

# BACKLINKO

7 DEADLY YOUTUBE  
SEO MYTHS

EBOOK

# 7 Deadly YouTube SEO Myths

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So I recently spoke at a marketing conference in Sweden.

And after my talk, I took a front row seat to watch the next speaker.

As soon as the guy steps on stage, he points towards the audience and asks:

“What marketing channel are you most excited about?”

No joke: 90% of the people shouted out, “VIDEO!”

This isn't an isolated case. LOTS of people are excited about generating traffic from YouTube.

And there's a good reason for that...

## **YOUTUBE IS HUGE... AND IT'S GETTING BIGGER**

You may have seen these stats before:

- YouTube is the world's [2nd largest search engine](#)
- YouTube has over [a billion users](#) (which equals one-third of all internet users)
- According to Alexa, YouTube is the [2nd most popular](#) website online (even more than Facebook)

The most interesting part? YouTube is still very much in its infancy...

According to [The Huffington Post](#), the amount of time people spend on YouTube **is up 60% since last year**. And that number is projected to grow even more in the future.

The question is:

How can you tap into this huge (and GROWING) traffic source?

Well...

## **HOW I TAPPED INTO YOUTUBE'S POTENTIAL (AND HOW YOU CAN DO THE SAME THING)**

We've already seen that it IS possible to succeed on YouTube... even if you've struggled in the past.

I [pulled back the curtain](#) on my own journey from creating videos that no one watched to a channel that boasts over 130,000 subscribers and 200k+ views per month.

You heard Yuan's story too --how he generated 1,029 views on his FIRST YouTube video.

And you saw how Jeff Rose used YouTube to rapidly grow his online personal finance business.

As you can see, it's possible to succeed on YouTube.

But that doesn't mean it's easy...

## **THE OPPORTUNITY TO GENERATE TRAFFIC FROM YOUTUBE IS THERE, BUT WHY DON'T PEOPLE SEIZE IT?**

I know why.

I published my first YouTube video in 2013...

...and I didn't see any results until 2016.

Why?

The first few videos that I uploaded to YouTube only generated a handful of views.

So I thought to myself: "Your videos are struggling because they're not optimized correctly."

So I Googled things like: "YouTube SEO tips" and "video SEO best practices."

I literally had these articles open in one tab...and my videos open in another tab. And I optimized my video titles, descriptions and tags just like the "experts" said.

The result?

NOTHING.

## **THAT'S WHEN I REALIZED THAT I HAD TWO OPTIONS**

Option #1: I could continue to blindly follow the YouTube SEO advice that got me nowhere

OR

Option #2: I could learn YouTube SEO just like I learned Google

SEO (by running lots of experiments)

Fortunately for me, I took option 2.

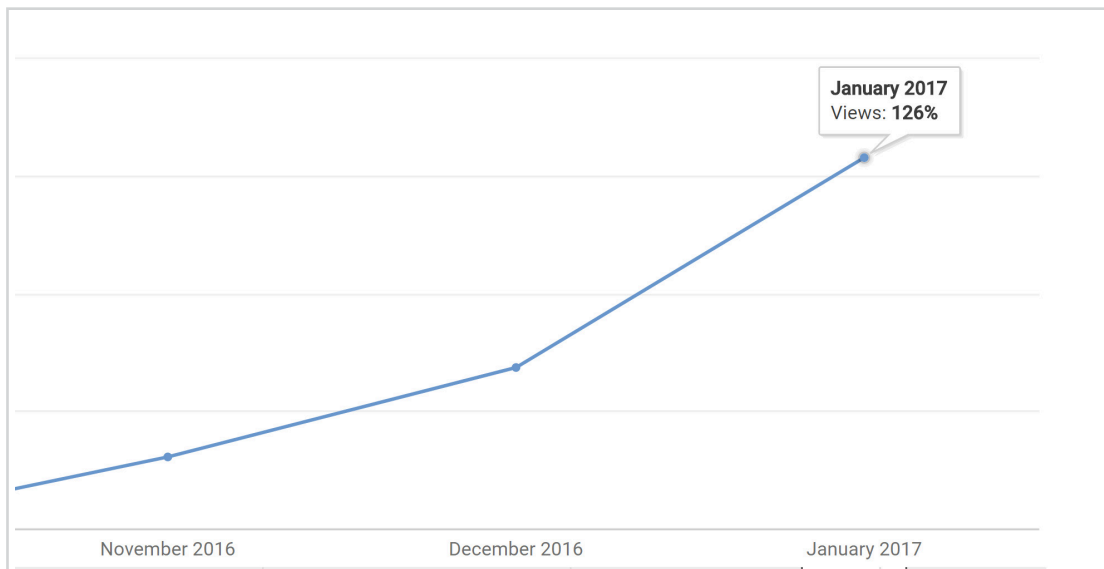
After a year of almost non-stop experimenting, I finally developed a system for ranking YouTube videos that really worked.

