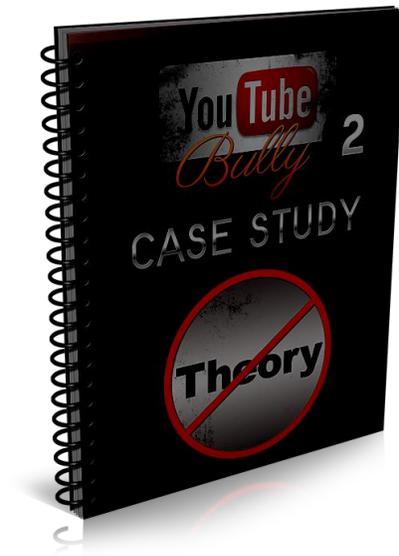


Youtube Bully 2 Case Study

How I Got a Top 3 Ranking for Market Health's Most Competitive Product



By Mark Dickenson

Disclaimer:

No income guarantees or claims of any kind are made with this product.

>>>Scroll Down To Get Started<<<

Hello...and welcome to the Youtube Bully 2 case study.

In this report, I am going to show you step by step the exact process I used to rank for one of Markethealth.com's most competitive products...

And how I did so in about a months time...and at a fraction that it would cost a regular website to rank for this keyword.

I know this because I used to have a website that ranked at the top of Google for the keyword Provillus...and it cost me over \$2,000(closer to 3k) in content creation and backlinks to rank for that keyword...and it took about 6 months to do so.

So hopefully that puts things into perspective on the power of this method.

If you already have Youtube Bully 2, the foundation will be a review.

What I did in this report is show you exactly what services I used in addition to the fundamental steps outlined in Youtube Bully 2.

I created this report because a lot of people emailed me asking what services/gigs I use for some of the more competitive keywords.

Unlike a lot of other products that go into theory, I am going to show you exactly what I did to get these rankings....and sacrificing one of my income streams to do it...

But I want to be transparent...and I don't mind sacrificing an income stream because I know with my methods, I can get another top ranking for this keyword or another product.

