



- One of the greatest things about video marketing is that search engines like Google love them!
- In general, they prefer them to written content simply because their users, ie you, would also prefer to watch videos over read an article.



- As such, they rank higher for certain keywords.
- This video will go through the steps required for you to rank higher in Google for keywords and will also feature some basic information on how to choose a more profitable keyword with Google's External Keyword Tool.



<http://Adwords.Google.com/select/KeywordToolExternal>

Google AdWords

[Help](#) | [Sign in](#)

[Previous Interface](#)

### Find keywords

Based on one or both of the following:

Word or phrase (one per line)

Website

[+ Advanced options](#)

Locations: United States Languages: English

[Help](#)

### Keyword ideas

[About this data](#) [?](#)

Sorted by

# VIDEO MARKETING TYCOON



It's All About Results™

[Help](#) | [Contact Us](#)

[New](#) [Check out the new Keyword Tool \(beta\).](#)

## Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

### How would you like to generate keyword ideas?

☒ Descriptive words or phrases  
(e.g. green tea)

☐ Website content  
(e.g. [www.example.com/product?id=74893](#))

Enter one keyword or phrase per line:

☒ Use synonyms

Type the characters you see in the picture below. [?](#)

**rzdagfnv**

Letters are not case-sensitive

[Filter my results](#)

[Get keyword ideas](#)

### Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

No keywords added yet

[+ Add your own keywords](#)

[Sign up for AdWords](#)



- Now if you've been learning anything about keyword research, you'll know that it's an area that has many conflicting theories.
- Some people say you should look at the number of pages there are in Google in "quotes".
- Then you dig a bit deeper and you get some conflicting results as to what's the ideal number of results in quotes.



- I'm going to be suggesting another theory that I use personally to get my pages ranked in Google.
- I only do things that make sense to me and hopefully you'll use this method too because it makes sense to you, not because I told you to follow it.





## **Before You Do That, You Obviously Want To Know Whether**

1. Your keyword is profitable or not, ie. can you expect to make money from that keyword,
2. Whether there is a market for that keyword, ie. are there enough people actually searching for that keyword.



# VIDEO MARKETING TYCOON

How would you like to generate keyword ideas?

- ☒ Descriptive words or phrases  
(e.g. green tea)
- ☐ Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

flabby arms

☒ Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

No keywords added yet

[+ Add your own keywords](#)

[Sign up for AdWords](#)

Choose columns to display: ?

Show/hide columns

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?	Match Type: ?
Keywords related to term(s) entered - <a href="#">sort by relevance</a> ?				
flabby arms	<div><div></div></div>	22,200	33,100	<a href="#">Add</a> <
flabby arm	<div><div></div></div>	4,400	6,600	<a href="#">Add</a> <
flabby arm exercises	<div><div></div></div>	2,900	3,600	<a href="#">Add</a> <
flabby upper arm	<div><div></div></div>	Not enough data	1,300	<a href="#">Add</a> <
flabby arm exercise	<div><div></div></div>	390	880	<a href="#">Add</a> <
flabby upper arm exercises	<div><div></div></div>	Not enough data	880	<a href="#">Add</a> <
flabby arm exercises for women	<div><div></div></div>	Not enough data	720	<a href="#">Add</a> <
flabby arm workout	<div><div></div></div>	Not enough data	210	<a href="#">Add</a> <
best flabby arm exercises	<div><div></div></div>	Not enough data	140	<a href="#">Add</a> <
flabby arm surgery	<div><div></div></div>	Not enough data	110	<a href="#">Add</a> <





# VIDEO MARKETING TYCOON

ite content  
www.example.com/product?id=74893)

☒ Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

Choose columns to display: ?

Show/hide columns

Match Type: ?

Broad

Broad

Phrase

Exact

Negative

	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?	Match Type: ?
related to term(s) entered - <a href="#">sort by relevance</a> ?				
s	<div><div></div></div>	22,200	33,100	
exercis	<div><div></div></div>	4,400	6,600	
r arm exercises	<div><div></div></div>	2,900	3,600	<a href="#">Add</a>
er arm	<div><div></div></div>	Not enough data	1,300	<a href="#">Add</a> <
exercis exercise	<div><div></div></div>	390	880	<a href="#">Add</a> <
r arm er arm	<div><div></div></div>	Not enough data	880	<a href="#">Add</a> <
exercis exercises	<div><div></div></div>	Not enough data	720	<a href="#">Add</a> <
workou workout	<div><div></div></div>	Not enough data	210	<a href="#">Add</a> <
arm / arm	<div><div></div></div>	Not enough data	140	<a href="#">Add</a> <



