

Video SEO Battle

Winning the Video SEO Battle

By Dennis Becker and Rachel Rofe

Video SEO Battle

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Video SEO Battle

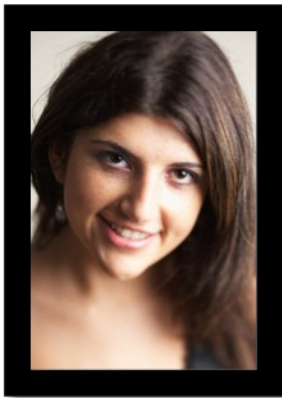
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

Video SEO Battle

Introduction

Video is the most rapidly growing segment of the Internet, making video SEO a great way to promote and market your business. You can easily pair product and promotional videos with keywords to help you bring relevant results when browsers search sites like YouTube, Daily Motion, and other video sharing sites.

However, a glitch in the system has left serious Internet marketer and ecommerce business owners utterly frustrated since this growing trend first hit the scene.

Videos tend to rank high regardless of whether or not the content is valuable. After spending endless hours perfecting your content, you probably do a lot of fist pounding when "Cute Kitten" draws in millions of viewers and earns perplexingly high rankings.

It's time to put your worries aside because I am going to share with you how video SEO can put you ahead of the game and blow the competition off its tracks (even "Cute Kitten" will get a run for its money).

Web Video Invasion

I am going to throw a number at you, so try to guess to what it equates. 29,000. Any clue? That is equivalent in hours to the amount of video uploaded to YouTube ever day. That is well over 3 years worth. Though YouTube still champions the web video market, other players have entered the field including Vimeo, Blip.tv. Metacafe, and Viddler, along with a slew of other sites.

As the competition evolves in the world of video platforms, the competition among the actual videos is also breeding wildly. However, the same tweaks and tricks you learned to boost your website and blog rankings don't hold true to web video.

Here are some tips to stand out amongst millions of hours of video:

1. Create a concise, descriptive title that accurately tells what is in your video. Use as many tags in your title as you can as well. For example, if you create a video that demonstrates the application of false lashes,

Video SEO Battle

then your title should read, "How to put on false lashes."

2. Apply as many tags as possible relating to your content. Think about what your viewer wants to see. So, for our example you could tag it with false lashes, fake lashes, makeup, how to apply fake lashes, how to look beautiful, etc. You will also want to apply some generic tags because viewers may not be searching for something so specific. So, something like "beautiful girl" sounds silly, but it will draw in an audience.

Battling Traffic

As a publisher or Internet marketer, you are likely concerned with driving traffic to your site, and not just your YouTube videos. A quick solution for this problem is to upload the videos onto your site and then submit a video sitemap to search engines. You can learn about video sitemaps through Google tools.

Another concern you face is that by embedding your shared videos to your own site, your link juice will be sent to the hosting or third party site (Metacafe or YouTube) rather than your own. With this in mind, your video SEO strategy should include getting others to link directly to your site rather than to your content on YouTube.

If others are linking directly to your video hosting site, then you are losing out on link equity, which all too often discourages you from posting videos at all. So, when you post a great video, encourage others to link to your site when they want to share it.

Content Wars

The largest issue facing video SEO is the quality of content versus rankings. Search robots only have the ability to comprehend text, so they have no ability to determine the quality of video being published. In turn, video is ranked by the links to it and the content surrounding it (titles and tags).

This problem has plagued publishers for a long time, but some real solutions are now in place. YouTube now has the ability to place captions on its videos. Also, the video's transcription can be placed on its timeline, allowing users to search for a specific portion of the video. Search bots are able to

Video SEO Battle

mull over and index the content, allowing the actual content in your videos to count toward rankings.

Speakertext is another new innovation to help video SEO. It uses a similar platform as YouTube's transcript-to-video, but further empowers publishers with a concept called "QuoteLinks".

Essentially, once you "speakertext" your video, you can embed it along with transcripts on your website. Visitors can copy a selection of your transcript and paste it on their own site or blog. This adds a link to the exact moment in your video when this quote appears. This link goes directly to your site rather than the video hosting site.

Video SEO Future

Video SEO is finally letting go of its childish ways and maturing with the rest of the web. New platforms like the Android and iPad have huge indications for what's store as far is video SEO in the future. Soon we may see videotext mapping and even video editing in the SEO future.

Video SEO Battle

Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

Video SEO Battle

[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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