

VIDEO SEO TUTORIAL 1 **How to Get Ranked!**

Starting on May 15th 2008

Synbuy introduces new Google ranking system for your ads!

Google SEO Basics for Beginners



UP RANK helps your ads get noticed!

Introduction

As many Video websites already know, Google is rated as the number one search engine in the world. We personally know that Spynbuy gets about 90% of their search engine traffic direct from Google searches.

Getting Google hits to your video ads is hard for the average video website. With Spynbuy, your ads inherit the strength of our NEW highly proprietary system called UP Rank which places rankings for specific keywords, your video ad tags, and text description into Google and other search engines. If you follow the UP Rank rules in this tutorial, you stand a better chance of going to the top of the search engine listing with your video ad!

UP Rank is a tool which is embedded into both our user interface and database servers to assist you in getting a higher page rank on Google. UP Rank is native in Spynbuy and a feature which is very powerful! In order to use UP Rank, just follow the directions below and UP Rank will work hard to try and get a great ranking for your ad!

Today we're going to show you how to use UP Rank to help your video bounce to the top of Google or Yahoo search! The more people that land on your video ad, the better chance of selling!

4 Steps to Better Rankings

Step 1. Choosing the Video Title with Keywords

Title optimization is an important first step. *An important first step is choosing the right keywords to create the Title of your video ad before uploading.* General or generic

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keywords are usually not the best approach, and sometimes it's better to be a little more specific and focus on niche keywords relating to your product or service.

For example, let's talk about Cadillac -- Cadillac is our brand of Car we want to sell.

The problem is, there are a LOT of Cadillac's on the web, but how can we get our Cadillac Ad to appear in Google's top 10 rankings?

Trying to optimize for the keywords in a Video Title alone would be a tough task because it is too general. So we have to use several areas of your video ad page to increase Google rankings. You will learn about the other ways we help your video ad get ranked in further steps.

How to select a great title?

We are selling a Cadillac Eldorado in a Video Ad. We can not select a simple title like Eldorado For Sale, Cadillac's for sale, Used Cadillac, Cadillac Dealers, etc.

We need to be more specific, which means:

1. Targeting a more suitable market that is looking for Cadillac Eldorado's
2. Competing with fewer websites targeting the same keywords
3. Optimizing for keywords that people actually use when performing searches

Note: *Targeting a suitable market will depend on your item for sale, as well as the products and services you offer. Try to be specific with your keywords, and remember that people no longer use single keyword search phrases - the average search phrase contains 3-5 related words.*

For example, if you're putting up a video ad for a Cadillac Eldorado and you're located in Portland, Oregon, use keywords such as "Cadillac for Sale in Portland" or "Cadillac Car Dealer Oregon" or even Cadillac Eldorado in Portland Oregon For Sale."

To find out how many websites are competing with your keywords -- either intentionally or not -- simply do a search on Google and note how many results are returned. In our case, for "Cadillac for Sale", we're competing with 9,080,000 sites. The more sites that are competing for your keywords, the harder it will be to get on the front page.

Advanced Method: *Alternatively, to get a rough indication of how many people are actually searching for the keywords you want to optimize your Video Ad keywords/tags for Spybuy placement into Google, use the Overture search suggestion tool. It's not exact, and doesn't measure Google searches, but it does give a very good estimate.*

The Overture search suggestion tool will also provide you with a list of similar keywords, based on the keywords you enter. This can be a great way to find other keywords to optimize your Ad with.

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As a rough guideline, try to optimize every video related to your user name on the Spynbuy site for different search phrases. Each search phrase should contain 2 to 3 highly targeted keywords.

Step 2. Your video title and More Tags

Both methods if used in combination on Spynbuy will enable our system to work your video up in rankings in most cases. Two of the most determining factors in Google's ranking are your Video Name and title tag. For example, a video name such as:

“For Sale Cadillac Portland Oregon” will generally get ranked higher than “Cadillac For Sale,” assuming that they had identical keywords and page content.

Your tags are equally as important as your video name. ***Remember, we enter our 3-15 world tags at time of video upload.*** Using keywords in your tag and video title can improve your Google ranking significantly. Trying to achieve a balance of professionalism with keyword density in the tag however is sometimes a little more difficult.

Going back to our example of Cadillac For Sale earlier, a good tag would be:

Cadillac Eldorado For Sale Portland Oregon.

Spynbuy Puts the Title and description of your video at the top of the page your video exists on. It is important to have a descriptive title and great keywords!

Step 3. H1 Tags and Keyword Density in the Description

Sprinkling keywords throughout your video ad description can also improve your keyword density. Keyword density simply means the ratio of optimized keywords to the rest of the content on your page. It is usually expressed as a percentage, and should be between 7% and 10% for each page on your video.

Don't overdo the keyword density, however, but don't overlook it either. A good example would be:

Before:

- Company name provides Cadillac sales and services to our clients.

After:

- Company name provides Cadillac Sales to the Portland region in Oregon

Notice how we use the keywords more efficiently the second time around?

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Advanced: <h1> tags seem to have been depreciated by style sheets these days, and are not used as often as they used to be.

The Google ranking algorithm dictates that if you're using a <h1> tag, then the text in between this tag must be more important than the content on the rest of the page. Here's a quick example:

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<h1>Cadillac Eldorado for Sale in Portland Oregon</h1>
<p>... than this text description of your video</p>
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Step 4. Description text and Links, Links and More Links

The description of your video is important! We suggest you use a moderate amount of your keywords from the tags in the description. A description sample for our Cadillac Eldorado for Sale Portland Region of Oregon Ad would look like this:

1978 Cadillac Eldorado for Sale in Portland Oregon with 34,000 Miles on the odometer. Grey Eldorado offered for sale as is with no warranty. New Mineke brakes and Sears muffler. The Two ton grey and silver Eldorado was a Cadillac favorite in the 1978. Call Robert Pappy at 555-555-5555 pappy@pooo.com or click on the link to see my member's page with the photos of the interior.

The description had part of the Video Title in it; other Cadillac descriptive information Color to better involved the reader, and a call to action to review the photos of the interior. This ad does not over do the use of keywords nor does it use the keywords sparingly.

This leads us to the easiest part of the Google SEO process -- back-links. Back links are websites that link directly to your video page. The general principal is the more back links you have, the higher your videos will be ranked, as your video must be good if so many other sites are linking back to it.

Our back links are created when you embed your video into other sites! Those links are built and put under the video on the number location before you read onto comments.

If you do not want to embed your video into other sites , then adding a simple link to the text description, such as:

<http://www.yoursite.com>

Your member's link found on your member's page below your icon.

We submit your site to dmoz.org, Yahoo! and other directories is also an important step to increase the number of sites linking back to yours. Do remember however, that setting up back links takes time. I would recommend 5 – 20 back links each and every day in comments and if you sell chocolate, partnering with a company that sells Roses may just be a good idea. Within a couple of weeks, you should have a good 100 or so sites happily linking back to yours!

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Conclusion

Google can be one tough search engine to crack but with the Spynbuy SEO system, your Ads stand a better chance of ranking high on Google!

Quick Review

- 1. Enter a Title that is Description and not Plain!**
- 2. Use keywords in your title and re-use those keywords and other descriptive keywords in the video tags.**
- 3. In the description of the item, use the title keywords along with some of the other keywords to describe your item. Also use links with html!**
- 4. Link back to the video page by embedding the video on other sites!**