Choose columns to display

Show/hide columns

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?
Keywords related to term(s) entered - <a href="#">sort by relevance</a> ?			
[flabby arms]	<div><div></div></div>	2,900	3,600
[flabby arm exercises]	<div><div></div></div>	720	1,000
[flabby upper arm exercises]	<div><div></div></div>	Not enough data	880
[flabby arm exercises for women]	<div><div></div></div>	Not enough data	720
[flabby arm]	<div><div></div></div>	Not enough data	320
[flabby arm exercise]	<div><div></div></div>	140	260
[flabby arm workout]	<div><div></div></div>	58	110
[flabby arm surgery]	<div><div></div></div>	Not enough data	73
[flabby arm fat]	<div><div></div></div>	Not enough data	46
[flabby arm workouts]	<div><div></div></div>	Not enough data	46
[best flabby arm exercises]	<div><div></div></div>	Not enough data	36



- The “**Sweet Spot**” for this number is 3000. Any more, and some other internet marketer would have probably already found it.
- Any less and there wouldn't be enough visitors to convert.



# VIDEO MARKETING TYCOON

Get keyword ideas

Choose columns to display: ?

Show/hide columns

Show/hide columns

Show Estimated Ad Position

Show Estimated Avg. CPC

Show Search Volume Trends

Show Highest Volume Occurred In

Hide Advertiser Competition

Hide Local Search Volume

Hide Global Monthly Search Volume

Show All

Show Defaults

Advertiser Competition ?	Local Search Volume: April ?			
term(s) entered - sort by relevance ?				
	2,900			
	720			
	Not enough data			
	Not enough data			
	Not enough data			
	140	260		<a href="#">Add Exact Match</a>
	58	110		<a href="#">Add Exact Match</a>
	Not enough data	73		<a href="#">Add Exact Match</a>
	Not enough data	46		<a href="#">Add Exact Match</a>
	Not enough data	46		<a href="#">Add Exact Match</a>





# VIDEO MARKETING TYCOON

Keywords	Estimated Avg. CPC <sup>?</sup>	Advertiser Competition <sup>?</sup>	Global Monthly Search Volume <sup>?</sup>	Match Type: <sup>?</sup> <div>Exact <sup>?</sup></div>
Keywords related to term(s) entered - <a href="#">sort by relevance</a> <sup>?</sup>				
flabby arms]	\$0.64	<div><div></div></div>	3,600	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm exercises]	\$0.37	<div><div></div></div>	1,000	<a href="#">Add Exact</a> <sup>?</sup>
flabby upper arm exercises]	\$0.05	<div><div></div></div>	880	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm exercises for women]	\$0.05	<div><div></div></div>	720	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm]	\$0.50	<div><div></div></div>	320	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm exercise]	\$0.47	<div><div></div></div>	260	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm workout]	\$0.05	<div><div></div></div>	110	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm surgery]	\$0.05	<div><div></div></div>	73	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm fat]	\$0.05	<div><div></div></div>	46	<a href="#">Add Exact</a> <sup>?</sup>
flabby arm workouts]	\$0.05	<div><div></div></div>	46	<a href="#">Add Exact</a> <sup>?</sup>
best flabby arm exercises]	\$0.05	<div><div></div></div>	36	<a href="#">Add Exact</a> <sup>?</sup>
flabby upper arm]	\$0.05	<div><div></div></div>	36	<a href="#">Add Exact</a> <sup>?</sup>

[Add all 12](#) »

Download all keywords: [text](#), [csv \(for excel\)](#), [csv](#)





- Now, let's move onto the ranking side of things.
- With our selected profitable keyword, let's go to Google to see just how easy it is going to be to rank for this keyword.



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flabby arms

Search

About 107,000 results (0.33 seconds)

[Advanced search](#)

Everything

Images

Videos

More

Any time

Past 24 hours

All results

Sites with images

More search tools

## [Tone arms up best exercise for toning flabby arms fast](#)

Tone the **arms** quickly and improve **arm** muscle toning through best **arm** exercises. Lose fat from difficult areas like **arm** muscles by training best **arm** ...

