



# YouTube

## Top Ranking Formula



YouTube

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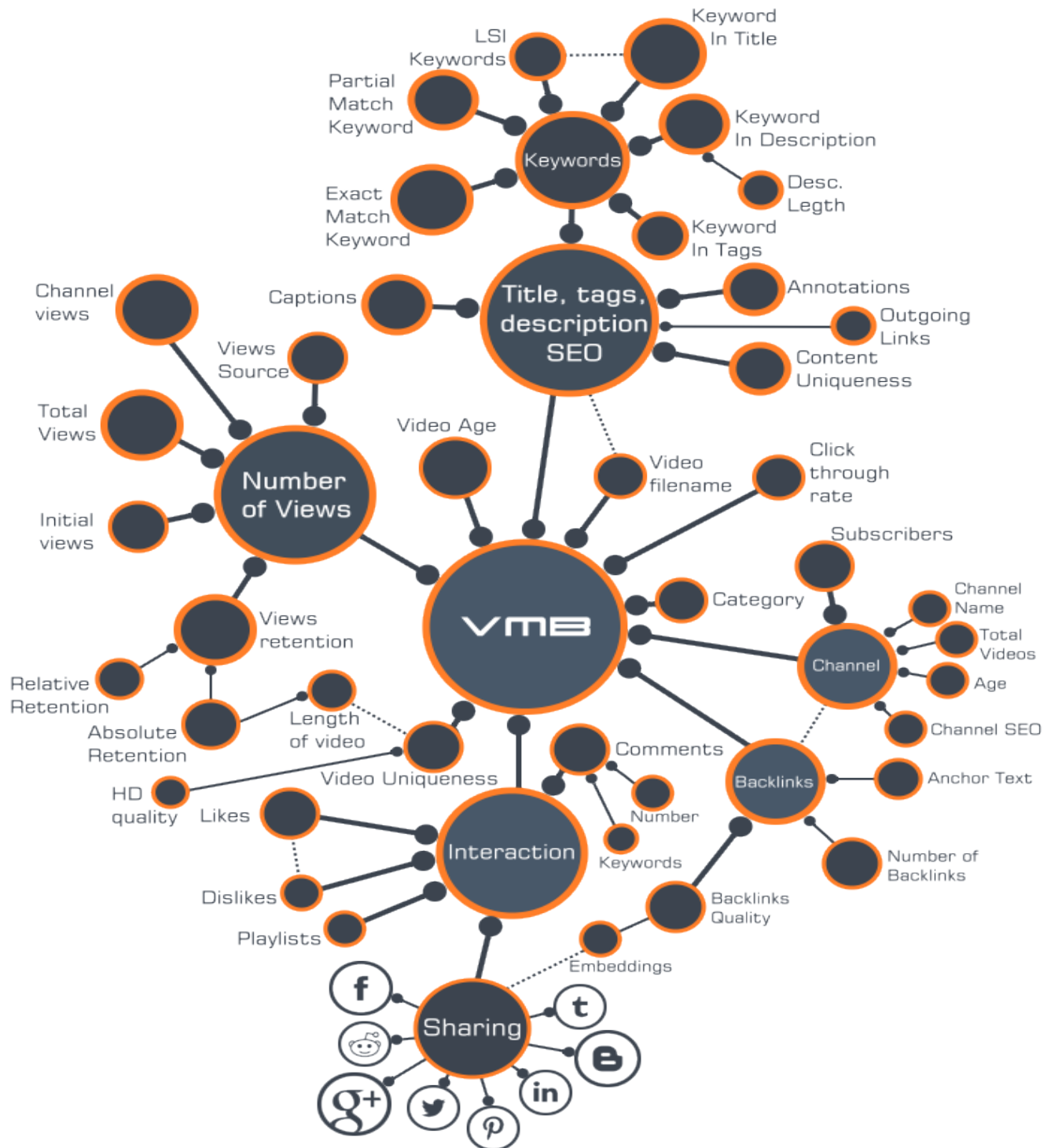
## Table of Contents

1. On Page SEO.....	4
1.1 Title Optimization.....	4
1.2 Description Optimization.....	5
1.3 Tags Optimization.....	7
1.4 Add Annotations.....	7
1.5 Captions.....	7
2. Views and Interaction.....	9
2.1 Increase Views.....	9
2.2 Share Your Video.....	10
2.3 Playlists.....	11
3. Automation using BlasterSuite Tools.....	11
3.1 Creating Videos.....	11
3.2 Finding Keywords & Ranking Videos.....	12
3.3 Uploading Videos.....	13



YouTube

# Top Ranking Formula





YouTube

# Top Ranking Formula

## 1. ON PAGE SEO

### 1.1 TITLE OPTIMIZATION

The most important factor in rankings is the TITLE, so we have to make sure that we include the primary and secondary keywords there.

