

# VideoRank



# Alliance

## **VideoRank Alliance**

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## **Why Video Marketing?**

Since Youtube and other video channels appeared on the internet a lot of people had changed their way of connecting with their audiences. Bloggers started to do Video Blogs, Stores started to make videos featuring their best products, showing the benefits and features of their products (even a lot of big companies are paying high to get their products promoted on Youtube Ads )... and you know why?

### **VIDEO SELLS!!!**

It's not only easier to watch a video explaining something about a particular subject (compared to Reading a book, blog, webpage) but it's also more attractive for the viewer and people feel much more connected to the content provider because they see a real person and the credibility of all the content provided has a much more perceived value.

So, if you want to promote your products/services and reach your Target audience (heck, even build an audience) in an effective way, video marketing IS A MUST!

To help you to start with video marketing i wrote this guide in which you can get the basics to start out your marketing through videos.

## Chapter 1

### Importance of Keyword Research

As an online business owner, or a marketer, your main goal is to reach the biggest amount of people possible and promote your offers/products/etc to the specific group of people that need what you're offering. In order to do that, YOU MUST do **Keyword research** so you can reach the market you want to deal with in an effective way and with high conversions (more conversions = more profit).

- “ why is it so important to do keyword research for online businesses and marketers?”

Well if you stop to think a little bit about this simple concept you know that **Keywords are words or a phrase of combined words that lead potential customers/searchers to a specific product/find.** So what this means is that if you want to reach people that have a specific need that they are searching for, you need to be able to know what they are looking for so you can effectively put yourself in their way and then you can “solve their problem”. It's such a simple concept that it looks crazy but that's true! People just want their “problems” solved. That's one of the biggest motivations behind a sale and you must understand this simple concept so you

can effectively work your videos and promote them the best way possible!

- **“Where can I do my keyword search and what should I be looking for?”**

To do your keyword research, you can use some tools and software that will help you to get keyword ideas, the search volume, competition and other information that is important for you to make a good decision. Some of these tools are free, like **Google Adwords Keyword Planner, Google and Youtube Search Box Suggested Searches** and you can also find other software tools (most of them are paid ones) but since most of them are a matter of choice I won't talk about them in this guide (just search in Google “ Keyword Tool”).

The things you should be looking for in your Keyword Research are the best keywords that match your product/service, that have an high search volume and the lower competition possible. It's not an easy task, and you shouldn't be demotivated since is not an easy task but you must look at this as the old timers gold diggers: it is hard to find those hidden gems but when you find one you **WILL BE REWARDED!**

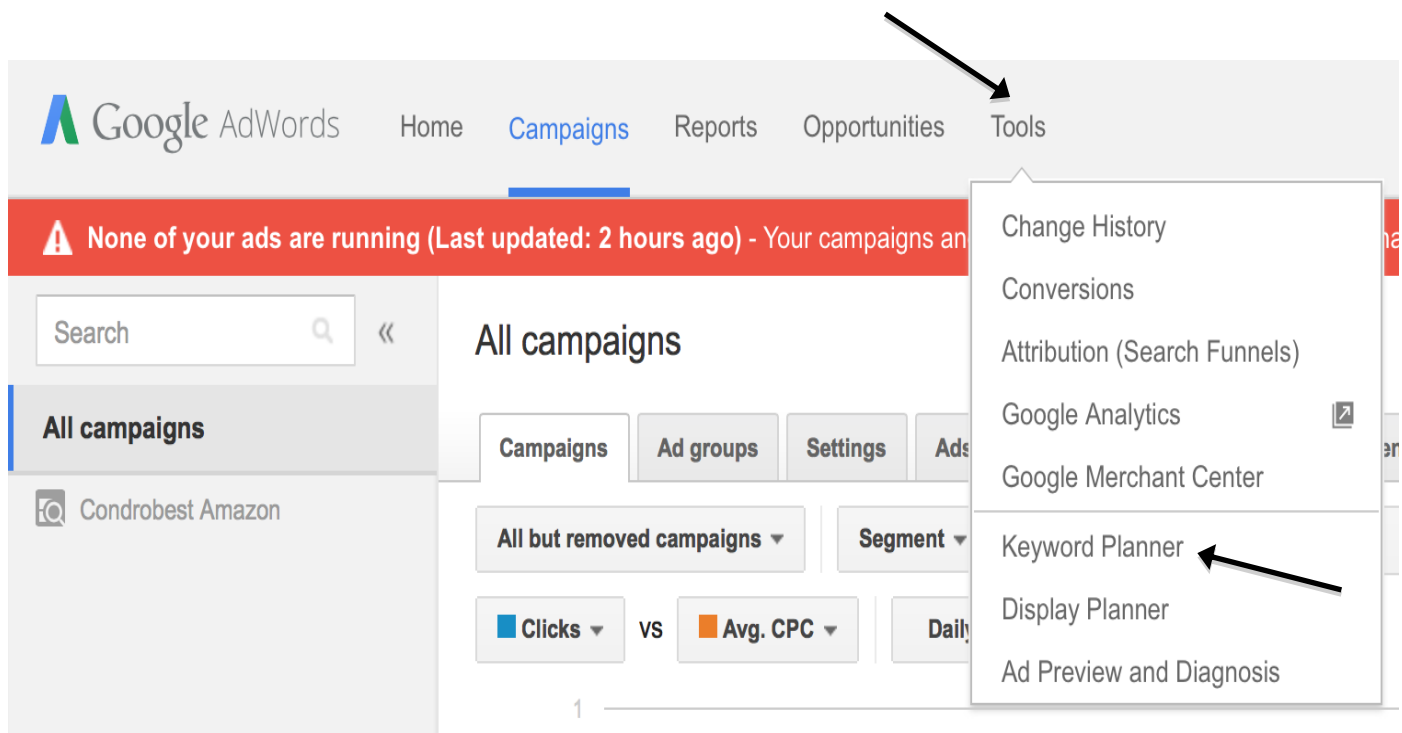
Let's take a look at some examples of the tools and how to use them for your Keyword Research:

## GOOGLE ADWORDS KEYWORD PLANNER

To be able to use this tool you just have to have a Gmail account and sign up for a Google Adwords account. It's totally free and you can use this tool anytime.