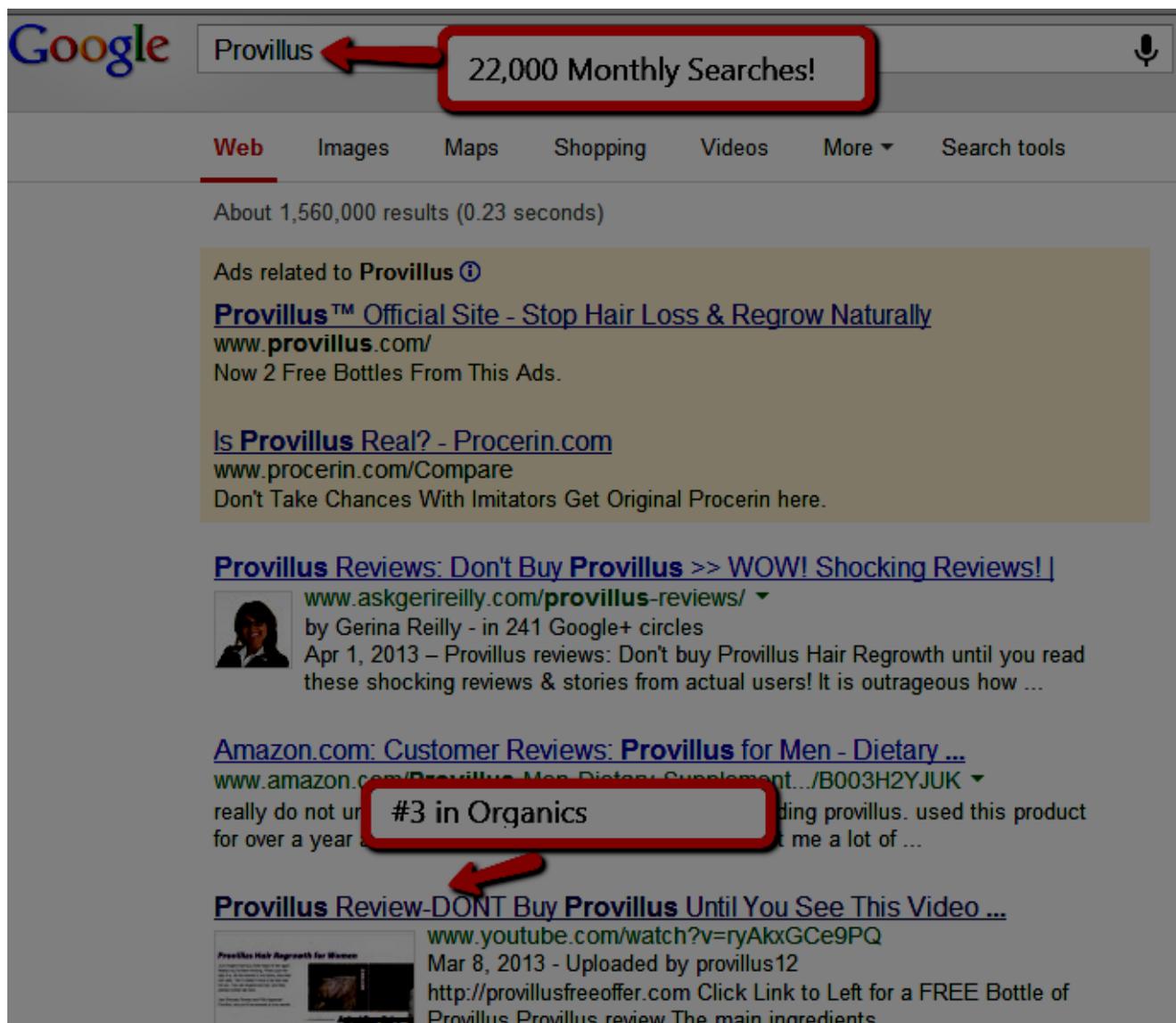
*****Important*****

The last time I showed one of my income streams in my Video Commission formula course, I showed a video that was making me \$1,300 a month on autopilot...and a bunch of people went out and flagged it...just like I said they would in the video.

This will probably happen again to be honest.

So I am going to take a picture of the ranking for the video in the case study so in case you purchase this product and the video was taken down, you can rest assure that I did achieve the rankings promised in the sales letter...and that these methods do indeed work

The picture will be on the next page...then we will get into the meat of the course.



Ok...so with that out of the way, lets get started!

-Part 1-The Foundation-

One last thing...

As this is a case study for a very competitive keyword, I spent money on backlinking services to get ranked.

Please realize that this is a business...and like any other business, you need to promote your business.

I am not asking you to do anything I haven't done...so please be weary of all of those sales letters that claim you can make a full time living at this without putting money back into your business.

Its not gonna happen.

The following is for competitive keywords...for easier keywords, you won't need to do all of this. In many cases, a Press Release and/or mass social bookmarking will get you the results you want.

****Step 1-Create a Video.**

While this is ranking course and not a video creation course, I want to point you in the right direction. I am also assuming you have selected a product or niche.

For this particular video in the case study, I used Rob's service at www.Bringitvideo.com

For under \$30, I find the quality to be very good. If you are just starting out, you may not want to spend that kind of money. I understand.

When you get more experienced at ranking videos, spending \$30 to create a video won't be an issue for you as you will have the confidence to rank you video and start getting sales..and will make that money back quickly.

If you are on a budget, I highly recommend this Video Creation Resource.

****Step 2-"On Page SEO"-**

a. Name the video file the keyword you want to rank for.

Failure to do this will make it MUCH harder to rank...no matter what you do to try to rank it. I know. I forgot to do this once..and it made it much harder to rank for a keyword that was pretty easy to rank for.

b. Title- Make sure your keyword is in the title of your video. Try to get it in twice if you can(only if it makes sense. We want human's to click on the video afterall :)

For example, what I did in the Provillus video was get a few variations of the product name in there..Provillus, Provillus review, and buy Provillus.

In most cases, I usually rank for all 3 keywords with one video. Try doing that with a

regular website!

In this instance, I only ranked for 2 out of the 3(buy Provillus didn't rank)...but I could probably get it to rank by pointing more backlinks to the video with “buy Provillus” as the anchor text...without the quotes.

UPDATE: Shortly after launching this product, I was able to get top rankings for the keyword Buy Provillus without any additional work.

It just takes a little time sometimes :)

So the format I used was “Product Name Review-DONT Buy Product name without watching this video.”

Please use your imagination, though...and be creative. We don't want a bunch of the exact same titles showing up on Youtube.

c. Description

So make sure you put your link under the description as the first thing...and add a call to action with an annotation about 10 seconds in...and at the end of the video.

