Actionable Guide to VIDEO Rankings in Local

How To Optimize Videos To Rank Higher In Both YouTube And Google (Using YouTube Ranking Factors)

"**Content is king**" - I bet you heard this phrase before on more than one occasion. While this is true to some degree, quality content is not enough to make you dominate the local rankings with videos.

For every success story involving video marketing, there are hundreds of forum posts with people complaining that they simply can't get any traffic on their videos. In most cases, the problem is not content quality - they are doing it exactly the same as the big players that rank in the first places.

So, why does this happen?

Most of the time, It's because they do a poor job of optimizing the videos that they put out.

A good video ranking is usually a combination of multiple factors:

- **Keyword research**
- **Video Optimization**
- **Content Quality**
- **Channel Authority**
- **Video Promotion Strategies**

If you're looking for a proven manual method that will help you optimize your videos to ensure that they reach their maximum potential, this guide is for you.

We've put together a series of steps that will teach you a **manual approach to optimizing videos for a higher ranking**.

It is a little time-consuming, but it will get you results, **I can promise you that!**

Here's what you need to do:

Step 1: Understanding the Youtube Ranking Factors

This is the holy grail of video optimization. You can't possibly complain that your videos are not ranking good enough if you don't **take the time to understand how the algorithm behind YouTube works**.

Since Youtube is owned by Google, you'll need to need to look at these two platforms as a combo deal. Here's a list with ranking factors that are equally important in Google and Youtube rankings:

- **Channel keywords**
- **Video Title**
- **Video Description**
- **Video Tags**
- **Video Quality**
- **User Experience Metrics**
- **Watch time**
- **View Count**
- **Thumbnails**
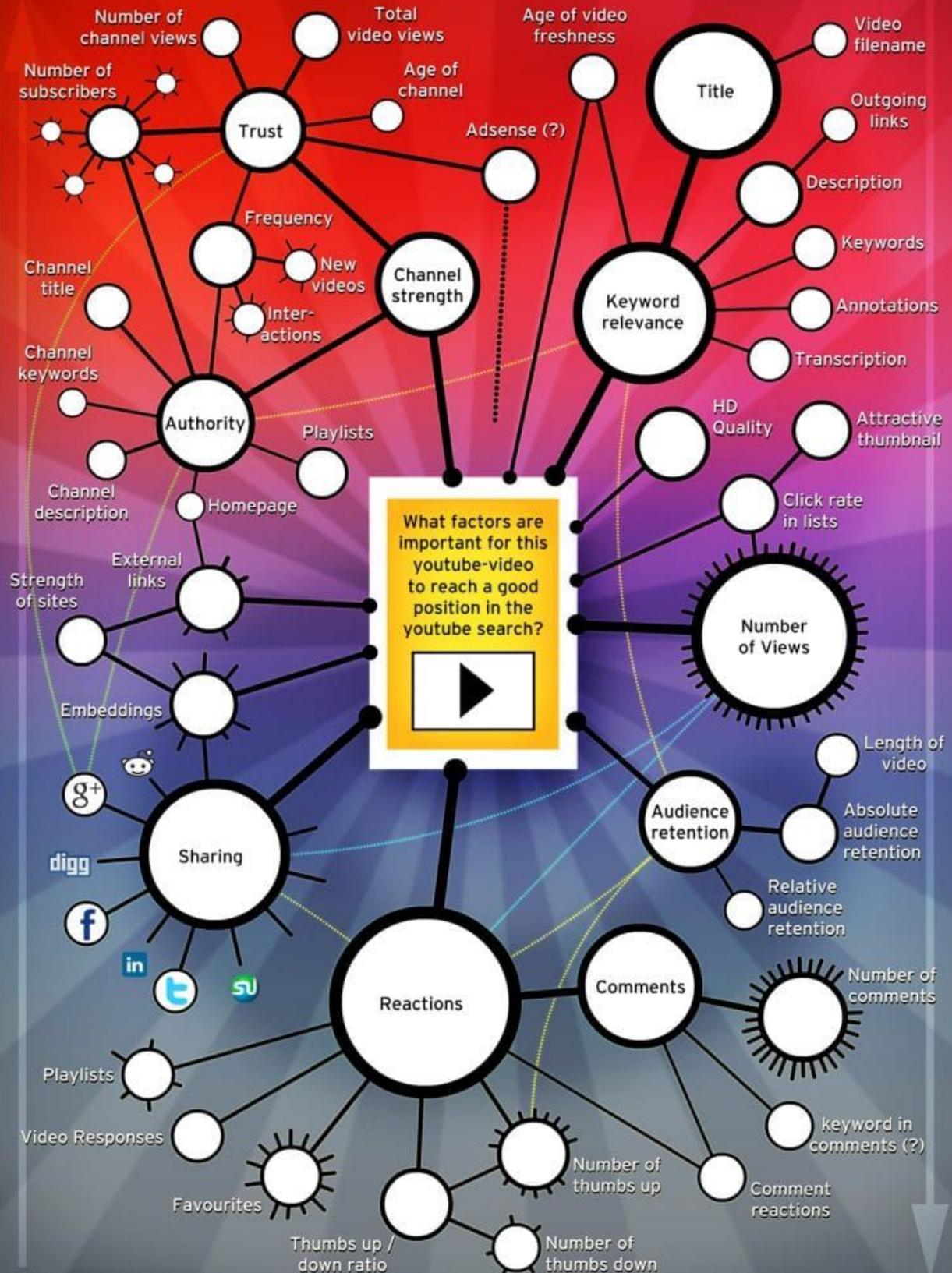- **Close Captions**
- **Subtitles**