But don't forget, we have to write the title like a headline to increase the click through rate!

Another cool trick that I've started to use recently and that boosted my click-through-rate is using the special characters... Check out the image bellow:

The screenshot shows a list of YouTube search results for the query 'Video Marketing Software'. The results include video thumbnails, titles, authors, view counts, and upload dates. The video 'The ultimate Video Marketing Software - ★★★★★ Ratings' by stoica mihai is highlighted with a red border. Other visible results include 'Video Marketing Software Download Online Video Advertising Software' by Ben Brooks and 'Simple Video Pro Review - Viral video marketing platform - lead generation marketing software' by Product Review Planet.

Thumbnail	Title	Author	Views	Upload Date	Duration	Quality
	make your online video marketing or affiliate ...				5:23	HD CC
	Video Marketing Software Download Online Video Advertising Software	by Ben Brooks	97 views	1 year ago	1:40	HD
	The ultimate Video Marketing Software - ★★★★★ Ratings	by stoica mihai	8 views	3 weeks ago	0:38	HD
	Simple Video Pro Review - Viral video marketing platform - lead generation marketing software	by Product Review Planet	235 views	9 months ago	6:20	HD





YouTube

# Top Ranking Formula

As I'm sure you know, one of the most important factors for YouTube videos is to have an appealing thumbnail in order to get clicks on your video.

Everybody is saying that a good thumbnail will mean more clicks... but they are forgetting that the TITLE is the most important factor to increase the CTR.

Now, by using special characters we will not only make our titles look cool, we will  STAND OUT IN THE CROWD  !


Imagine that you are promoting an Amazon product or a movie trailer...

All your competitor video titles will be like *"productName Review 2015"* or *"productname unboxing"*...

They are all almost identical, so the thumbnail will make the difference...

But if you would use titles like:

***"productName Review 2015 - Rating ★★★★★ "*** - you will stand out in the crowd and people will tend to check out your video!

Here are some special characters that you can use:       

*(just copy/paste them in your title)*

# YouTube Top Ranking Formula

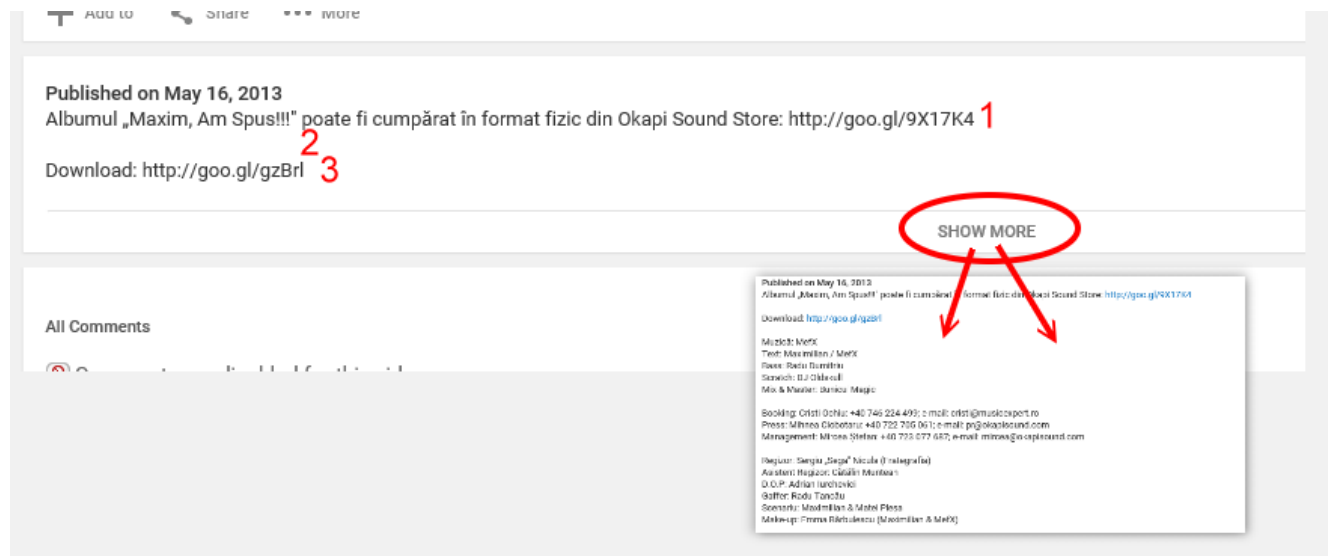
## 1.2 DESCRIPTION OPTIMIZATION

In the description we can include all the keywords we are targeting and that are related to our niche.