[www.weightlossforall.com/exercise-tone-arms.htm](#) - [Cached](#) - [Similar](#)

[Organic Keywords](#) | [PPC Keywords](#) | [Competitors](#) | [Domain Overview](#)

01 | Page Rank: 3 | Alexa Rank: 18,679 | Google Cached: 2 | Google Cache Date: 2 | Domain Age: 11-1999 | Y! Cached: - | Live Cached: 33 | Y! Links: 10,901 | Y! .edu Links: 18 | Y! .gov Links: 1 | Y! Page Links: 2 | Y! .edu Page Links: 2 | dmoz.org Entries: 2 | Search.yahoo.com/Dir: 2 | Wikipedia.org: 2 | Del.icio.us: 2 | bloglines.com: 2 | YouTube.com: 2 | Whois: 2 | McAfee Rating: 2 | Page Last Modified: 26 Jan 2010 | Domain Last Modified: 28 May 2010

## [Flabby Arms, Fat Arms and Arm Fat](#)

Discover how to get rid of **flabby arms**, arm fat and fat arms NOW! You can tone your arms today and avoid an arm lift with the advice from Sleeveless in 7!

[www.sleevelessin7.com/](#) - [Cached](#) - [Similar](#)

[Organic Keywords](#) | [PPC Keywords](#) | [Competitors](#) | [Domain Overview](#)

02 | Page Rank: 2 | Alexa Rank: 1,228,930 | Google Cached: 2 | Google Cache Date: 2 | Domain Age: - | Y! Cached: - | Live Cached: 36 | Y! Links: 1,500 | Y! .edu Links: 0 | Y! .gov Links: 0 | Y! Page Links: 2 | Y! .edu Page Links: 2 | dmoz.org Entries: 2 | Search.yahoo.com/Dir: 2 | Wikipedia.org: 2 | Del.icio.us: 2 | bloglines.com: 2 | YouTube.com: 2 | Whois: 2 | McAfee Rating: 2 | Page Last Modified: - | Domain Last Modified: -



No matter how many competing pages there are, the most important thing that decides how easy it will be for us to rank for a particular keyword is the page rank for the websites that are on the first pages of Google.



Now you can either do this the hard way by going to each individual site and using your trusty Google toolbar, checking out the page rank of every single individual site, or you can download a plug-in or add-on that does it for you automatically on Google's search page.





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KeywordSpy.com

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Tracking

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Account

Live Chat

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## Introducing the FREE KeywordSpy SEO/PPC

Do your competitive research in SEO & PPC  
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Download this revolutionary plug-in which will change the way you do keyword research and competitor tracking, while you browse Google & Yahoo in real-time.





# VIDEOMARKETING TYCOON

flabby arms

Search

About 107,000 results (0.33 seconds)

[Advanced search](#)

## [Tone arms up best exercise for toning flabby arms fast](#)

Tone the **arms** quickly and improve **arm** muscle toning through best **arm** exercises. Lose fat from difficult areas like **arm** muscles by training best **arm** ...

[www.weightlossforall.com/exercise-tone-arms.htm](http://www.weightlossforall.com/exercise-tone-arms.htm) - [Cached](#) - [Similar](#)

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[www.sleevelessin7.com/](http://www.sleevelessin7.com/) - [Cached](#) - [Similar](#)

► [Organic Keywords](#) | [PPC Keywords](#) | [Competitors](#) | [Domain Overview](#)

02 | Page Rank: 2 | Alexa Rank: 1,228,930 | Google Cached: 2 | Google Cache Date: 2 | Domain Age: - | Y! Cached: - | Live Cached: 26 | Y! Links: 1,500 | Y! .edu Links: 0 | Y! .gov Links: 0 | Y! Page Links: 2 | Y! .edu



- The most important thing is the page rank. The higher the page rank is, the more relevant and authoritative that page is and the harder it is to rank above it, in general.
- If Google's first page of your keyword brings up a list of websites that have page ranks of 0's and 1's, you're in profit heaven (assuming that your keyword satisfies the other requirements as well).



- Even if it's 2's and 3's, that's pretty good as well, with some reasonable efforts you should be able to rank above them.
- Remember. It's an Estimated Avg CPC of at least **50 cents**, at least **3000** exact global searches and low page ranks that are best! Follow these guidelines to drastically increase your chances of making money online!



- Getting ranked in search engines particularly Google is devilishly simple with videos.
- Even if you've never uploaded a video to YouTube before, this step-by-step video will help you get your first video up and live with maximum SEO ranking potential.
- Simultaneously, this technique also increases your chances of getting your video ranked higher in YouTube's internal searches as well.



- It is not clear whether this technique works for other video uploading sites like viddler.com or veoh.com,
- But as long as the fields that you fill in are the same, chances are they will.





