girl after date](#)
- [text a girl for the first time](#)
- [text a girl after a first date](#)
- [text a girl first](#)
- [text a girl at night](#)
- [text a girl and she doesn't respond](#)
- [text a girl free](#)
- [text a girl to come over](#)
- [text a girl to meet up](#)

Data Sources: [YouTube.com](#), [Google.com](#), [Google Trends](#)

# Most Used Tags Of The Top Ranking Videos

The screenshot shows the YouTube Tag Explorer interface. The search term 'text a girl' is entered in the top left. The 'Tags Selected' count is 1. The 'Most Used Tags' section lists the following tags and their usage percentages:

| Tag                           | Percentage |
|-------------------------------|------------|
| how to text a girl            | 60%        |
| how to text girls             | 35%        |
| how to text a girl you like   | 30%        |
| texting                       | 25%        |
| text                          | 25%        |
| how to get a girl to like you | 25%        |
| what to text a girl           | 25%        |
| advice                        | 20%        |
| girls                         | 20%        |
| how to get a girlfriend       | 20%        |
| texting girls                 | 20%        |
| flirting                      | 20%        |
| dating                        | 15%        |
| ...                           | 15%        |

Red arrows point from a red-bordered box containing the text 'Most Used Tags Of The Top Ranking Videos.' to the top five tags in the list. The 'Keyword Score' section shows a score of 61/100, labeled 'VERY BAD', with a note: 'This is not a good Keyword to target simply because it's so competitive.'

Data Sources: [YouTube.com](#), [Google.com](#), [Google Trends](#)

# Inspect The Tags For The Top Ranking Videos

**Click The "Tags" Button Below Any Video And TubeBuddy Will Reveal All Of The Tags That Video Is Using, Where They Rank On YouTube For That Tag.**

The screenshot shows a YouTube video player interface for a video titled "2017 iPad 9.7-inch Review! worth \$329?". The channel is "EverythingApplePro" with 3,684,165 subscribers. The video has 596,611 views, 14,973 likes, and 363 comments. Below the video player, there are tabs for "Description", "Stats", "Tags", and "Tools". The "Tags" tab is highlighted with a yellow circle. A red box labeled "Tags" is positioned above the tag list, with three red arrows pointing to the first three tags: "2017 iPad", "New iPad", and "iPad 9.7-inch". A red arrow also points from the "Tags" tab to the "Tags" box. The tag list includes:

- 2017 iPad (3)
- New iPad (6)
- iPad (1)
- iPad 9.7-inch (1)
- New iPad 9.7-inch (1)
- 9.7-inch iPad (1)
- 9.7 iPad (1)
- iPad 9.7 (2)
- New iPad Review (1)
- 2017 iPad Review (3)
- iPad 9.7-inch Review (1)
- New 2017 iPad Review (1)
- 9.7-inch iPad Review (1)
- 2017 iPad vs iPad Pro (6)
- iPad Pro vs iPad 9.7 (5)
- iPad Pro vs iPad 9.7-inch (14)
- iPad 9.7 Review (2)
- New iPad 9.7 (2)
- Budget iPad (1)
- \$329 iPad (4)

A "Copy To..." button is visible at the bottom right of the tag list.

# Add The Tags From The Video To A Keyword List By Clicking "Copy To..."

The screenshot shows a YouTube video player interface. The video title is "2017 iPad 9.7-inch Review! Worth \$329?". The channel is "EverythingApplePro" with 3,684,165 subscribers. The video has 596,611 views, 14,973 likes, and 363 comments. Below the video, there are tabs for "Description", "Stats", "Tags", and "Tools". The "Tags" tab is active, displaying a list of tags with their respective search volume indicators (e.g., "2017 iPad" with a green '3'). A red box highlights the text: "Click The 'Copy To...' Button And TubeBuddy Will Add The Tags To A Keyword List For You." A red arrow points from this box to the "Copy To..." button, which is circled in yellow.

2017 iPad 9.7-inch Review! Worth \$329?