And I used my new system to optimize two videos. The first video quickly racked up tens of thousands of views (it now has over 300,000 views).

The second video that I optimized using this system now has **over 440,000** views.

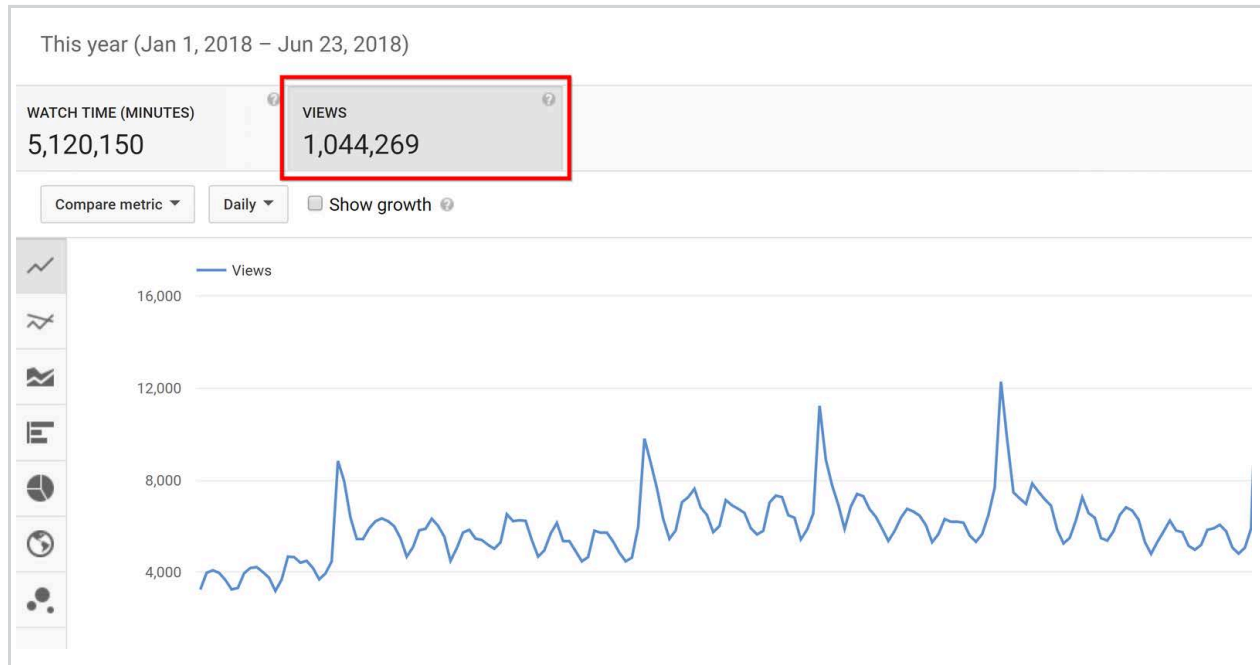
That's when I set out to see if the results from these two videos were legit... or just a fluke.

So I optimized 3 more videos using this same new system. And those 3 videos more than doubled my monthly views (from 38k/month to 102k+/month):



And this system is CRUSHING it in 2018.

In fact, so far in 2018, my videos have racked up over 1 million views... and it's only July!



## HOW DID I DO IT?

The short answer:

I avoided the “7 Deadly YouTube SEO Myths” from this new ebook.

You see, I learned the hard way that you MUST avoid these 7 mistakes if you want to succeed with YouTube SEO (and video marketing in general).

So without further ado, let's jump right in with myth #1.

## **DEADLY YOUTUBE SEO MYTH #1: YOU NEED TO UPDATE YOUR CHANNEL ON A REGULAR BASIS**

Have you read this advice before?

“YouTube loves channels that consistently upload videos. So make sure to keep your channel updated with new videos on a regular basis.”