# VIDEO MARKETING TYCOON



how to get rid of flabby arms

Search

About 32,200 results (0.21 seconds)

[Advanced search](#)

Everything

Videos

More

Show search tools

## [How to Get Rid Of Flabby Arms - 8 Steps](#)

Flabby upper arms are a problem for many women; generally this is caused by extra fat and loose skin. It's not too easy to **get rid of**, but it can be done. ...

[www.oleda.com/oleda\\_tips/tips.asp?dept=142](http://www.oleda.com/oleda_tips/tips.asp?dept=142) - [Cached](#) - [Similar](#)

## [How to get rid of flabby arms / back of arm fat](#)

28 May 2010 ... Free video shows how to work your triceps to **get rid of flabby arms** that jiggle when waving at people.

[www.nowloss.com/flabby-arms.htm](http://www.nowloss.com/flabby-arms.htm) - [Cached](#) - [Similar](#)

## [Workout routine for arms to lose back of arm fat / tricep fat](#)

31 May 2010 ... Workout routine for women to **get rid of flabby arms** fast ... Don't think that only doing this flabby arm workout will **get rid of flabby arms** ...

[www.nowloss.com/flabby-arm-toning-exercise.htm](http://www.nowloss.com/flabby-arm-toning-exercise.htm) - [Cached](#) - [Similar](#)

[Show more results from www.nowloss.com](#)

## [Videos for how to get rid of flabby arms](#)



[Exercise to get rid of flabby arms](#)

3 min 36 sec - 9 Mar 2008  
[www.youtube.com](http://www.youtube.com)



[Exercise to get rid of flabby arms](#)

3 min 6 sec - 9 Dec 2008  
[www.youtube.com](http://www.youtube.com)

## [How To Get Rid of Flabby Arms](#)

Hats off to a very brave woman who stepped up and finally wanted to **get rid of the flabby arms**.

[www.criticalbench.com/flabby-arms.htm](http://www.criticalbench.com/flabby-arms.htm) - 13 hours ago - [Cached](#) - [Similar](#)

# VIDEO MARKETING TYCOON

You Tube

how to get rid of flabby arms

Search

Browse

Upload

## Exercise to get rid of flabby arms

inshape4u

47 videos

Subscribe



0:02 / 3:38 360p

inshape4u — March 09, 2008 — <http://www.nowloss.com/flab...>

84,906 views

Category:  
Howto & Style

Tags:  
how to get rid of flabby arms tone firm sculpted exercise workouts tricep arm bicep flab  
sculpt firming health

# VIDEO MARKETING TYCOON

You Tube

Search

Browse

Upload

[+](#) Add / Remove Modules

## Spotlight: Creative Heads



### Creativeheads

More than 3,000 videos have been submitted to the Creative Heads channel, designed to showcase some of the creativity emerging from the global advertising industry. These have been whittled down to shortlist of 25 and the time has come to vote for the winner. Head to [youtube.com/creativeheads](http://youtube.com/creativeheads) to have your say.



**William Tell Overture (Rossini) ...**  
3 months ago  
18,927 views  
[fareset](#)



**Graffiti / CHAKA Resurrection 1**  
7 months ago  
5,776 views  
[chopstickninja](#)



**"The sorrows of young ephemera"**  
4 months ago  
2,701 views  
[gigidido](#)



**The Light Of Life**  
2 months ago  
2,995 views  
[daiheishibata](#)

## Subscriptions

[Edit](#)

**You haven't added any subscriptions yet.**

Click the "Subscribe" button on any video watch page or channel page and, when your favourite channels upload new videos, they'll display here.





# VIDEO MARKETING TYCOON

You Tube

Search

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## Video File Upload

[Upload video](#)

or [Record from webcam](#)

### Videos can be...

- High Definition
- Up to 2 GB in size.
- Up to 10 minutes in length.
- A wide variety of formats

### AutoShare

Want to share your activity feed (your uploads, favourites, ratings, etc.) automatically to your profile on other websites? Choose a site where you can get started:



Facebook - [Connect accounts](#)



Twitter - [Connect accounts](#)



Reader - [Connect accounts](#)

Need more help? Watch [this video](#) or visit the [Creator's Corner](#).

Upload problems? Try the [basic uploader](#) (works on older computers and web browsers).



# VIDEO MARKETING TYCOON

 ppt.avi (8.41MB)

Upload progress:



17%

[cancel](#)

About 2 min. remaining...