### First Step

You open your Google Adwords account and you click in "Tools" and then click on "Keyword Planner"





## Second Step

You click in “ Search for new Keywords using a phrase, website or category “

### Keyword Planner

Where would you like to start?

#### Find new keywords

▸ Search for new keywords using a phrase, website or category



▸ Multiply keyword lists to get new ideas

Then you insert the main keywords related to your product/service/whatever you are promoting.

#### Find new keywords

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

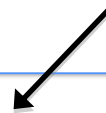
video seo, video marketing, video marketing

Your landing page

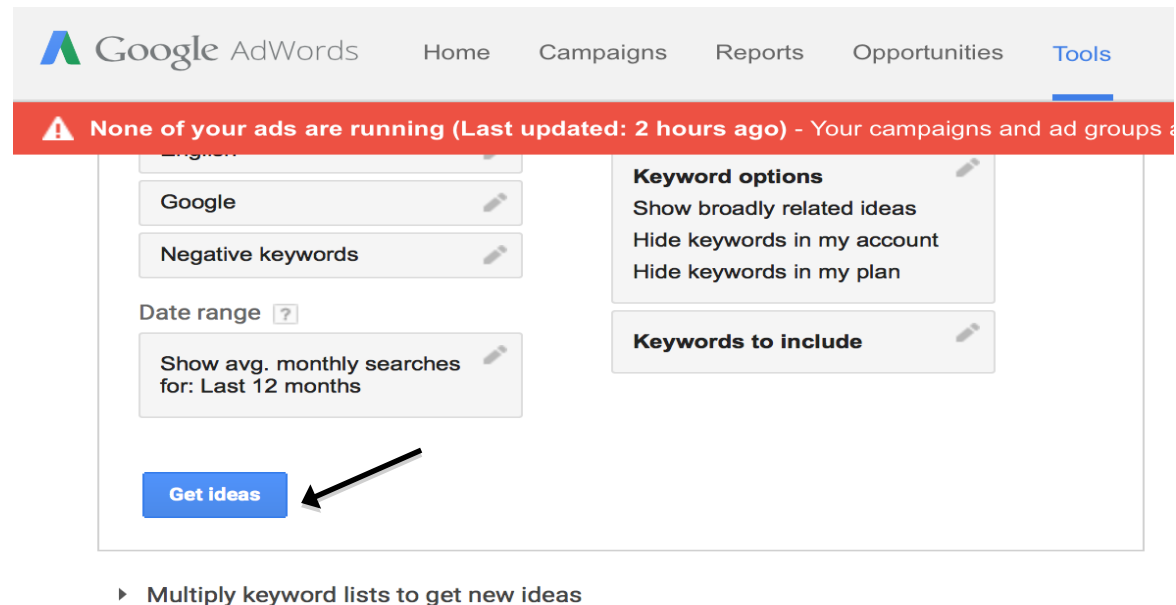
www.example.com/page

Your product category

Enter or select a product category ▼



After that you click “ Get Ideas” button in the bottom. You can search more than a keyword at a time, simply separating your keywords by comma.



### Third Step

After searching for your keyword ideas you will see two options: Ad group ideas and Keyword Ideas.

- **Ad Group Ideas** are keywords grouped by a subject and are sorted according to the relevance of the keywords you primarily searched.

Your product or service

video seo, video marketing, video ranking

Get ideas Modify search

Ad group ideas Keyword ideas

Download Add all (50)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Video Seo (21)	video seo marke...	1,950	Medium	€7.21	—	»
Marketing Comp...	video marketing ...	8,040	High	€15.02	—	»
Best Seo (8)	best seo compa...	5,870	High	€17.23	—	»
Video Productio...	video production...	8,640	High	€9.60	—	»
Seo Services (8)	seo services, se...	12,880	High	€19.58	—	»
Seo Company (5)	seo companies, ...	12,310	High	€22.87	—	»
Marketing Servi...	video marketing ...	2,690	High	€11.95	—	»
Business Marke...	business video ...	9,360	High	€9.91	—	»
Online Video (7)	online video mar...	1,120	High	€10.33	—	»

- **Keyword Ideas** are keywords shown independently and you have two different results: exact search terms (the ones you searched for) and Keywords by relevance of the words primarily searched.