Well I have some news for you:

It’s complete BS.

I’ll explain:

In 2013 I launched my first YouTube channel. And I updated it ALL THE TIME.

In fact, I made sure to publish a new video at least once per week (sometimes even more often than that).

After all, that’s what all the so-called YouTube SEO “experts” told me to do.

And what did I get for all that effort? Zero. Nada. Nothing.

Since then I’ve run dozens of tests to see if regularly updating videos has any effect on YouTube SEO.

The result of these experiments?

Regularly updating your channel makes ZERO difference in your rankings. Zero.

This makes sense if you think about it...

YouTube's #1 goal is to show their users the BEST video for a given search.

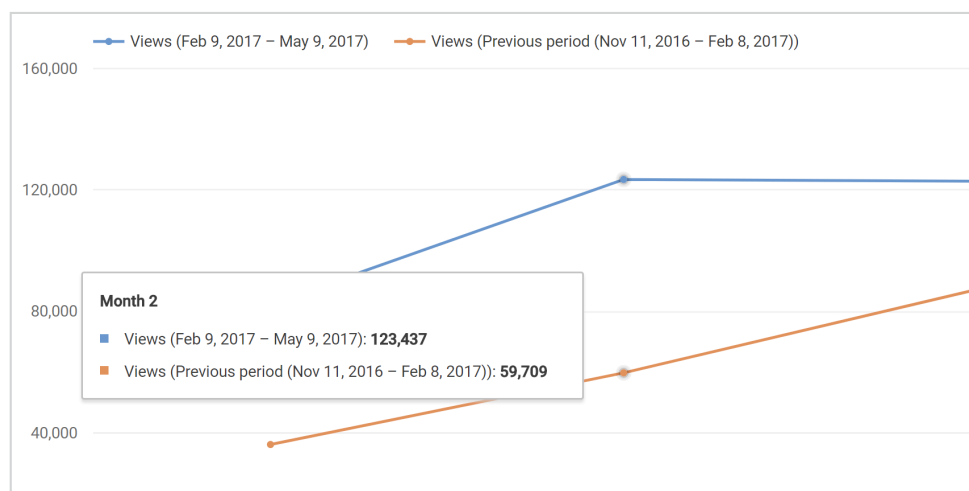
If it's from a channel that hasn't been updated in 2 years, so be it.

**Let me illustrate this with an example:**

A while back I got super busy so I didn't publish any new videos on the Backlinko YouTube channel in nearly 3 months.

Most so-called "YouTube SEO experts" would say that my rankings would tank.

Well, here's what actually happened to my monthly views over that 3-month period:





Not only did it not drop... it went up by 108%!

How is this possible?

It's because I spent those 3 months promoting the videos that I already had on my channel.

## DEADLY YOUTUBE SEO MYTH #2: YOUR YOUTUBE VIDEOS NEED TO BE SHORT

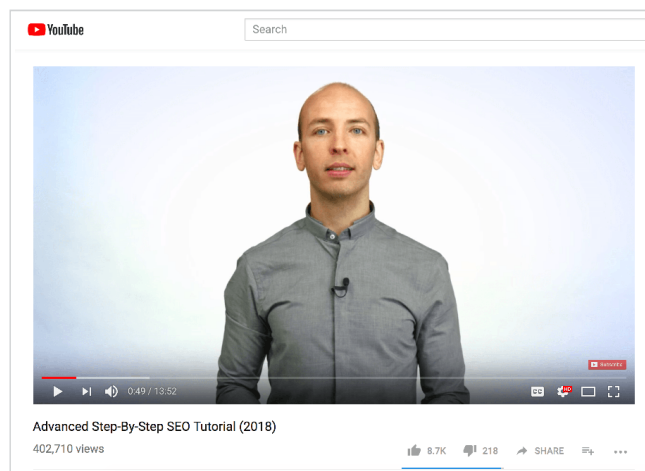
Let me ask you something:

Do you ever finish watching an episode of Game of Thrones or Breaking Bad and think: "I wish these episodes were only 5 minutes?"

Of course not. And the same principle applies to YouTube.

Yes, people on the internet DO have short attention spans. But they only have short attention spans **for things they're not interested in.**

For example, one of my most successful videos is nearly 14 minutes long.



Most people would say: “No one online has the attention span to watch a 14-minute video.” But that’s simply not true.