EverythingApplePro 3,684,165

596,611 views

14,973 likes 363 comments

Description **Stats** Tags Tools

2017 iPad 3 New iPad 6 iPad 1 iPad 9.7-inch 1 New iPad 9.7-inch 1 9.7-inch iPad 1 9.7 iPad 1 iPad 9.7 2 New iPad Review 1 2017 iPad Review 3

iPad 9.7-inch Review 1 New 2017 iPad Review 1 9.7-inch iPad Review 9.7-inch iPad Review 2017 iPad vs iPad Pro 6 iPad Pro vs iPad 9.7 5 iPad Pro vs iPad 9.7-inch 14 iPad 9.7 Review 2

New iPad 9.7 2 Budget iPad 1 \$329 iPad 4

**Copy To...**

x = where this video ranks in YouTube Search for that Tag (\* for you)

# Use TubeBuddy's "Tag Explorer" To Find Tags That Are Worth Going After... Look For The Ones With High Search Volume And Low Relative Competition.

The screenshot displays the TubeBuddy Tag Explorer interface. At the top, a search bar contains the text "new ipad 9.7", which is circled in yellow. A red arrow points from this search bar to the "Most Used Tags" section. The "Most Used Tags" section lists three tags: "ipad" (90%), "apple" (70%), and "ipad 9.7" (55%), each with a corresponding red bar chart. To the right, the "Top Ranking in Search" section is highlighted with a red box and contains the text: "A Keyword Phrase Worth Using As A YouTube Tag." Below this, the "Keyword Score" section shows two horizontal bar charts: "SEARCH VOLUME" (Very High) and "COMPETITION" (High). The "OVERALL" score is "GOOD: 65/100" with a note: "This is just slightly competitive but searched very often making it a good Keyword to target." The interface also includes a "Summary" tab, a "Tags Selected" counter (1), and an "Insert" button.

Tag Explorer

new ipad 9.7 Explore

Tags Selected: 1 Action: Insert into Current Video Insert

Summary Trending Auto-Suggested Historical Map Results

**Most Used Tags**

Select All | None Most used Tags from the top ranking videos.

- ipad 90%
- apple 70%
- ipad 9.7 55%

Note: Only 3 of 220 total results are shown. If you Upgrade your License, you can view all results.

**Top Ranking in Search**

**A Keyword Phrase Worth Using As A YouTube Tag.**

**Keyword Score**

SEARCH VOLUME Very High

COMPETITION High

**OVERALL GOOD: 65/100**

This is just slightly competitive but searched very often making it a good Keyword to target.

Data Sources: YouTube.com, Google.com, Google Trends

Your Goal Is To Come Up With A List Of 10  
or 20 Keywords And Phrases To Use As  
Video Tags...

Now, It's Entirely Possible To Target A  
Single Keyword Phrase That You'd Like To  
Rank #1 For...

However, Today's Video Is All About Getting Views From As Many Different Search Results As Possible... Which I Believe Is Actually A Better Strategy Than Trying To Rank #1 For A Single Keyword Phrase...

# Recap: 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...

Let's Move On To Optimizing Your YouTube  
Video Title...

# Here's Why Optimizing Your Video Title Matters...

- 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...
- Getting More Clicks And Views Will Help You Get Higher Rankings And Get More Views On YouTube.

# How To Optimize Your Video Title

- 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.

# More Video Title Tips...

- Borrow Headline Ideas From Proven Winners Found In Classic Direct Marketing And Copywriting Books...
  - I'll Be Sure To Include Book Recommendations In The PDF Cheat Sheet Download That's You'll Find Below This Video On My Blog (Or In The Description Of This Video On YouTube).
- 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.

# See How The Top Channels And Highest Ranking Videos In Your Market Write Headlines.

**How to BULK UP Fast! (TRUTH about 'Bulking and Cutting')**  
ATLEANX™ • 88  
3 years ago • 2,129,845 views  
Build muscle and burn body fat at the same time with ATLEANX  
<http://atleank.com/subscribeandcutting> By far, the most ...  
CC

**How To Gain Muscle Mass Fast: 3 Tips That Pro Bodybuilders Use For Quick Muscle Gains**  
Weight Gain Network  
3 years ago • 477,413 views  
Go here to see how to gain muscle mass fast  
<http://www.WeightGainMethod.com/view/y5ta> This is an 'outside the box ...

**5 Easy Tips to Gain Muscle Fast**  
Buff Dudes • 88  
9 months ago • 602,038 views  
How can I gain muscle fast? By following these 5 EASY RESEDI 1, FOOD, Eat it, Put it in your body. Give it some friends, put them ...