Your product or service

video seo, video marketing, video ranking

Get ideas

Modify search

Ad group ideas

Keyword ideas



Download

Add all (803)

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
video marketing		2,900	High	€9.50	—	»
video seo		880	Medium	€4.62	—	»
video ranking		260	Low	€3.47	—	»

1 - 3 of 3 keywords



Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
video		301,000	Low	€0.54	—	»
seo		90,500	High	€9.25	—	»
social media		74,000	Low	€5.88	—	»
marketing		60,500	Low	€7.03	—	»

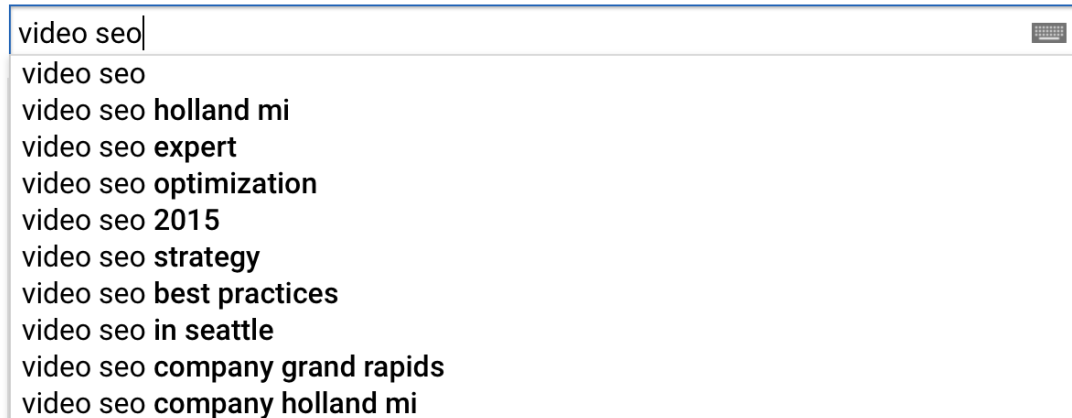
With this tool you can see the average monthly searches, competition (for advertisers) and suggested bid (for advertisers). While the last two are more important for advertisers that use Google Adwords to promote their products with ads, you can get a feel about the competition in the overall market for that keyword looking at the competition of the advertisers (high means a lot of people fighting for a place, being Low the opposite) and looking at suggested bid (the higher the bid, the higher the competition in this market, since there are people that are able to pay a lot to be seen and, most of the times, it's better to avoid those keywords). On the other hand, a very low competition keyword with a lot of searches is because it's a very broad search keyword or could be a well

established brand (apple, Samsung), so the you must look for those keywords that are more specific to what you want to promote and that have best ratio between volume searches and competition.

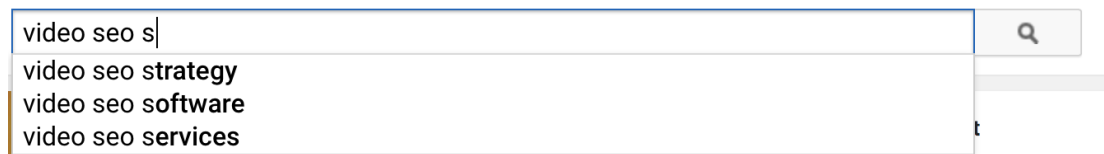
## **Youtube/Google Search Box Suggested Searches**

You can also get some keyword ideas looking for Youtube and Google Search Box Suggested Searches. You just need to your main keyword on the search box and you can instantly see different combinations of suggested keyword searches.

See the example below:



Searching for “Video Seo” you get a lot of different suggested related searches that might be related to what you are promoting. You can also add a letter after the search and get different results, running through the alphabet or until you think you have enough keywords to work with.



Other good idea is to use this keywords results and use them in the Keyword Planner Tool so you can get even more keyword related ideas.

You can also use some tools like **Google Trends** and **Youtube trends** to check if the keywords that you are going to use are trending in search engines or not. When you combine all these tools you can get great results and that's what you're looking for!

## Chapter 2

### Video SEO

As mentioned before, Videos became a very successful way to reach your audience and the channels that host them know that (because they earn a lot with them) so they are constatly making improvements to enhance the viewers experience, in a segment that it's still expanding every single day.

Due to this high expansion you must pay attention to the various changes made by the websites where your videos are hosted and you must know how to use the proper techniques that rank your videos higher than others (your competitors) so you should know how to do some **VIDEO SEO**. We will talk about the techniques that will help you to get a better click-through rate.

The requirements to rank your videos are pretty similar to the regular content on blogs and websites but have some more tweaks that you must do:

**Quick Note - The features nº 7,8,9 and 10 don't help on your SEO but are also important on your video marketing campaigns image and success that why they were included here**

## **1. Great unique and relevant content**

It's what most people are searching for since they want to know more about a specific subject/product/service (it's all about providing the best information possible to your audience).

## **2. Have several videos related with each other and to the Target Audience you pretend to reach.**

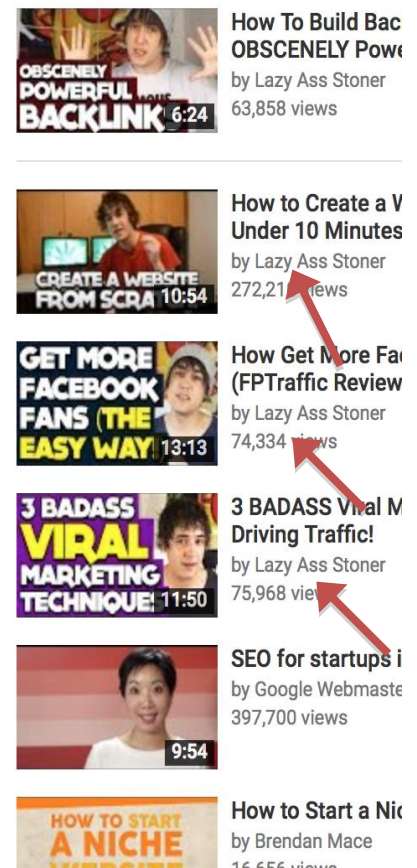
It gives you more credibility within Youtube and also ranks your other videos better, due to the related videos that youtube usually shows in the right bar. Due to this you can also get more views in your other videos, instead of going to anyone else's videos) and people spend more time on your channel instead of competitors channels.

