

“How To Get More Traffic, More Leads, & More Sales With Video SEO”

Internet Income Mastery

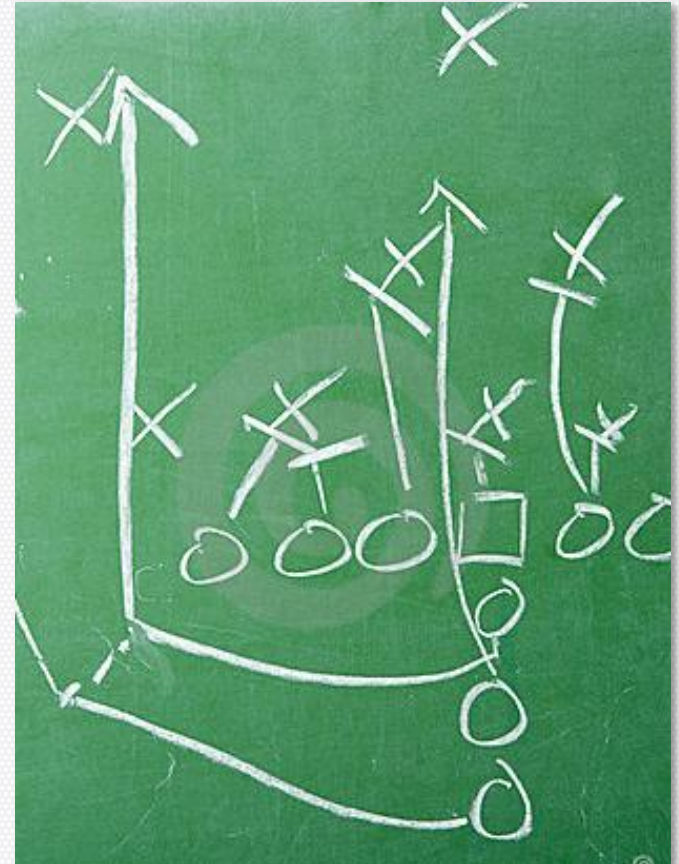
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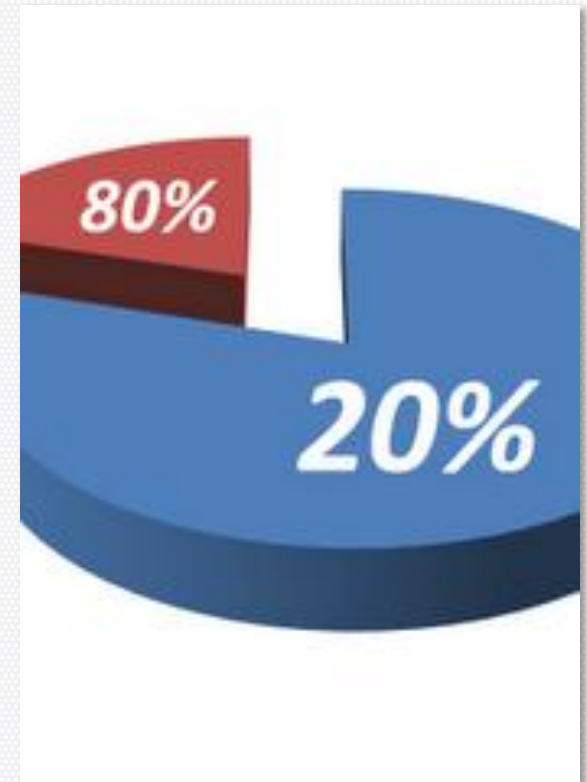
Here's What We're Going To Cover....

- How the video marketing game has changed, and SIMPLE CONCEPTS you can use to stay ahead of the power curve and dominate with video.
- What Video SEO is- the breakdown.
- What you should be OUTSOURCING, and where do get started.
- Exclusive opportunity to partner directly with our team and save time & money optimizing your videos. (even if you're not a member of IIU)



The 80/20 Principle of Video Marketing

- 80% of traffic comes from YouTube.
- Focus your time and efforts optimizing your YouTube videos and channel for the biggest return on your time invested.
- Blast your videos out to the other sites for massive syndication, but focus on YouTube for SEO



www.InternetIncomeUniversity.com/trafficgeyser

Video SEO XFactor #1: Keyword Targeting

- This is by far the most obvious of all the video SEO XFactors, and it used to be the **ONLY** thing that mattered.
- It's all about doing keyword research and putting that **specific keyword in your title, tags, and description.**
- This **WILL** get you some traffic today, but if you want a lot of traffic it's **NOT ENOUGH** on it's own.