**How to Gain Muscle Mass (HARDGAINER EDITION)**  
ATLEANX™ • 88  
7 months ago • 767,626 views  
Gain Muscle Mass in 90 Days - <http://atleank.com/subscribe> to this channel here: <http://bit.ly/2Qus8Wf> thehardgainer  
CC

**How to Bulk Up | Bulking Diet Plan | Bulking Meal Plan | How to build muscle fast**  
Gravty Training Zone - Fat Loss Experts  
1 year ago • 57,028 views  
How to bulk up | Bulking Diet | bulking diet plan how to bulk bulking meal plan best way to bulk up | weight gainer how to gain weight ...  
46 • CC

**Mass Gaining Workout For Skinny Guys: Bulk Up Faster Using This Muscle Building Workout Plan**  
Weight Gain Network  
3 years ago • 1,237,217 views  
See how to bulk up and gain mass quickly  
<http://www.WeightGainMethod.com/view/y6fy> Time for another suspen ...

**Powershell Add Multiple Users Quickly**  
PC-Addicts  
4 years ago • 72,149 views  
Quickly add bulk active Directory users. How to add many users in bulk at once - Screenshots, instructions, and download ...

**How to Bulk Up Properly Fast Without Getting Fat (Lean Bulking vs Dirty Bulking Transformation)**  
Samed Molybd Fitness  
1 year ago • 13,826 views  
Transform Your Body into a Fat Burning Machine and Unleash Your Hidden 50 Pouch Abs With "The Shredded Beast" ...

# Use Tools Like Buzzsumo.com To Discover The Most Viral Content In Your Market And Study Those Headlines.

Baking Soda to Reduce Belly Fat | **How to lose weight** using Baking Soda Recipes  Save  
youtube.com - More from this domain  
Oct 21, 2016  
Video

**How To Lose Weight** Without Really Trying | The WHOot  Save  
thewhoot.com.au - More from this domain  
Oct 11, 2016  
Article

Here's **How Much** You Must Walk **To Lose Weight**, It's Far More Effective Than Running  Save  
healthydefinition.com - More from this domain  
By HD1 - Sep 21, 2016  
Article

**How to Lose Weight** if You Weigh 200lbs or More - Avocado  Save  
avocado.com - More from this domain  
Jul 3, 2016  
Article

This Is **How Much** You Should Walk **To Lose Weight** Fast, It's Way Better Than Running  Save  
viralgalleyrite.com - More from this domain  
By Viral - Nov 3, 2016  
Article

**How To Lose Weight** And Belly Fat With Ginger  Save  
nationspressph.com - More from this domain  
Mar 6, 2017  
Article

**Headlines That Drive Social Media Shares Are Headlines That Get Clicked... And Provide Great Ideas For Video Titles That Get Clicked!**

| FACEBOOK ENGAGEMENTS | LINKEDIN SHARES | TWITTER SHARES | PINTEREST SHARES | GOOGLE+ SHARES | NUMBER OF LINKS | TOTAL SHARES |
|----------------------|-----------------|----------------|------------------|----------------|-----------------|--------------|
| 154                  | 0               | 4              | 0                | 3.7M           | -               | 3.7M         |
| 233                  | 0               | 2              | 185.4K           | 0              | -               | 165.6K       |
| 6.4K                 | 0               | 0              | 93.7K            | 6              | -               | 100.6K       |
| 553                  | 0               | 3              | 99.8K            | 24             | -               | 100.4K       |
| 324                  | 0               | 5              | 86.7K            | 4              | -               | 87.1K        |
| 69.6K                | 0               | 3              | 0                | 1              | -               | 69.6K        |

Another Great Place To Use Your Video  
Traffic-Getting Keywords Is In Your Video  
Description...

Technically Speaking YouTube Lets You  
Use 5,000 Characters In Your Description...

I Recommend That You Use As Many Of Those 5,000 Characters As Possible To Help Your Video Get More Views, And To Also Help You Drive Your Video Viewers Into Your Lead Funnel...

However, The First Two Lines Of Your  
Description Are The Most Important For  
One Simple Reason...

# Only The First Two Lines Show Up In The Search Results...

**Only The First Two Lines From Your Description Show In The Search Results... So Make Them Count!**

**20 Wilderness Survival Tips!**  
AlfieAesthetics  
3 months ago · 183,069 views  
Here's a few handy tricks that may just save the day.

**Top 10 Survival Tips That Could Save Your Life**  
Be Amazed  
4 days ago · 3,606,200 views  
Survival tips may save your life sometime, and as the Boy Scout motto reminds us, it's good to always be prepared in survival ...