Youtube's algorithm is actively at a series of metrics in order to decide on the rank of each uploaded video. Here's an infographic that will help you get a clearer picture:

You Tube Ranking-Factors

Channel → **onVideo**

Number of channel views

Total video views

Age of video freshness

Video filename

Title

Number of subscribers

Age of channel

Outgoing links

Trust

Adsense (?)

Description

Frequency

Keywords

Channel title

New videos

Channel strength

Keyword relevance

Annotations

Inter-actions

Channel keywords

Transcription

Authority

Playlists

HD Quality

Attractive thumbnail

Channel description

Homepage

Click rate in lists

External links

What factors are important for this youtube-video to reach a good position in the youtube search?

Strength of sites

Number of Views

Embeddings

Length of video

g+

Audience retention

Absolute audience retention

digg

Sharing

Relative audience retention

f

in

Reactions

Comments

Number of comments

t

su

Playlists

keyword in comments (?)

Video Responses

Number of thumbs up

Comment reactions

Favourites

Thumbs up / down ratio

Number of thumbs down

Recommendations ← **User action**
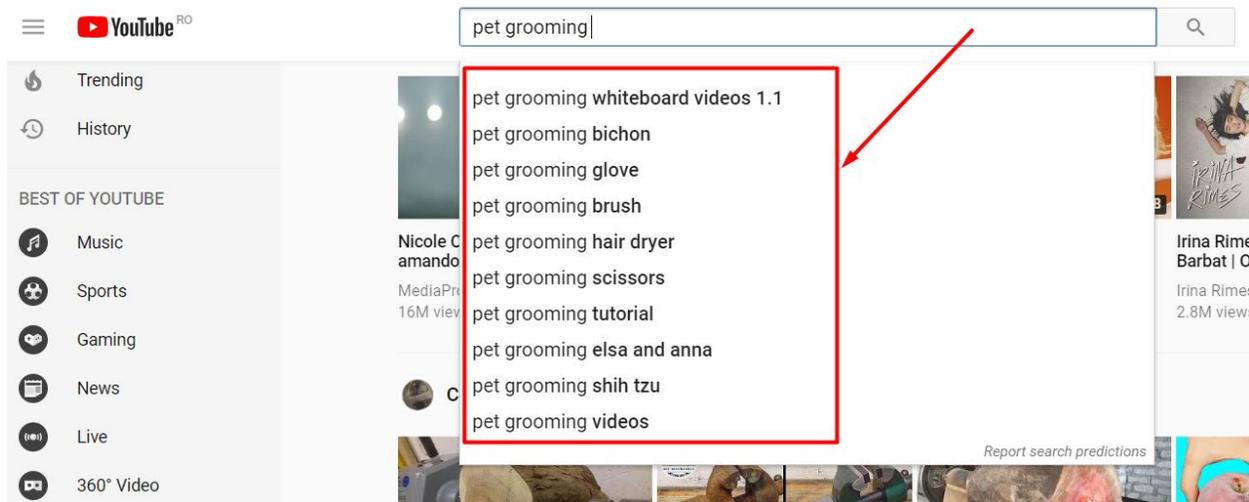
Step 2: Target the right Keywords

Once you're familiar with Youtube's algorithm, let's talk a little about keyword research. But do not confuse video keyword research with traditional text-based research.