Video SEO XFactor #2: Age Of Video

- Once again, just like SEO'ing your blog post or an article, age is a factor in ranking your videos.
- The older your video is, the more likely it is to get higher rankings.
- Now, of course, if a newer video has more SEO XFactor's, it will probably outrank your old junky video.



Video SEO XFactor #3: Views, Comments, Ratings, Etc...

- Views, comments, and ratings.
- How to get a lot of:
 - Views: email to your list if you're building your own list.
 - Comments: hire someone to comment on all of your videos for \$0.25 each. (have a friend, brother, in-law, whoever)
 - Ratings: always give yourself a “thumbs up” rating, encourage others to visit your site, rate, and subscribe.



Video SEO XFactor #4: Channel Authority

- Just like your blog or website gains authority over time, so does your YouTube channel.
- How is channel authority measured?
 - # of friends
 - # of subscribers
 - # of channel comments
 - Level of activity.
- This is the first thing you should **OUTSOURCE** when it comes to video SEO!!!



www.InternetIncomeUniversity.com/odesk

Video SEO XFactor #5: Social BUzZzZzZZ!

- How many people are bookmarking, sharing, and promoting your content on the big social networks.
- Facebook, Twitter, Digg, Stumbleupon, etc...
- A couple of resources to help automate the process:

www.InternetIncomeUniversity.com/socialbuzz

www.internetincomeuniversity.com/onlywire



Video SEO XFactor #6: Close Captions!

- This has been around for a little while, but is something that I believe will be critical moving forward- and something we are going to be adding to every single YouTube video we create.
- Think about it! Videos are being treated more and more like written content for SEO purposes.
- You can either let Google's speech recognition software take a "wild guess" at what your video is about, or provide your own.



Video SEO XFactor #7: Inbound Links!

- How many other websites are linking to your videos?
- LINKS, LINKS, AND MORE LINKS!!
- It's about quality over quantity.
- Make sure your “Anchor Text” contains the keyword you are targeting.



A 30 Second Course On Backlinking

- Submit articles to top directories.
- Submit press releases.
- Leave blog comments.
- Leave forum comments.

- LINKVANA!!!
 - If you want an automated solution, go to:
www.InternetIncomeUniversity.com/linkvana

This is a high end link-building service, find out how we are making it more affordable for everyone at the end of this video!



What Is Anchor Text?

(the most important aspect of linkbuilding)

- No matter which strategy you are using to build backlinks to your content, the single most important factor is what's called the "Anchor Text"
- In simple terms, what words are BLUE AND CLICKABLE??? That is your anchor text.
- Bad/Good examples:
 - Bad: Learn how to play guitar, [click here!](#)
 - Good: Learn how to [play guitar](#), click here!