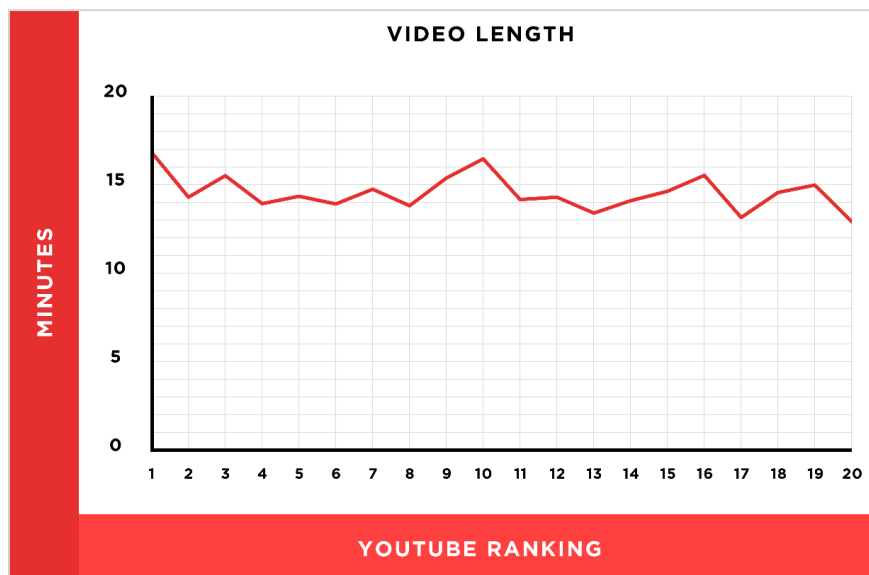
If your video provides value, people will WANT to watch it (even if it’s on the longer side).

As it turns out, **YouTube also prefers longer videos.**

Why? YouTube LOVES videos that keep people on YouTube for a long period of time.

Longer videos keep people on YouTube longer, which is why YouTube tends to uprank longer video content.

And the data backs this up. From analyzing [1.3 million YouTube search results](#), we found that longer videos tend to outrank shorter videos.



Now it’s time for you to learn about the next Deadly YouTube SEO Myth.

### DEADLY YOUTUBE SEO MYTH #3: “I NEED A FANCY STUDIO, CAMERA, MICROPHONE...”

You don't.

Sure, production value is nice and all. But it's 1000% NOT required to succeed with YouTube Marketing.

Just look at Yuan...

Yuan is the First Page Videos graduate I told you about earlier. As you may remember, Yuan generated 1,029 views on his FIRST YouTube video.

Why did his video do so well?

Well it had NOTHING to do with his camera, microphone, lighting or studio.

In fact, here's what Yuan had to say about the role of equipment in succeeding on YouTube:



“Contrary to popular belief, you don't need expensive cameras, equipment, or to invest in professionally produced videos. Investing your money first in these without knowing how to rank won't work. Instead, learn how to rank videos first, and as your channel gets traction, you will learn what equipment you need later on.”

He's right.

Yuan's video didn't succeed because he hired a production team to create it (in fact, he filmed his video himself). Yuan's video performed well because it had the right video STRUCTURE.

The truth is: the STRUCTURE of your video is 10x more important than video quality.

In fact, as long as you have the right structure, you can film your videos with an iPhone or webcam and do REALLY well.

I'll have more on how to structure your videos in the third lesson in this training series. But for now, check out the next myth...

### **DEADLY YOUTUBE SEO MYTH #4: JUST PUBLISH GREAT VIDEOS AND THE REST WILL TAKE CARE OF ITSELF**

When I first launched my YouTube channel, I remember reading stuff like this:

“YouTube has millions of active users. If your videos are good enough, people will find them.”

Wrong.

Yes, there ARE lots of active users on YouTube (over a billion to be exact). But that doesn't mean you can simply “publish and pray.”

Why? Because your videos need to stand out among LOTS of other videos on YouTube.

So yeah, the “all you need to do is publish great videos” advice may sound nice in a blog post. But in the real world, it's a bunch of BS.

## I learned this the hard way...

When I first launched my channel, I just uploaded my videos and hoped for the best.

(I call this the “Publish and Pray Approach”)

Sure, my videos brought in a few random views here or there. But that was it.

Today, I know better.