Most organic views will come directly from YouTube - Because of this, you should **put the focus on YouTube search** before thinking about optimizing for Google Search.

But there is some common ground - The best video keywords are specific (long-tail) phrases that show up in both YouTube and Google Autocomplete.

By going after these specific keywords, you can rank your video in both places (and get more traffic while doing it).

Start typing a keyword into Youtube and notice how it autocompletes the phrase. You can also use the underline character "_" to have it fill in the blank with more ideas. You can do this anywhere in the phrase.

In the example above, we're doing keyword research for a pet grooming salon. Notice how the Auto Suggestion feature gave us a dozen suggested phrases.

We can then use those to craft new long-tail keywords that we know are easy to rank - since other people are already searching for them.

Step 3: Localize your Rankings (for Local Bussinesses)

Once you've done your keyboard researching homework right, it's time to localize it in order to maximize results.

When you successfully find a keyword capable of ranking on the top results, you should localize it by tying it to a city, area or a country.

Doing this makes it a whole more likely to dominate the local rankings. **A localized keyword will always outperform a general keyword in local searches**.

Keep in mind that the first #1 rank is always the hardest. After that, your job becomes a lot easier.

Let's say that one of the videos you uploaded is ranked #1 in your city.
What's stopping you from expanding to other cities and contacting more business owners to show them this result?

Let me tell you this, they are as good as closed as your clients.

Once you rank "**Pet Grooming Salon in Stamford**" what's stopping you
For repeating the same thing for numerous other cities?

With a simple change of the city name?

So the formula behind this trick is to get a good local niche and rank it just by adding the **[City]** and sometimes the **[County]** for better results.

Here's the secret formula that we have used successfully for years now:

[Adjective] + [Main Niche Keyword] + [City]

Step 4: Use LIVE Events Videos to get #1 Rankings

You probably heard a lot of video marketers complaining that normal videos are getting extremely hard to rank. Many of them are saying that it's no longer worth it to put in the effort.

Well, this is true to some degree. With normal videos, the competition is fierce with every niche, so it's definitely harder to dominate the local rankings.

But we've been using an amazing loophole for years - A little trick that makes the local competition irrelevant.

By uploading your video as a YouTube live event, you will be able to circumvent the normal rankings and **land right into the #1 ranking spot**.

Google is known to index live events much faster. You can expect to reach the very top in an hour or two.

Here's one example:

Spa Dogz
4.9 ★★★★★ (17) · Pet Groomer
48 Union St · +1 203-569-1280
Open · Closes 5PM

DIRECTIONS

Groom To Bloom Dog Salon
No reviews · Pet Groomer
875 Cove Rd · +1 475-619-9786

WEBSITE   DIRECTIONS

≡ More places

Videos

Pet Grooming Salon
Stamford - Dogs and
cat grooming salon.

Adrian Isfan
YouTube - Apr 9, 2018

Pet Grooming Salon in
Boulder - Dogs and cat
grooming salon.

Adrian Isfan
YouTube - Apr 9, 2018

The Best 10 Pet Groomers in Stamford, CT - Last Updated November ...
https://www.yelp.com › Stamford, CT › Pets › Pet Services › Pet Groomers ▼
Spa Dogz. 9 reviews. Pet Groomers, Pet Sitting, Dog Walkers. Doggie Do. Pet Groomers. **253 Hope St.**
Woof To Purrfection. 3 reviews. Aussie Pet Mobile of Stamford. 9 reviews. Bull's Head Pet Hospital. 49
reviews. **Bandilane Canine Center**. 17 reviews. Groomer Has It. 6 reviews. **Canine Coiffures**. 8

Here's another example to prove this works in multiple cities at once! (It's the same
niche!):

Closed · Opens 9AM

≡ More places

The Best 10 Pet Groomers in Denver, CO - Last Updated November ...
https://www.yelp.com › Denver, CO › Pets › Pet Services › Pet Groomers ▾

Best **Pet Groomers** in **Denver**, CO - Paragon Pet **Salon**, Praise the Paw **Dog Grooming**, The Beauty Bark, Lucky **Dog Grooming**, Love **Pet Grooming**, JK's Ruff ...

affordable dog grooming denver
mobile dog grooming denver
the beauty bark
wesco grooming
the pet spaw denver
lucky dog grooming denver

Videos

Pet Grooming Salon Denver - 24/7 dog and cat grooming services!	**Dog Grooming Denver CO	Call Now	(215) 234 1683	Professional ...**	**Heavenly Dog in Denver, CO - Self Wash Your Dog, Grooming, and ...**
Adrian Isfan	Bar Elbaz	Mike Elliott
YouTube - Apr 9, 2018	Vimeo - Feb 6, 2018	YouTube - Mar 1, 2017

And I got many more just like these ones. Trust me, it works every time!