In your call to action, give them the best reason why they need to click the link below your video. In this case, it was to check out the Free bottle offer the merchant provides.

OR...you could just add a clickable link like I did in the video.

Adding a clickable link will improve your click thru's because a few months back, Youtube made it harder to find your link below the video.

It used to be directly below the video. Now they have pushed it down further on the page...which results in lower click thru's.

Ok..so with the call to action out of the way, what I usually do for the description is head on over to ezinearticles.com and find an article based on my keyword.

I copy and paste that article into the description....while leaving the resource box intact. DO NOT copy the article without the resource box. Not Cool.

Nobody reads that stuff anyways...its just search engine food...so you won't lose any visitors by including the resource box.

No, I don't worry about duplicate content. I do this all the time...and it works.

For the Provillus video, I just grabbed an article I had on my hard drive because I used to have a Provillus review website like I mentioned earlier.

d. Tags

I recommend just putting a few keywords in here that you want to rank for. If you are doing specific product reviews, I usually just do product name, product name review, buy product name and maybe the general term (ie hair loss treatment)

****Important Sneaky Trick****

If you are in a niche where someone has a huge following, you can put the name of their channel as a tag...and a lot of the time your video will show up in their related videos...so you can siphon traffic from them in that regard.

For example, a huge player in the weight loss niche is Sixpack Shortcuts.

In fact, he built his whole business around Youtube...I recommend checking out how he does things. Its a great model on how to build an authority channel by providing quality content and having your own product.

Ok...so that about does it for "On Page SEO"...I know this is review for some, but I want to get everyone up to speed...because if you screw up the on page stuff, it will make it much harder to rank.

Now onto the meat of the Youtube Bully 2 Case Study

-Part 2: Video Promotion-

In this section, I am going to talk about the promotion I did for the Provillus video in Step-By-Step format in the order I did things.

I am also going to comment on each step and what order I tend to do things now.

The first few steps will be a review if you have Youtube Bully 2...then we will get into the specific services I use to take things to the next level.

I want to get everyone up to speed for those that don't have my other courses.

Step 1. Bookmarking with Social Adr.

They have recently added Facebook Likes, Twitter, and Google + for that much needed social proof. I use this service mainly to keep my links looking natural and to get good IP diversity and IP spread.

The service is \$15-\$17 per month...and if you scroll thru the buying process and keep on clicking "No Thanks" they will show you the \$15 option.

This is also a cheap way to rank for new products on Amazon.com(hint..product model keywords work well here..for example Panasonic TC P50S60)

[Click Here for Social Adr](#)

Step 2. Mass Social Bookmarking

I use Bookmarking Demon for this as it saves me a ton of money. I used to spend \$45 for 2,000 bookmarks on WickedFire.com...and it was worth it...but it also got expensive as My monthly bill was north of \$700. Now I just used Bookmarking Demon.

I have found that 1,500 to 2,000 bookmarks to be the magic number here. If you purchase through my link, I will give you a new list of bookmarks you can use.

In lieu of Bookmarking Demon, you can go over to places like BlackHatworld.com and Wickedfire.com and under their SEO services section, you can find somebody to do this for you.

I just use Bookmarking demon because it save me money...thats all.

Also, every few months you will need to get a new list as sites start to die. That is just the nature of the beast.

So what I do, is just go over to the sites above and look for bookmarking gigs...and then just put the report they give me into Bookmarking Demon...and I have a fresh list of sites to use.

For things like product launches and marginally competitive keywords, this will be enough to rank most of the time.

Another strategy is to use this for Amazon products.

Why Amazon?

Because of their low commission rate...and the fact they take a while to pay out(ex. Commissions for June will be paid in the middle of August) means a lot less competition for you.

If you decide to pursue Amazon, make sure to make a quick blogger blog...and just put up an image with a call to action...and maybe a little text talking about the product.

If you direct link to Amazon from Youtube, they will take your video down.

Using the 2 linking methods above will be enough to rank for many low to mid competition keywords...including product launches that can make you a lot of money quickly.

The above ranking strategy has made me \$3,000 in one week from one video for a product launch. That's not the norm...but it can happen.

If you are interested in making videos for product launches, head over to JVNotifyPro.com to see what product launches are coming up next.

Also, I just simply copy my title and description into Bookmarking demon rather than typing out the whole thing over again.