Here's an example that shows a channel that properly applies these concepts:





#### Up Next



As you can see with this example, if you have more videos in your channel that are related to the same Target/subject, you will have more people interested in your content and that's your main goal!

### 3. Great Titles

You can play with your keywords so you can get a rich keyword title that is totally perceptible for your viewers but that ranks better. You

could be using the keyword more than one time, using long tail keywords and variations.

An example:

### **Video SEO Optimization using Video SEO Techniques**

With this title you are ranking for “Video SEO” and for the Long Tail “Video SEO Optimization” and “Video SEO Techniques”.

You can get really creative here since you can also use this keywords on other videos simply adding words before or after the keywords and the Long Tail Keywords you want to use.

Picking the example before:

- **How to do Video SEO Optimization**
- **What is Video SEO**
- **Video SEO Techniques for Begginers**

Etc, etc, etc.

To get more ideias use the tools that we mentioned in the keyword research chapter.

## 4. Descriptions

The description that appear below the video. Despite having 5000 characters allowed only the first 150 will show up in the snippet of Google search results.

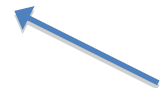
### YouTube SEO Tips | How to Optimize Videos - YouTube



[www.youtube.com/watch?v=C1rhhccYt0](http://www.youtube.com/watch?v=C1rhhccYt0) ▼

18/02/2014 - Carregado por poweredbysearch

This video will teach you all about video **SEO** - **YouTube SEO** strategies. ... We perform services such as ...



In order to rank better and to give information for potential viewers, use the first 150 characters to explain what your video is about. You can use the remaining characters to insert secondary keywords and other stuff that might be important for people to read when they open the video. The main goal is not to fill the description with fluff but to get an high percentage of keywords that are related to the video.

You can also use your description to make points (Table of Contents) if you talk about diferent things in your video. You just need to add a Table of Contents to your description and write the time marker and the detailed content. This will create a link so viewers can jump to the content they are looking for. A great feature for long videos that approach diferente types of subjects (as training videos or hangout presentations).

An example of the Table of Contents applied on a band full album video, where you can choose the music you want to hear:

Kinky Afro  
Gods Cop 4:00  
Donovan 8:50  
Grandbags Funeral 13:04  
Loose Fit 16:21  
Dennis And Lois 21:19  
Bob'sYer Uncle 25:37  
Step On 30:53  
Holiday 36:11  
Harmony 39:39

Make also sure to insert your site/squeeze page/optin page on all you video descriptions. It's important not only for traffic matters (since you are getting backlinks from a well established site as Youtube) but also for Youtube to recognize that your videos all belong to the same page and that they are related (they belong together).

**NOTE: all the links must include <http://>**

## 5. Tags

Tags in Youtube can be compreedended as Keywords so they are one of the most important features for you to rank your videos. You can put your channel name in a tag and force youtube to add your videos on the suggested videos (bar at the right) .

A screenshot of a video player's tag area. It shows three tags in a row: "SEO Marketing" with a close icon (x), "Video SEO" with a close icon (x), and "Video Marketing" with a close icon (x). The tags are contained within a light gray rectangular box.

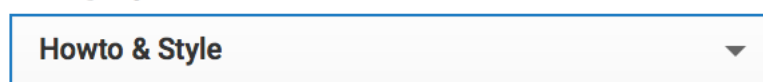
You can as well insert a Tag with your competitors channel name so you can appear in suggested videos when someone is seeing theirs.

## 6. Video Category

This also plays an importante role on your SEO strategy since you want to make sure that the video is shown to the correct audience, based on the interests of the audience.

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### Category

A screenshot of a video player's category dropdown menu. The label "Category" is above a light gray rectangular box. Inside the box, the text "Howto & Style" is displayed, followed by a small downward-pointing triangle icon, indicating it is a dropdown menu.

Sometimes it can be quite difficult to decide what category to choose since some of them look pretty similar, especially in the internet marketing niche. The best advice here is to think as a customer and think about the category where you would look for the product/service you are promoting.

## 7. Thumbnails

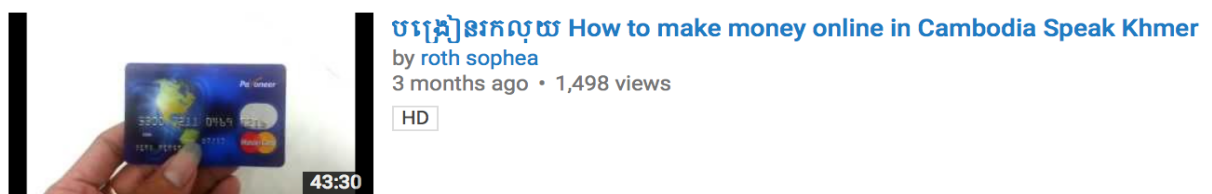
The Thumbnails are also an importante feature of your videos since that image represents your video when you find it on the search engines, and it is one of the items that people will look and pay attention to when selecting a video to watch. So it's a big deal!

You can select between 3 thumbnails that Youtube provides or you can add a custom one.