In description we can use up to 5000 characters. I recommend to use all of them! In the past it was OK if you just entered all your keywords separated by commas... but things have changed. YouTube rankings system became even smarter and will understand that you are doing keyword stuffing...

My recommendation is to write a phrase containing the keyword and not just stuff all your keywords.

People will not see your whole description unless they click on the “show more” button (only 5% of users will click on the button).



Make sure that the first 3 lines make sense. Our description starts with our main keyword. On line 1 or 2 we include our call to action and the link. Starting with line 4, we start to insert a ton of phrases that target our

# YouTube Top Ranking Formula

secondary and related keywords.

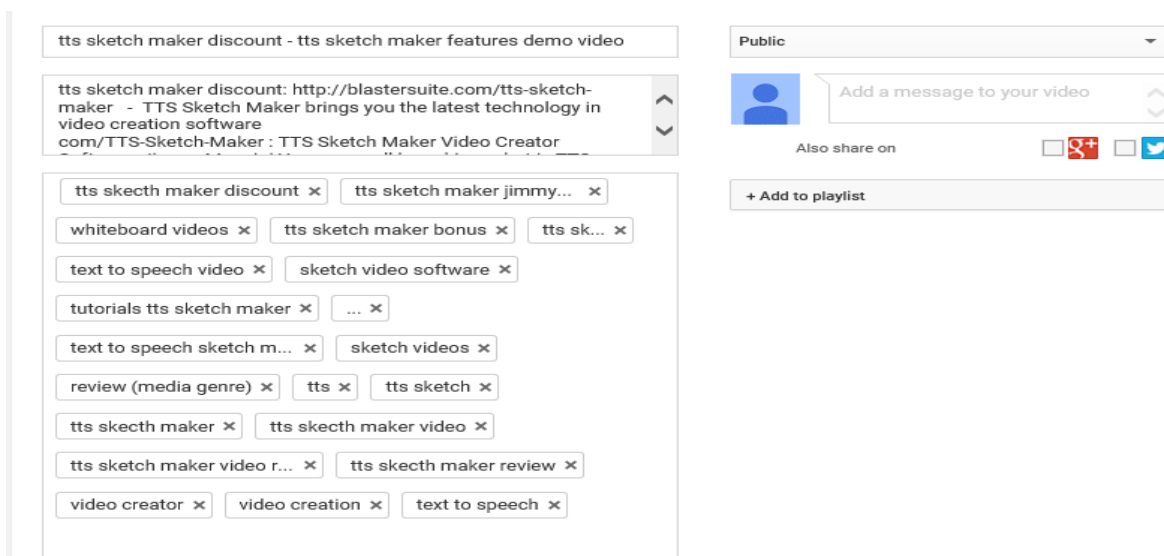
Don't waste too much time and effort trying to create phrases that make sense... Those phrases are inserted only for the YouTube ranking algorithm. We only need to make a “bot” believe they make sense.

Also, make sure to shorten your links! No one wants to see affiliate links or links that are two lines long in the description!