**50+ Wilderness Survival Tips!**  
AlfieAesthetics  
3 years ago · 1,719,401 views  
Here's a few handy tips and tricks that may just come in useful one day. ... Outdoor skills for wilderness ...

**Top 10 Survival Tips**  
Iraqveteran8888  
1 year ago · 450,217 views  
In this video, our friend Scott for WAC Outdoors outlines ten survival tips that can help keep you alive in a dire situation.

You Should Think Of Your Description As A Continuation Of Your Title... Written Like A Headline That Is Designed To Get Them To Click Your Video And Watch It, So...

# How To Optimize Your Video Description

- 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...
- Be Sure To Include Links To Your Other Videos On YouTube...
- 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

# Video Description Content

Online marketing tutorial reveals why you don't need to record a single second of new video to increase conversions for your Video Sales Letter using my simple 3-step system.

You can download your Free PDF Cheat Sheet, presentation slides and the mp3 for this video on my blog at: <http://www.jeffjohnsonsc coachingclub.c...>

You can also use my "double your sales" formula as a template to increase your sales and conversion rates for your email marketing, list building, optin pages, landing pages, email capture pages and even your written sales letter.

You get to watch over my shoulder as I (Jeff Johnson) walk you through a real life case study and my entire "Video Sales Letter Formula" step-by-step.

In fact, I show you proof of how we were able to increase our Video Sales Letter Conversions by 103.43%, literally overnight.

Here are just a few of the "how to double your video sales letter conversions" tips I offer in this training video:

- Different sources of traffic will respond to different headlines... so tailor your headlines to each unique source of traffic...
- Different styles of headlines work best during different phases of the buying decision process or sales cycle...
- Start by testing benefit-rich headlines that hint at what the viewer will get...
- If your cart is closing try testing a "deadline" headline along with using a countdown timer...
- Don't use a deadline or countdown timer too soon... try to keep it to 72 hours or less...
- On closing day use a "closing day" headline.
- Take the "hooks" from the winning headlines and create several "calls to actions" from them...
- Test using the first person in your "calls to action"...
- Test different shapes, sizes and colors for your action button... use colors that stand out on the page...
- Test a "delayed appearance" of your action button... we've been able to increase our vsl sales conversions by 83% simply by hiding the button until the viewer has watched a certain amount of the video... it helps you overcome sales objections...
- Using a delayed atc button is a technique that ties into what I taught you back in video 1... it helps you overcome sales objections...
- The best time to have your atc button appear is not always after you reveal the price...
- It will depend on multiple factors including how many times your prospects have been exposed to your offer, how far along they are in the buying decision process, your traffic source, the average viewer duration, and even your price...
- Split testing the delayed appearance of your atc button at multiple points in your vsl is the only way to know for sure.
- Never use the default checkout/cart page unless your testing proves it to be the best version...
- Test variations of the cart page that include the best performing hooks and benefits from step 1 and step 2...
- Test the placement of your money back guarantee symbol and other "trust seals"...
- Test the placement and the order of your bullet points and your testimonials...
- Test different color action buttons in your cart...
- Test different "calls to action" in your action buttons.

This is the third video in a free training series where I've been teaching you how to build a bigger list, get more traffic, find new customers, and increase sales for you and your business... even if you are just getting started out.

Grab your exclusive free training videos and PDF Cheat Sheets at <http://www.jeffjohnsonsc coachingclub.com/>

**Using Bullet Points Taken  
Straight From Your Video Is  
An Easy, Keyword Rich Way  
To Create Content For Your  
Description.**

# Drive Them Into Your Lead Funnel

Online marketing tutorial reveals why you don't need to record a single second of new video to increase conversions for your Video Sales Letter using my simple 3-step system.

You can download your Free PDF Cheat Sheet, presentation slides and the mp3 for this video on my blog at: <http://www.jeffjohnsoncoachingclub.com>...

You can also use my "double your sales" formula as a template to increase your sales and conversion rates for your email marketing, list building, optin pages, landing pages, email capture pages and even your written sales letter.

You get to watch over my shoulder as I (Jeff Johnson) walk you through a real life case study and my entire "Video Sales Letter Formula" step-by-step.

In fact, I show you proof of how we were able to increase our Video Sales Letter Conversions by 343%, literally overnight.