Example of a great Thumbnail:



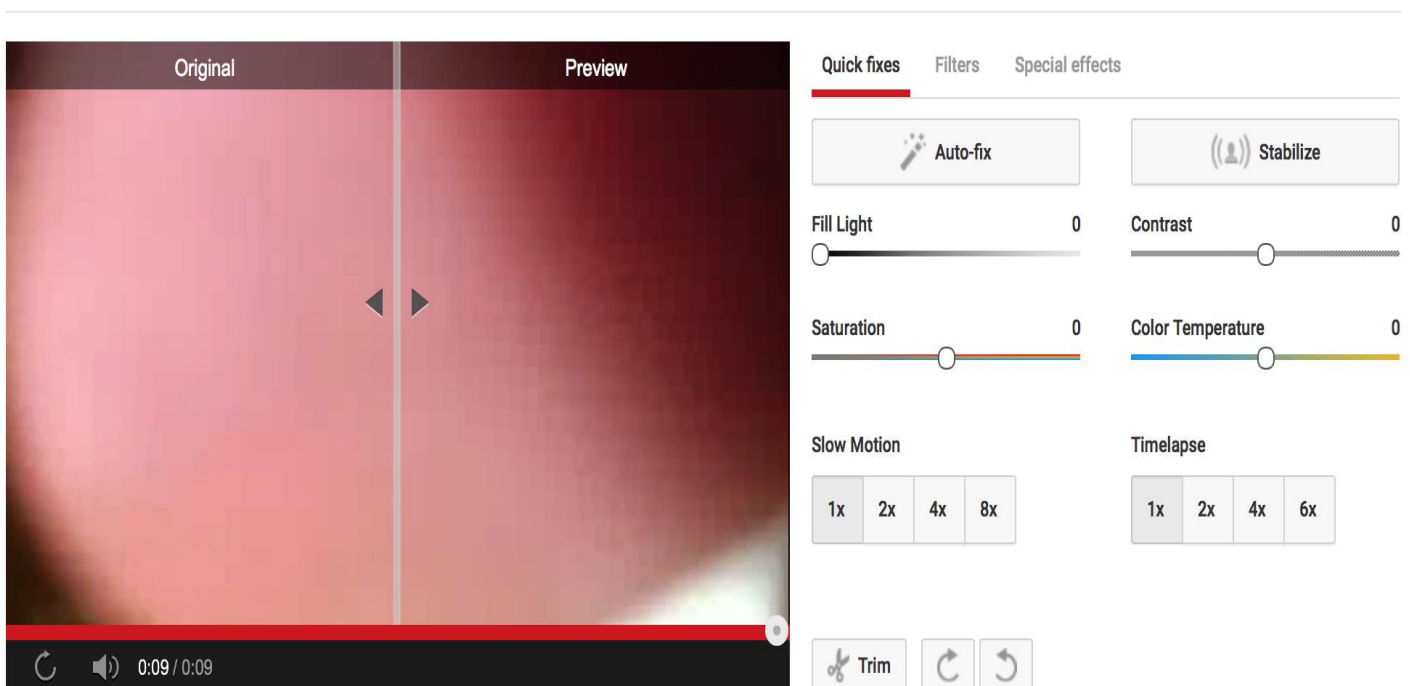
A not so great Thumbnail:



## 8. Enhancements

Youtube Enhancements are tools that can make your video look better or with some different appearance, such as:

- Saturation
  - Lightning
  - Contrast
  - Filters
  - Special effects
- And more



Most of the videos recorded won't need these enhancements unless you want to create a video with different effects (but maybe you will start to distract people from the main purpose: the subject of the video).

My advice? Stick to the video you recorded.

## 9. Audio

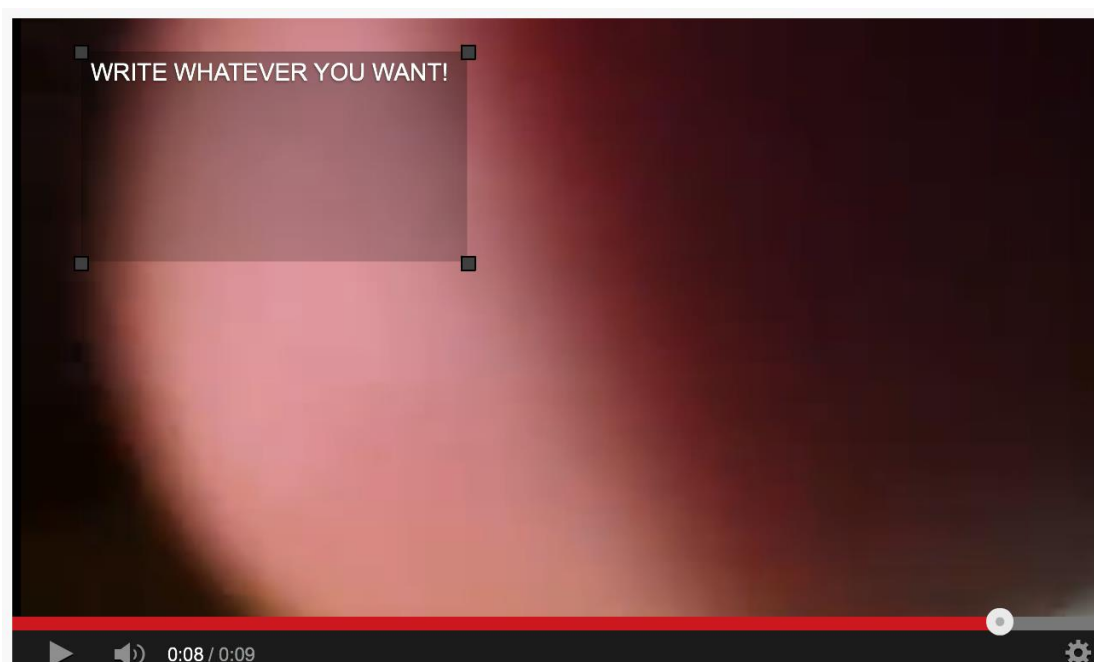
There's an audio feature on Youtube where you can add music that Youtube suggests you instead of using your video sound. It may be a feature to use if you just do a simple small quick video just to promote a product (while working on a bigger and better video project).