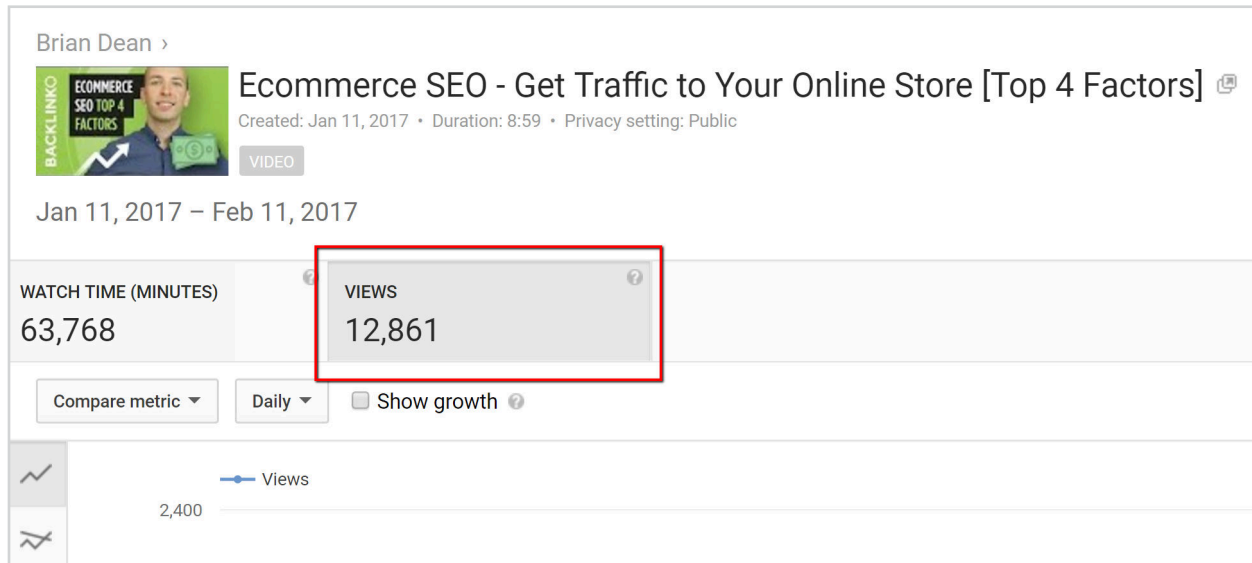
Today I know that, like any piece of content, you need to strategically promote the videos that you upload to YouTube.

For example:

I published this video early last year.



And it generated 12,861 views in only 4 weeks (it now has over 97k views).



How?

Well, there were a lot of reasons behind that video's success.

But one of the main reasons my video blew up was that I strategically promoted it.

Specifically, I tapped into a video promotion strategy called "The Blast."

And that single promotional strategy directly led to thousands of targeted, high-retention views.

## **DEADLY YOUTUBE SEO MYTH #5: "VIDEO MARKETING WON'T WORK IN MY INDUSTRY"**

I get it.

As someone that ran an SEO agency for many years, I've worked in nearly every industry under the sun.

(Including a ton of so-called "boring" niches)

So I totally get that it can be tough to create content about ventilation systems, insurance or wrenches.

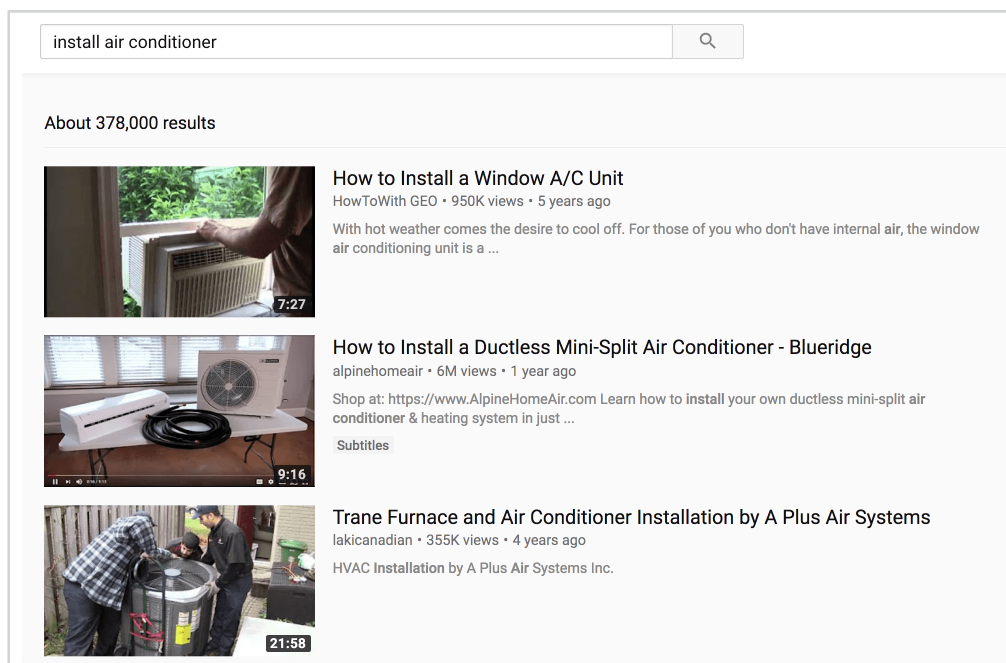
But that doesn't mean video marketing can't work in those industries.