To shorten a link, I recommend using either <http://bit.ly> or <http://goo.gl>

## 1.3 TAGS OPTIMIZATION

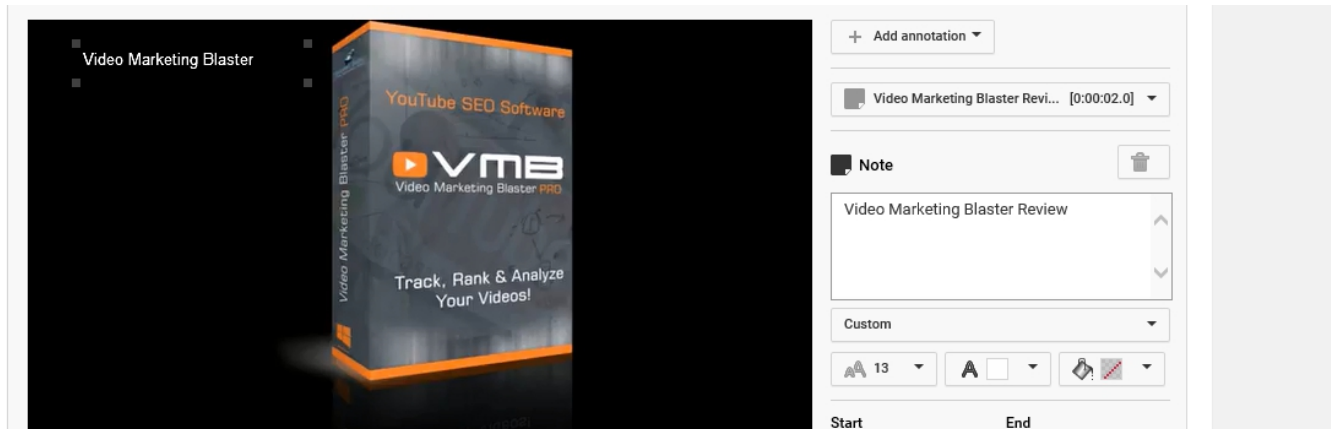
Always make sure that your first tag is your main keyword. Use quotation marks around your most important longtail keywords that you want to rank high for. Include all your related keywords... in here you can stuff as many keywords as you want without getting any penalty!



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## 1.4 ADD ANNOTATIONS

We did a series of tests and we are 100% sure that YouTube is indexing the text from annotations.



A lot of annotations can make your viewers feel harassed, so I recommend to insert only one annotation in your video with your main keyword.

## 1.5 CAPTIONS

For years YouTube and Google have been developing their image processing engine. Lately, they are trying to apply it on YouTube videos, but without much success.

They are investing a ton of money trying to understand what images are representing and they are indexing the images using this new technology (with a low success rate)...

The good news for us is that they are NOT YET able to detect the content of a video, so they are still relying on the title/description/tags to understand what the video is about that we just uploaded.