Here's one more:

Village Boulder Shopping Center
2525 Arapahoe Ave # E34 · +1 303-443-1808
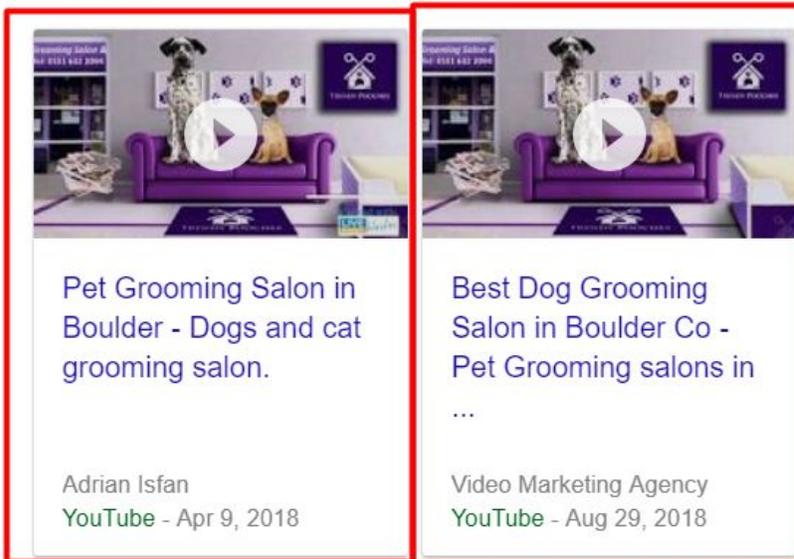Closed · Opens 9AM

WEBSITE   DIRECTIONS

≡ More places

The Best 10 Pet Groomers in Boulder, CO - Last Updated November ...
https://www.yelp.com › Boulder, CO › Pets › Pet Services › Pet Groomers ▾
Best **Pet Groomers** in **Boulder**, CO - Grateful Groomers, The Dog Spot and The ... Peak To Peak
Grooming, The Hydrant, Paw **Spa**, Bowhaus - **Boulder**, Bark Me ...

pampered pooch boulder
peak to peak grooming
the hydrant dog grooming
green dog wash reviews
doggie stylin mobile dog grooming
paw spa broomfield

Videos

Pet Grooming Salon in
Boulder - Dogs and cat
grooming salon.

Adrian Isfan
YouTube - Apr 9, 2018

Best Dog Grooming
Salon in Boulder Co -
Pet Grooming salons in
...

Video Marketing Agency
YouTube - Aug 29, 2018

Step 5: Turn Live Videos into Normal Videos and Keep the Rankings

Now the major disadvantage of using live events is that these things don't last. Or do they?

Now here's the kicker... (**Don't share this information with anyone**)

You can maintain these rankings for a long time - for yourself or your customers.

All you have to do is transform these live events videos into normal videos - But only after they have been established their top position in Google and YouTube.

Google's algorithm will migrate the rankings and you'll be left with a normal video that outranks the competition.

It works every time - There are some people that have been doing it for years.

Once you get the hang of it, you will be able to rank anything you want in Google and sell these as a premium SEO service for your local customers... **It's that easy!**

Warning: Doing all this manually will be time-consuming. You won't be able to scale the method we showed you above into a five fig business - even if you understand everything we showed you to the letter.

But no worries because there are tools that do this all for you on AUTOPILOT.

One of these tools is one that I've been telling you about in my emails...

It's called **LOCALVidPro** and it will automate most of the steps explained above.

If you have not yet grabbed your copy of LocalVidPro, you can still do it here with **All My Exclusive BONUSES.** These will **fill in the gaps left out by LocalVidPro**.

> https://x360bonus.com/localvidpro-exclusive-bonuses/ <

(This is normally removed, but since you are reading this, I've added extra 12 hours to all BONUSES - Check Link!)

Video SEO & Rankings Resource List:

https://onlinemediamasters.com/youtube-video-seo/

https://seo-hacker.com/youtube-seo/

https://blogknocks.com/youtube-seo/