In fact, because so many businesses lazily assume "YouTube won't work for us", lots of verticals on YouTube are WIDE OPEN.

### For example:

Let's say you have a client that sells air conditioners. That would never work on YouTube right?

Actually, not really. When you search for "install air conditioner" on YouTube, the #1 result has 950,697 views!



Another example: life insurance.

I literally can't think of a topic on the planet that's more boring than insurance.

Yet when I search for "life insurance" in YouTube, the first 4 results have nearly 1 MILLION views combined.

The screenshot shows a YouTube search for "life insurance" with approximately 5,200,000 results. The first four video results are:

- Types Of Life Insurance Explained** by AccuQuote Life Insurance (168K views, 2 years ago). Description: "There are many different kinds of life insurance. Term Life, Whole Life, and Universal Life are just three of the most basic kinds." The video thumbnail features three icons: a clock for Term Life, a speedometer for Universal Life, and a padlock for Whole Life.
- Term Life Insurance Better Than Whole Life?** by The Dave Ramsey Show (166K views, 2 years ago). Description: "Sign up for Term Life Insurance today! <https://goo.gl/LFpCEJ> Subscribe to stay up to date with the latest videos: ..." The thumbnail shows Dave Ramsey speaking.
- How to Sell Life Insurance - AMAZING!** by trisTOM (574K views, 3 years ago). Description: "Access More Videos Uploaded Monthly Exclusive to Members at [www.trisTOM.com](http://www.trisTOM.com) We have rebranded! Welcome to: ..." The thumbnail shows a man in a suit pointing at a presentation board.
- What Is Life Insurance and How Does It Work?** by InsuranceInform (161K views, 7 years ago). Description: "Find Information and Get Free Insurance Quotes\* <https://online-insurance-advisor.com/life-insurance->" The thumbnail shows a man in a suit with a "Term Insurance" graphic.

Bottom line?

Don't let the "this won't work for me" mindset prevent you from having success with video marketing.

As you just saw, with the right video structure, you can succeed in ANY industry.



## **DEADLY YOUTUBE SEO MYTH #6: FOLLOWING “VIDEO SEO BEST PRACTICES”**

When I first got started, I followed the YouTube SEO advice that I read to a “T.”

I included my target keyword in my video title.

I uploaded videos to my channel on a regular basis.

I used 15-20 video tags on every video.

And following all of these “best practices” got me absolutely NOWHERE.

(Only later did I realize why this didn’t work: everyone on YouTube is following the exact same “best practices”).