Preview:



## Video information and privacy settings


Title:

ppt.avi

Description:

Tags:

Category:

-- Select a category -- 

Privacy:

- ☒ Public (anyone can search for and view - recommended)  
☐ Unlisted (anyone with the link can view) [Learn more](#)  
☐ Private (only specific YouTube users can view)

Save changes

or [Skip for now](#)



## SEO SuperCharge!

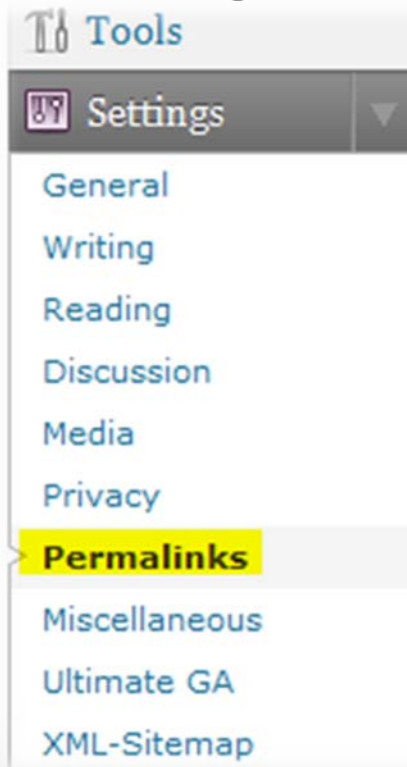


- If your blog is aged (at least one year) and has authority in a certain field, having a page with a video embedded into it appearing in Google for that keyword in **less than 24 hours** is not unheard of.



- It's better if you use a WordPress blog that's hosted on your own domain over a blog hosted on Wordpress.com, but both have similar SEO ranking capabilities.
- Follow the next few steps to quickly increase your chances of getting your video ranked in Google through your WordPress blog hosted on your own domain.

## Change Permalinks





## Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

### Common settings

☐ Default

`http://jeremyburns.com/blog/?p=123`

☐ Day and name

`http://jeremyburns.com/blog/2010/10/23/sample-post/`

☐ Month and name

`http://jeremyburns.com/blog/2010/10/sample-post/`

☐ Numeric

`http://jeremyburns.com/blog/archives/123`

☒ Custom Structure


`/%category%/postname%/`





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## Add New Post

Your Title Here...

Permalink: <http://healthybrainblog.com/your-title-here/> [Edit](#)

Upload/Insert    

**B**

*I*

ABC





















ABC 



# VIDEO MARKETING TYCOON



Like



0

Save to ▼



Share

<Embed>



<object width="425" height="344"><param name="movie" value=



After making your selection, copy and paste the embed code above. The code changes based on your selection.

- ☐ Include related videos
- ☐ Show Border
- ☐ Enable privacy-enhanced mode [?]



425x344



480x385



640x505



960x745



# VIDEO MARKETING TYCOON

Your Title Here...

Permalink: <http://healthybrainblog.com/your-title-here/> [Edit](#)

Upload/Insert    

Visual

HTML

**b**

*i*

[link](#)

b-quote

del

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img

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code

more

lookup

close tags

`<object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/VDeLf93JXoY&hl=en_US&fs=1&rel=0"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/VDeLf93JXoY&hl=en_US&fs=1&rel=0" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425" height="344"></embed></object>`

Word count: 0

Draft Saved at 3:51:10 am.



- Feel free to write a few lines about the video or the topic itself.
- Having just the video in the post makes it stick out like a sore thumb.
- Also, having both text and a video for the spiders to crawl will get a tick of approval from Google; variety and variation will get you ranked faster.



# VIDEO MARKETING TYCOON




## Install Plugins

[Search](#) | [Search Results](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term

All-in-one SEO

Search Plugins

Name	Version	Rating	Description
 <b>All in One SEO Pack</b>	1.6.11	★★★★☆	Optimizes your Wordpress blog for Upgrade to Pro Version Support   Change Log   FAQ  Translations Some features: Advanced Canonical URLs Fine tune Page Navigational Links Built-in API so other plugins/themes ONLY plugin to provide SEO Integra Nonce Security Support for ... By <a href="#">Michael Torbert</a> .



# VIDEOMARKETING TYCOON

## All in One SEO Pack

[Click here for Support](#)

**Title:**

0

characters. Most search engines use a maximum of 60 chars for the title.

**Description:**

0

characters. Most search engines use a maximum of 160 chars for the description.

**Keywords (comma separated):**

Disable on this page/post: ☐





- Publish your post and submit your post's URL to a few social bookmarking sites.
- Your YouTube will get ranked in Google search within no time and you will start receiving traffic to your video.
- Do not under estimate the power of this method. It has worked everytime for me and I am sure that it will work for a very long time to come.