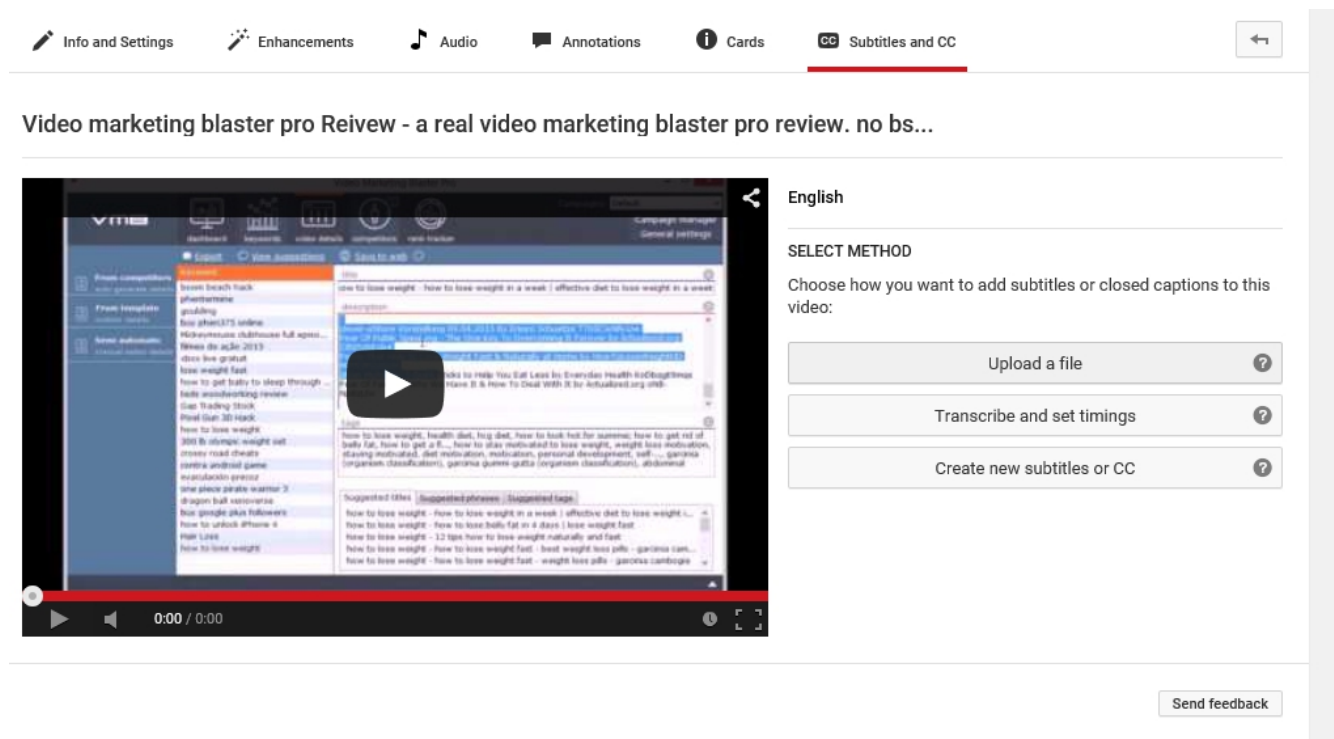


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Here comes the trick...

Usually, the caption describes exactly the content of the video (that's what they are trying to achieve using their new image detecting algorithm).

We are exploiting this by uploading captions that are not really describing the content of our video. We stuff phrases that contain our main keyword.



I recommend adding the caption in the last 10 seconds of your video so your viewers are not harassed.

We did a test by uploading a video with no title, no description, no tags... Only captions targeting a longtail keyword and guess what? We were indexed for that exact longtail in YouTube Search. That proves my point!

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## 2. VIEWS AND INTERACTION

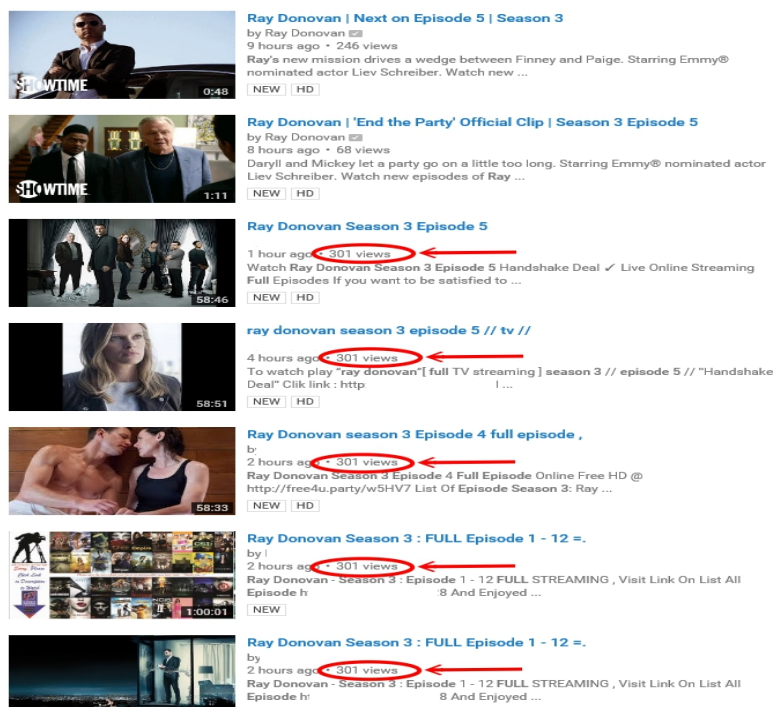
### 2.1 INCREASE VIEWS

I always recommend that you upload your videos as unlisted. Fine tune everything about your video and make it public after that.

For best results, I recommend that you upload your videos as unlisted and boost at least 300 views. For maximum results, I would boost 2000 views.

To increase the views while your video is unlisted you can either use:

- our 301 Pumper ( <http://bit.ly/1KCaegB> ) maximum 300 views
- or get over 2000 views from <http://blastersuite.com/views.html> Uploading the videos as unlisted and boosting views is also called the “301 Views Method”. Check out any popular movie/TV show/game niche and you will see the first page flooded by people using this method:



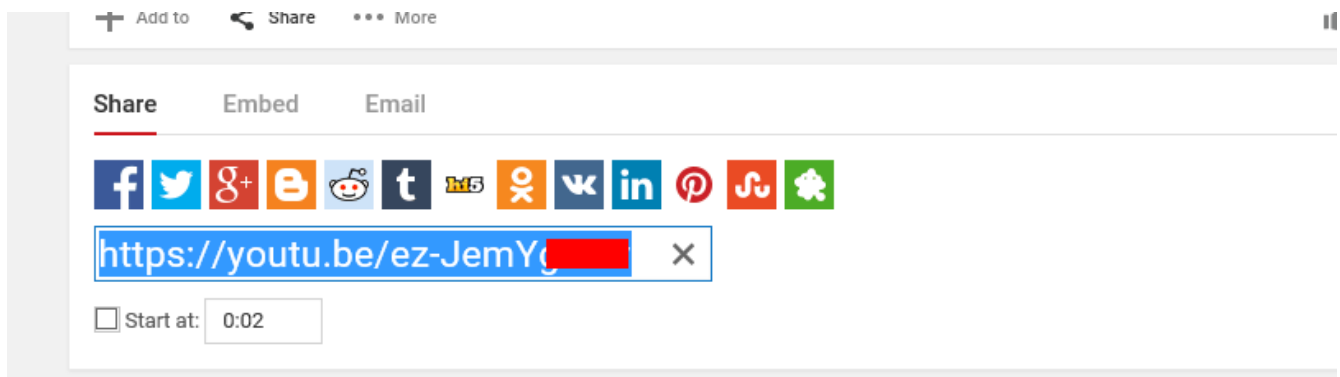
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## 2.2 SHARE YOUR VIDEO

YouTube loves social signals! All of these social signals will bring you views!

The easiest way to get some views is to share your video on your Facebook profile and fanpage. After that, find some targeted Facebook groups that are related to your products and share your wall/fanpage post.

Next is Twitter, Google +, Blogger, Reddit, Tumblr, and Pintrest. Create an account in every one of them and keep posting your videos.



## 2.3 PLAYLISTS

Playlists are a very powerful feature, but they are yet to be exploited as much as they should be as a feature of YouTube.

I always try to create playlists targeting the main keyword and add some popular videos in the niche. I noticed that YouTube is somehow linking the big videos to mine. This way, I get in the related videos list of the “popular videos” and I get a ton of traffic from there.

**Use these easy steps and I can  
guarantee you will get top rankings!**



YouTube

# Top Ranking Formula

## 3. AUTOMATION USING BLASTER SUITE TOOLS

As you probably already know, we are specialized in developing automation tools for video marketers. In the following page I will show you exactly how you can automate all your daily tasks and increase the money you are making from video marketing.

### 3.1 CREATING VIDEOS

We know that every video marketer HATES to create videos and then wait a ton of time while rendering videos.

We developed the fastest and easiest to use video creator software, Video Spin Blaster PRO.

You can create videos faster than ever before and even add human sounding text to speech to help boost your conversions.

For YouTube marketers, VSB solves the “duplicate content” problem. You can import a single video file, click on one button and VSB will generate as many copies of that video file that you can upload on YouTube. VSB modifies the “Source” of the video. This way, YouTube will see each video that you upload as being unique. It's split testing on steroids! Create one video then let VSB spin it and test. It is everything you need!

*Learn more at: <http://blastersuite.com/video-spin-blaster-pro>*



YouTube

# Top Ranking Formula

## 3.2 FINDING KEYWORDS & RANKING VIDEOS

What good is creating tons of videos if we work with our eyes closed?

Before creating videos, you need to find your niche and find the best keywords in niche that can be exploited. VMB will give you trending niche suggestions, will analyze all the keywords in your niche, and tell you exactly what keywords can be exploited.

To make things even easier for you, we automated the whole rankings process described above, perfected and tweaked everything, so you only have to press one button. Video Marketing Blaster will then analyze and generate the perfect title/description/tags combination that you need to get top rankings for any keyword.

Our clients are already getting tons of top rankings for money making keywords!

*Learn more at: <http://blastersuite.com/video-marketing-blaster-pro>*

## 3.3 UPLOADING VIDEOS

It comes a time when tweaking and increasing conversions hit their limit... That's when you need to start SCALING!

Mass Video Blaster PRO will help you scale your YouTube business in a matter of seconds.

You can mass import accounts, assign proxies, MASS Upload, edit videos and track your rankings!

Mass Video Blaster PRO is the leading YouTube software for more than 5



YouTube

# Top Ranking Formula

years and for many years to come. Our clients are making thousands of dollars each month... and it's easy to see why...

Learn more at: <http://blastersuite.com/mass-video-blaster-pro>