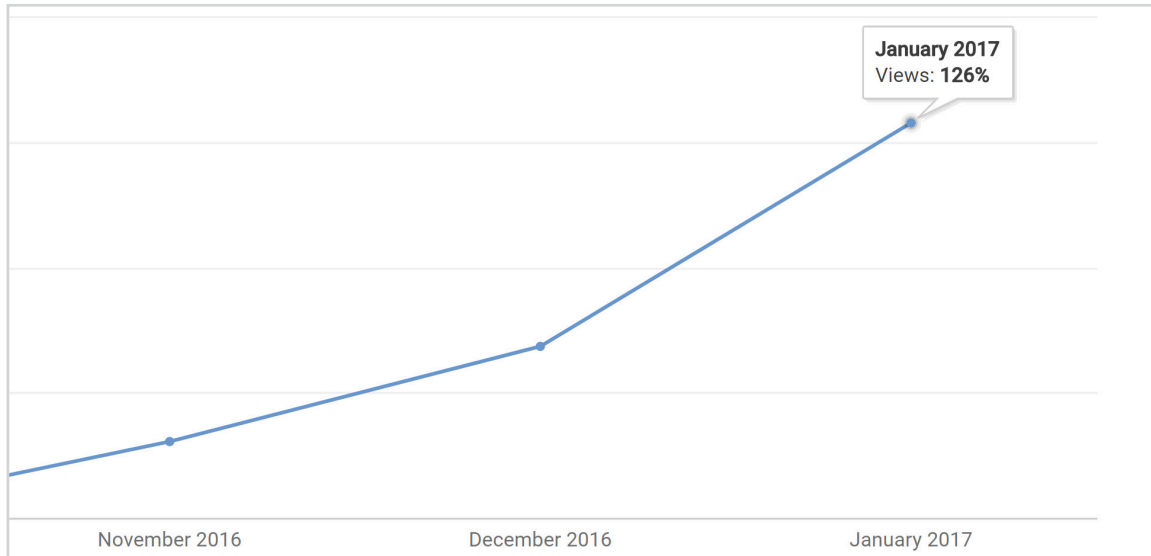
That’s when I decided to run my own batch of YouTube SEO experiments. That way I could see firsthand what DID work.

So over the next year I conducted dozens of YouTube SEO experiments.

Specifically, I tested different combinations of keywords, titles, descriptions, tags, thumbnails and more.

And in the end, I walked away with a video SEO system that actually worked.

Like I mentioned earlier, when I optimized three of my videos using this system, I saw a huge spike in monthly views and traffic from YouTube.



Yes, many of the YouTube SEO techniques that I use are counterintuitive.

But that's exactly why they work so well.

Because I optimize my videos with techniques that no one else knows about, I have a huge competitive advantage over my competitors that blindly follow the same exact video SEO "best practices."

## **DEADLY YOUTUBE SEO MYTH #7**

### **"I NEED TO PUBLISH LOTS OF VIDEOS"**

Here's the truth:

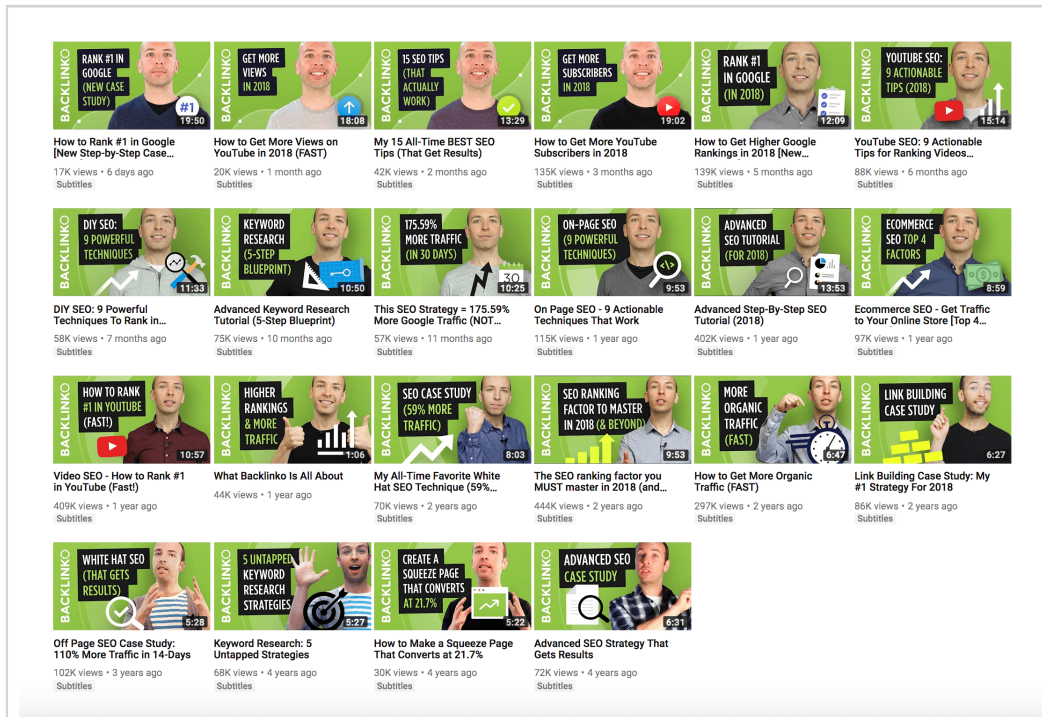
You DON'T need that many videos to succeed with YouTube marketing.