+ Featured Tracks Ad-free music for your video				Top tracks ▼
Wish You'd Come True	The 126ers	Rock	2:49	
Home	Letter Box	Rock	3:33	
Promises	Letter Box	Rock	3:30	
Dub Cowboy	MK2	Reggae	1:38	
Open Sea Morning	Puddle of Infinity	Ambient	2:59	
So Bueno	The 126ers	Rock	2:56	
Hooky with Sloane	Bird Creek	Country & Folk	1:41	
Lagos 2030 A.D.	Otis McDonald	Hip Hop & Rap	2:02	
The Low Seas	The 126ers	Ambient	2:08	
Search all tracks - 150,000+ total				🔍



## 10. Annotations

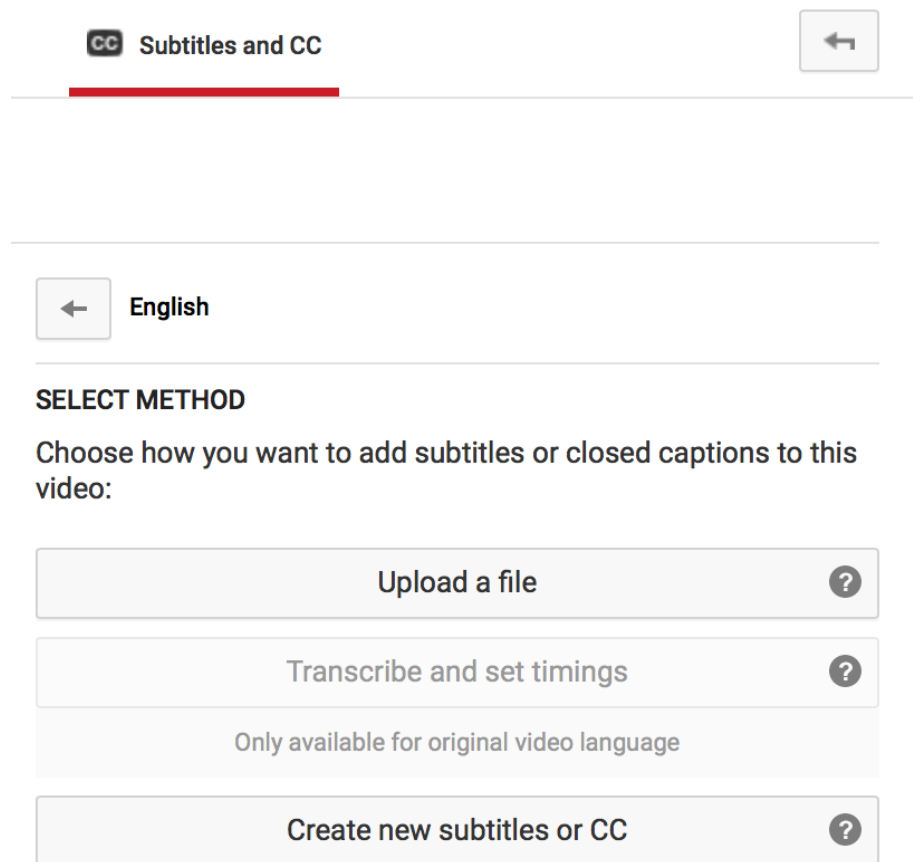
Annotations is a great feature that can help you a lot! Do you know those youtube videos where suddenly appears like a annotation paper with a message? Those are Annotations.



They are a good feature to use on you videos because you can do a lot with them. You can create clickable annotations to send viewers to other videos that you own; you can suggest viewers to subscribe to your youtube channel; can show a link to a squeeze page/optin page and build a list of targeted leads. These are just sugestions but they can show you the power behind this great tool.

## 11. Captions

Captions are also a great tool for your videos. Unfortunately there are a lot of people that are deaf or that have hearing disabilities and they can't hear your videos but because of captions, they can still get the information you want to provide.



The screenshot shows the YouTube 'Subtitles and CC' interface. At the top, there is a header bar with a 'CC Subtitles and CC' icon on the left and a back arrow icon on the right. Below this is a horizontal line. Underneath the line, on the left, is a language selector with a back arrow icon and the word 'English'. To the right of the language selector is another horizontal line. Below this line, the text 'SELECT METHOD' is displayed in bold. Underneath this, the text 'Choose how you want to add subtitles or closed captions to this video:' is shown. Below this text are four buttons arranged vertically. The first button is 'Upload a file' with a question mark icon. The second button is 'Transcribe and set timings' with a question mark icon. The third button is 'Only available for original video language'. The fourth button is 'Create new subtitles or CC' with a question mark icon.

CC Subtitles and CC

English

**SELECT METHOD**

Choose how you want to add subtitles or closed captions to this video:

Upload a file ?

Transcribe and set timings ?

Only available for original video language

Create new subtitles or CC ?

They are also great for people that are not native speakers of the video main language. This is also a great feature to use as video captions are indexed to search engines.

In conclusion: with captions you can get a broader audience  
don't leaving anyone with an internet connection behind!

## **Chapter 3**

### **Backlinks and Traffic**

You maybe heard about backlinks and the importance of getting backlinks to your sites so they can rank high on search engines. With videos is no different! You need to use backlinks on your SEO strategy so you can get your videos on high search engine rankings and with that get more traffic and, subsequently, more views and conversions.

If you have a background on websites link building you will know what to do but, if you don't, we will help you out!