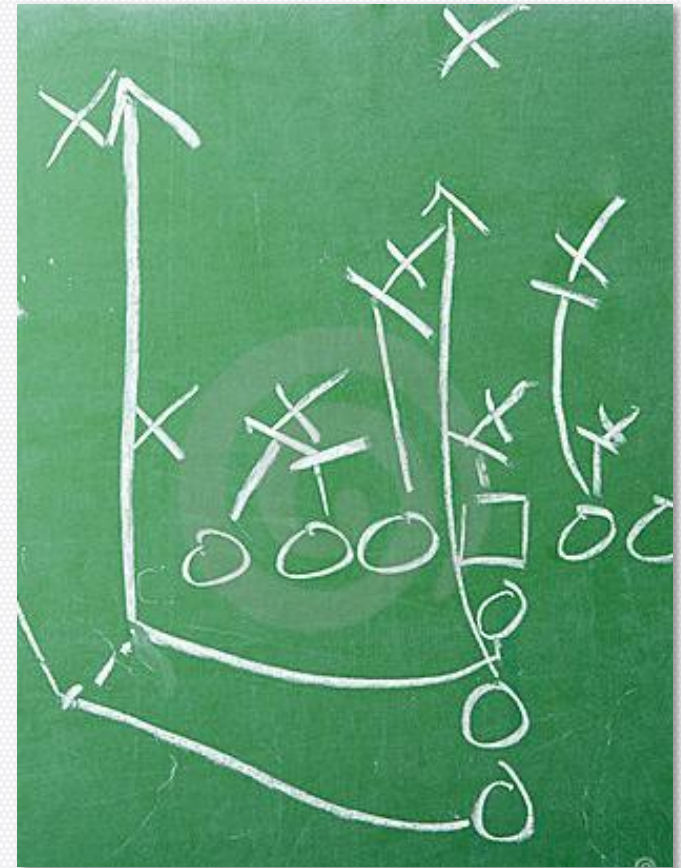
Video SEO- The Simple Version

- Much like regular SEO, video SEO contains all of the same factors, PLUS a few!
- Here's the simple formula:
 - 1) Create keyword targeted videos.
 - 2) Promote those videos EVERYWHERE!
(social media, bookmarks, your blog)
 - 3) Create backlinks.



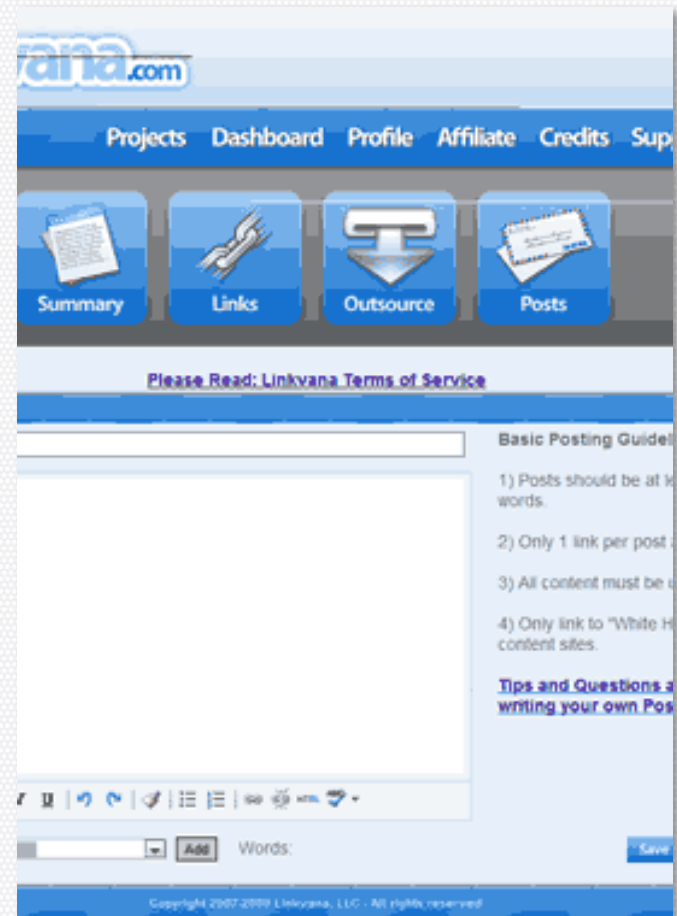
A Quick Recap...

- How the video marketing game has changed, and SIMPLE CONCEPTS you can use to stay ahead of the power curve and dominate with video.
- What Video SEO is- the breakdown.
- What you should be OUTSOURCING, and where do get started.
- How to save time and money by partnering with our team directly (even if you're not a member of IIU)



Details of the Link-Building Partnership

- Leveraging the power of the community at IIU, some of the highest quality backlinks that exist online using the LinkVana service.
- \$100/mos.- only for people that are committed to long term- minimum 3 months.
- Get 35 high-quality backlinks per month to your videos or blog posts.
- Without leveraging the community, it would cost you \$147/mos. just to get started with LinkVana with ZERO links.
- See how it works:
www.InternetIncomeUniversity.com/linkvana



We are only looking for 5 people to participate in the co-op, because of the large amount of our time required to make it happen...

(We aren't making a dime of profit!)

To be considered, email:
Links@InternetIncomeUniversity.com

**Discover How You Can
“Earn While You Learn” And
Start Building Wealth
Online Today...**

1.949.292.8401

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