Seriously.

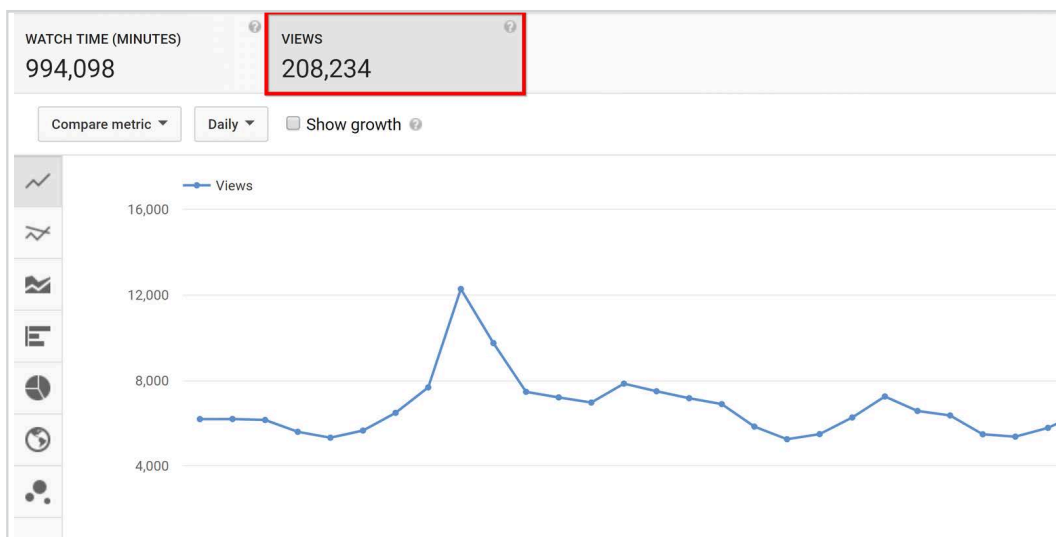
When I first launched my channel, I bought into the whole: "You need lots of videos to get lots of views" idea.

But after LOTS of testing, I've found that this simply isn't true.

For example, the Backlinko channel only has 22 total videos.



And those 22 videos generate over 200,000 views every single month.



This realization was a huge breakthrough for me. And it led to one of the most important lessons I've learned about YouTube SEO:

**Most people think that, to get targeted traffic from YouTube, they need to publish lots of videos.**

**Instead, I've discovered that success on YouTube doesn't come from publishing a ton of videos...or publishing videos on a regular basis. Instead, generating targeted traffic from YouTube is a direct result of publishing the right TYPES of videos.**

In short:

You DON'T need to slave away creating content all the time.

Instead, you simply need to create a handful of the right TYPES of videos, and you're set.

## **NOW THAT YOU KNOW ABOUT THESE MYTHS, HERE'S THE NEXT STEP...**

My channel quickly grew from practically nothing to one of the most popular marketing-focused YouTube channels on the planet.

My secret?

**First**, I avoided the 7 Deadly YouTube SEO Myths that I outlined for you here.

I had to learn about these 7 mistakes the hard way. But thanks to this ebook, you don't have to.

**Second**, I followed a step-by-step blueprint.

Here's the deal:

Avoiding these 7 YouTube SEO mistakes is KEY.

And once you sidestep these mistakes, you have the opportunity to jump on the fast track to success.

The best way to do that?

**Follow a step-by-step, video SEO gameplan.**

Without a gameplan, you have to try to put the pieces together from random blog posts and forum threads.

Needless to say, that's no way to learn something that's as important to your business as video marketing undoubtedly is.

Now:

I have a proven blueprint inside my new premium training program, First Page Videos.

Enrollment is closed right now, but we're opening up soon (I'll send you an email when enrollment opens).

But for now, I want you to keep an eye out for my next email.

In that email I'll share a case study that outlines how I got one of my videos to rank #1 in YouTube for the keyword: "Video SEO".

See you then.