Link Building is a strategy that is used to show search engines that your content is highly shared and they assume it as a reference the more the links are shared. How? Just get the more links pointing to your site (inbound links) from reputable and well established sites.

So an important thing is to get quality links from good sources so Google can recognize your content or, in this case, your video as the best answer for a specific search. You must understand that search engines try to give you the best results possible to your queries so you need to have this in mind all the time!

So how to start building high quality links?

## **Authority Backlinks**

Authority Backlinks are Backlinks Provided by well established websites recognized by Google as authority sites. Normally these sites have higher Page Ranking (the algorithm used by Google to rank websites in their search engine results). Since this algorithm is fed by high quality links and the number of links you have, you know what you need to rank high!

Ideally, Authority backlinks have a page rank between 2 and 10 and are also related and relevant to the content on your video. You also must look to Do-Follow backlinks since these are the ones that the search engine bots will follow to where it is pointing (and your video also benefits on SEO from the source of the pointing link since it is an established website).

If you want to build do-follow backlinks for offsite optimization you must. It is diversify your link sources building links in article directories, in web 2.0 properties, in forums, and in high PR blogs, among many others places. With this kind of diversification you will get better results!

Examples of good Do- Follow Backlinks that you should be looking for:

## **High PR do-follow article directories and Web 2.0 properties**

- [amazines.com](http://amazines.com)
- [articlebiz.com](http://articlebiz.com)
- [articlecirculation.com](http://articlecirculation.com)
- [articlecity.com](http://articlecity.com)
- [articleclick.com](http://articleclick.com)
- [articlecompilation.com](http://articlecompilation.com)
- [articleInsider.com](http://articleInsider.com)
- [articlepros.com](http://articlepros.com)
- [articlerich.com](http://articlerich.com)
- [articlesfactory.com](http://articlesfactory.com)
- [articleslash.com](http://articleslash.com)
- [articlesnatch.com](http://articlesnatch.com)
- [articlesphere.com](http://articlesphere.com)
- [articlesworldonline.com](http://articlesworldonline.com)
- [articlesxpert.com](http://articlesxpert.com)
- [articlet.com](http://articlet.com)
- [articletrader.com](http://articletrader.com)
- [articlevoid.com](http://articlevoid.com)
- [articleworld.net](http://articleworld.net)
- [basearticles.com](http://basearticles.com)
- [brighthub.com](http://brighthub.com)
- [buzzle.com](http://buzzle.com)
- [easyarticles.com](http://easyarticles.com)
- [ezinearticles.com](http://ezinearticles.com)
- [ezinemark.com](http://ezinemark.com)

- [gather.com](http://gather.com)
- [hubpages.com](http://hubpages.com)
- [ideamarketers.com](http://ideamarketers.com)
- [isnare.com](http://isnare.com)
- [site-reference.com](http://site-reference.com)
- [snipsly.com](http://snipsly.com)
- [sooperarticles.com](http://sooperarticles.com)
- [squidoo.com](http://squidoo.com)

### **Do-Follow Forums**

- [bloggerforum.com](http://bloggerforum.com)
- [capitaltheory.com](http://capitaltheory.com)
- [dreamteammoney.com](http://dreamteammoney.com)
- [filesharingforum.com](http://filesharingforum.com)
- [forum.cnet.com](http://forum.cnet.com)
- [forum.daviontart.com](http://forum.daviontart.com)
- [forums.digital.com](http://forums.digital.com)
- [forums.joomla.org](http://forums.joomla.org)
- [geekvillage.com](http://geekvillage.com)
- [htmlforums.com](http://htmlforums.com)
- [moneyfanclub.com](http://moneyfanclub.com)
- [moneymakediscussion.com](http://moneymakediscussion.com)
- [retireat21.com](http://retireat21.com)
- [seoforum.com](http://seoforum.com)
- [sitepoint.com](http://sitepoint.com)
- [v7n.com/forums](http://v7n.com/forums)
- [warriorforum.com](http://warriorforum.com)

## **Top Do-Follow Social Bookmarks**

- [blinklist.com](http://blinklist.com)
- [blogmarks.net](http://blogmarks.net)
- [blogosphenews.com](http://blogosphenews.com)
- [bookmarkplace.com](http://bookmarkplace.com)
- [cloudytags.com](http://cloudytags.com)
- [delicious.com](http://delicious.com)
- [designbump.com](http://designbump.com)
- [digg.com](http://digg.com)
- [dzone.com](http://dzone.com)
- [healthbubble.com](http://healthbubble.com)
- [mysitevote.com](http://mysitevote.com)
- [newsmeback.com](http://newsmeback.com)
- [social-bookmarking.net](http://social-bookmarking.net)
- [stumbleupon.com](http://stumbleupon.com)
- [submitevent.com](http://submitevent.com)
- [taggersite.info](http://taggersite.info)
- [topsocial.info](http://topsocial.info)
- [urlslisting.info](http://urlslisting.info)
- [votesocial.info](http://votesocial.info)
- [yomash.com](http://yomash.com)



## **High PR Do-Follow Guest Blogs**

- [blog.dmbcllc.com](http://blog.dmbcllc.com)
- [communityspark.com](http://communityspark.com)
- [elleeseymour.com](http://elleeseymour.com)
- [focusorganic.com](http://focusorganic.com)
- [knrn.org](http://knrn.org)
- [layercake.net](http://layercake.net)
- [lifeinthefastlane.ca](http://lifeinthefastlane.ca)
- [links.org.au](http://links.org.au)
- [newcritics.com/blog](http://newcritics.com/blog)
- [profitsfinancesite.com](http://profitsfinancesite.com)
- [seobythesea.com](http://seobythesea.com)
- [therenegadewriter.com](http://therenegadewriter.com)
- [uncommonphotographers.net](http://uncommonphotographers.net)

Don't Forget that you must always check if you are doing backlinks on high PR sites that your backlinks are Do-Follow.