Ok...now we are getting into specific services I used to rank my Provillus video.

Please note that I am not affiliated with any of these people or services in any way.

Step 3. Press Release Through Webwire.com

I usually will wait about a week after doing the first 2 steps because I might rank without having to pay for a press release...but for the keyword Provillus, I knew it was a very competitive keyword so I just went ahead and ordered one right off the bat.

You can also do this step 1st if you know it is a competitive keyword...but if you are just starting out, I recommend doing the first 2 steps and waiting a week or so to see how things go. Again, you may not need a press release.

This service works like Gangbusters.

You can get press release's written pretty cheap. You can go to getarticlesdone.com or do

what I do and get an article written from there...and turn it into a press release with a few tweeks.

I cover how I do that in Youtube Bully 2.

Click [HERE](#) to go to Webwire.com I use the webpost service.

Step 4. Turn Press Release into a PDF...then Distribute to High PR Doc Sharing Sites

Google really likes these Doc Sharing sites.

This is pretty easy. You already have the press release in your hands. Just turn it into a pdf file(open office writer has an export to pdf option...I'm sure MS Word does as well)

I use this Fiverr gig...for \$5 to deliver to 30 high PR doc sites...very good value...especially considering the cost of some softwares that does the same thing...and to not as many high PR doc sites.

Step 5-Link Wheel

I used this gig to create a link wheel on high PR sites. This guy has done good work for me..one time he was pretty late and I had to cancel the work...but we're human and that was the only time I had an issue out of many orders.

Click [Here](#) to see this Fiverr Gig

Note: You can also have him embed your video in these blog posts which helps your rankings. I explain how to do that later in this guide

*****Important Notice*****

Some of the following services are on Wickedfire.com

Wickedfire.com allows a thread to be open for about a week and they close it and the seller has to open up a new thread.

So the thread links will probably be closed by the time you receive this...BUT...all you

need to do is click on the service providers name and his most recent posts will show up...and just click on those and you'll find his services.

Step 6-High PR Tumblr Links

Click [HERE](#) to go to the thread. Remember to click on the user name to find the most recent threads.

This service is really good...and Alan really knows his stuff.

You can embed your video in the posts which google really likes. It shows that people like your video when they embed your video on their site.

All you need to do is give him your video embed code.

You can see how to grab the embed code on the next page.

The image shows a YouTube video player interface for a video titled "Provillus Review-DONT Buy Provillus Until You See This Video!". The video is by the user "provillus12" and has 2,105 views. The interface includes a "Share" button, which is highlighted with a red box and labeled "Click Share". Below the "Share" button, the "Embed" option is selected and highlighted with a red box and labeled "Then Click Embed". The embed code is displayed in a text area, and the "Use old embed code" checkbox is checked and highlighted with a red box and labeled "Then Click Old Embed Code".

Provillus Review-DONT Buy Provillus Until You See This Video!

provillus12 · 1 video

2,105

Click Share

Like About Share Add to

Share this video Embed Email

Then Click Embed

```
<object width="420" height="315"><param name="movie" value="http://www.youtube.com/v/ryAkxGCe9PQ?hl=en_US&version=3&rel=0"></param><param name="allowFullScreen" value="true"></param><param
```

Video size: 420 x 315

- Show suggested videos when the video finishes
- Use HTTPS [?]
- Enable privacy-enhanced mode [?]
- Use old embed code [?] Then Click Old Embed Code

Step 7- Another Press release Service

This service uses different sites than webwire so I thought I would check it out.

I tested out this service which looks really good...but I didn't notice an immediate increase in rankings...but it still probably helped with my rankings.

Since nobody knows Google's algorithm... its tough to say...but I included it in here because this is a case study. I haven't used the service since....haven't really needed it.

The guy is a bit of a jerk to be honest...but he ended up doing a good job. You may want to put this last in the steps...but you probably won't need it to be honest.

[Click Here to see the Press Release Service](#)

Step 7-Pad Submissions

This is a really good service. All you need to do is give him your main keyword.

[Click HERE To check out this service](#)

And that is basically all I did.

If you follow these methods, you will get good rankings for your videos.

If for some reason, you need more links, just go over to wickedfire.com, blackhatworld.com, and the warriorforum and look for services that people are getting good results with.

And that is all there is to it.

Thank you for your purchase. I am sure it will help you make more money

To your success

-Mark Dickenson