Here are just a few of the "how to double your video sales letter conversions" tips I offer in this training video:

- Different sources of traffic
- Different styles of headlines
- Start by testing benefits
- If your cart is closing
- Don't use a deadline
- On closing day use urgency
- Take the "hooks" from the video
- Test using the first 30 seconds
- Test different shapes and colors
- Test a "delayed action button"
- Using a delayed action button
- The best time to have your offer
- It will depend on market and even your price...
- Split testing the delay
- Never use the default button
- Test variations of the button
- Test the placement of your money back guarantee symbol and other "trust seals"...
- Test the placement and the order of your bullet points and your testimonials...
- Test different color action buttons in your cart...
- Test different "calls to action" in your action buttons.

This is the third video in a free training series where I've been teaching you how to build a bigger list, get more traffic, find new customers, and increase sales for you and your business... even if you are just getting started out.

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**A "Call To Action" And A Reason Why To Leave YouTube And Visit My Blog... Additional Free Training That Reinforces Or Adds Value To What They Learned In The Video.**

... by delaying the action button until after we revealed the price in the video. ... conversions before you ask them to buy...

... you are in the buying decision process, your traffic source, the average viewer duration, and

# Quick Ways To Create More Keyword Rich Description Content... That Are Also Great For YouTube SEO!

- 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.

# YouTube Will Recommend Professional Services To Create New Subtitles And Closed Captions.

The image is a screenshot of the YouTube Creator Studio interface. On the left, the 'CREATOR STUDIO' sidebar is visible with various menu items. The main content area shows a video player for 'Jeff Johnson' with a 'Subtitles/CC' menu open. A red box highlights the 'Subtitles And Closed Captioning' text, and a red arrow points from it to the 'Subtitles/CC' menu item. Another red arrow points from the 'Subtitles/CC' menu to a 'Purchase new subtitles or CC' button, which is also circled in red. Below this button, the text 'English (Automatic)' is visible under the 'PUBLISHED' section.

**CREATOR STUDIO**

- DASHBOARD
- VIDEO MANAGER
- Videos**
- Playlists
- LIVE STREAMING
- COMMUNITY
- CHANNEL
- ANALYTICS
- TRANSLATIONS & TRANSCRIPTIONS
- CREATE

Info & Settings Enhancements Audio End screen & Annotations Cards **CC Subtitles/CC**

**Subtitles And Closed Captioning**

Jeff Johnson

Add new subtitles or CC

Purchase new subtitles or CC

PUBLISHED

English (Automatic)

# TubeBuddy Will Translate Your Tags Into Foreign Languages

**If Your Channel Is Watched By People Who Speak A Foreign Language... Tube Buddy Will Automatically Translate And Create New Tags For You.**

| Language   | Percentage |
|------------|------------|
| English    | 66.1%      |
| Vietnamese | 14.2%      |
| Arabic     | 3.8%       |
| Spanish    | 2.0%       |
| German     | 1.9%       |

| Tag                            | Translate to |
|--------------------------------|--------------|
| + Thư bán hàng Video           | Vietnamese   |
| + Huấn luyện Club Jeff Johnson | Vietnamese   |
| + tiếp thị trực tuyến          | Vietnamese   |
| + Công thức Thư Bán hàng Video | Vietnamese   |
| + Mẫu Thư Bán hàng Video       | Vietnamese   |
| + Xây dựng danh sách           | Vietnamese   |
| + tiếp thị internet            | Vietnamese   |

# Speaking Of Closed Captions, Sub Titles And Video SEO...

YouTube And Google "Listen" To Your  
Entire Video As Part Of Their Uploading  
And Ranking Process... And They  
Understand What You're Saying...

They Can Also Read Any Text That's In  
Your Video... They've Owned That Patent  
For Years...

# A Few 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... Even If You Are Shooting Live Video... You Can Always Add Text To Your Video While You Are Editing It...
- These Are Things That Can Help You Rank Higher In The Search Engines... And Get More Views For Your YouTube Videos!

In Your Next **Free** Training Video...

A **Simple** Little Trick That Only Takes  
About 5 Minutes To Set Up... Yet It's So  
**Powerful** That Google And YouTube Can't  
Resist It...

It's All About Getting More **Free Traffic...**  
And Views For Your YouTube Videos...

Please [Subscribe To My YouTube Channel...](#)

Download Your **Absolutely Free** "Get More Views On YouTube" [PDF Cheat Sheets](#),  
Action Plans And Checklists...



Jeff Johnson's

# Tube Traffic Secrets™

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



[TubeTrafficSecrets.com](http://TubeTrafficSecrets.com)



Jeff Johnson's

# Tube Traffic Secrets™

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

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