You can also buy backlinks but not only Google doesn't like that kind of backlinks, you aren't sure about the quality of those so it's really your choice!

## **Social Media, Forums and Content Marketing**

Another great way to get some links from established sites is to Join Forums and Social Media Sites.

In Forums you will be a part of a community that have similar interests (that means HIGHLY TARGETED LEADS) but you must make sure that you are part of that community: you must provide great content, be helpful, be active on discussions. If you just go to forums promote your videos and that's it, they will consider you SPAM and you will soon be a people that isn't welcome there. But if you share and provide good advices and stuff they will recognize you as an authority and you can do what you really want to do, with the plus of being recognized as an authority for your Target audience. The same concept can be applied on Social Media (Interest Groups and Fan Pages on Facebook). In a nutshell, you are doing Content Marketing: using your expertise and knowledge to help others. With that you share your links/videos, you get more traffic and backlinks and you are building trust around your Target audience at the same time.

## **Youtube Subscribers**

Youtube Subscribers are also a great way to get more views and to build a list of followers that are interested on your content. You can build your subscribers list by using some of the tools mentioned before (annotations), produce high quality videos consistently so people will be eager for the next one (a great tip is to choose a specific day to release your video, like a weekly video released every Monday at 12:00 PM), and always provide quality information that matters to the audience you are trying to reach. Give a special touch to your work so people will recognize the difference between your work and your competitors and you will get people

following you everywhere. Also, don't be afraid to ask people to subscribe your channel so they can see updates and new releases. You can also interact with other channel owners, with comments on their videos, giving helpful advices and feedback.

Be creative with your traffic strategies and always work them out having in mind that you should build a list of subscribers (and other lists like email list as well). So you can get a sustainable business and much less work in future video marketing promotions and a bigger audience that is interested in what you have to promote and to offer them.

## **Chapter 4**

### **Video Seo For Local Offline Businesses**

A great way to earn some quick bucks is to help Local Offline Businesses getting more awareness and leads. So what we are talking about is you building a Local SEO Agency.

Why should you do it? Well i can give some motives:

- Is easy and doesn't require big capital to start
- Most tasks can be automated
- It's Scalable
- Source of residual income (since satisfied customers will stay lifetime customers)
- You become an authority and get more customers
- A lot of potential customers (brick and mortar businesses)
- Offer other services to these companies such as design, copywriting, article writing, marketing, webdesign and more.

You can also promote their business in a more fashionable way using the power of video marketing in their benefit.

So for you to get started with this you just need to go through some simple steps that i'm explaining below:

- **Promote your services to Local Businesses**
- **Create a promotion Video (that captures Leads)**

And here you can take two paths:

**You can sell the leads generated or You can sell them the video package.**

See, most offline Local businesses don't really know the power of getting leads from the internet. Most of them are not on Social Media, aren't ranked on Google and for sure, they don't use youtube (nor any sorts of Video Marketing). They are loosing a ton of potential leads since most people search for these kinds of businesses on the internet.

A quick example:

You will move to a different town. You will search for Real Estate agents on that town so you can see some houses and choose where you want to live. After two months, your car is not working. You're going to search for autoshops on that particular area. You see where i'm going with this?

So if there are businesses that aren't working with these tools and you know how to work with them you can see the opportunity that is knocking on your door right now!

Since youtube is a well established website you can create a video promoting any business that want these kind of services and get leads for their businesses. You should look for businesses that have high amount payments for their services such as:

- Car Dealers
- Auto Shops
- Surgeons
- Architects
- Landscapers
- Contractors
- Real Estate Agents
- Real Estate Investors
- Consulting Firms

And others.

Since this businesses have high payments/per service they can afford an Higher cost per lead so they are the perfect customers for your Local Video SEO Business.

## How to Start?

For you to start your business you must make sure that you do some research and you think about the business for a second so you can be prepared and know what to expect and how to drive your business through the success path:

- create a well planned structure and it's better for you to do a business plan and a local market study
- you must make sure you consider all the costs and what is the price that you should charge for your services in order to have some good profit with it.
- Write down your goals, your mission and vision and also your strategies
- Get to know your competition or if you have any
- Increase your knowledge on the SEO industry
- Get the necessary equipment to start your company
- Create a website and portfolio samples to show to clients
- Promote your services

After going through this you can start searching for potential customers, finding them and showing them what you can do to help their business stand out from the competition. Notice that this is a very competitive industry and that sometimes you also have to educate your customers since they don't know what you are talking about. They just want results and not sales pitches.

When you find these clients you can promote your services and use Video Marketing as a lethal weapon for you customers competitors. Here's why:

- People will be much more aware of your client company than the competitors due to the appealing high perceived value of video marketing
- It's easier to rank on search engines since Youtube is a well established site and you can also rank and optimize your video for specific keywords that the Target customers are searching for
- A great way to promote their products/services
- You can geotag your video so you can associate your video to the coordinates of the business location
- Can build a list of followers to the business and include a Name, Address and Phone



## **Conclusion**

I believe that this guide showed you the potential and the power of video marketing on businesses, products and services. They have the power to create brand awareness, to drive leads, to build followers, to show product/service features and benefits and i salso a great way to engage with your audience and to establish you as an authority on the niche you are working. I hope you grasped the concepts show non this book and i really want you to start applying the same concepts in order for you to be successful.