

BACKLINKO

HOW TO GET TRAFFIC
FROM YOUTUBE IN 2019

EBOOK

How to Get Traffic From YouTube in 2019

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 Cisco, [79% of all internet traffic will be video](#) by 2020 (that's **next 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...

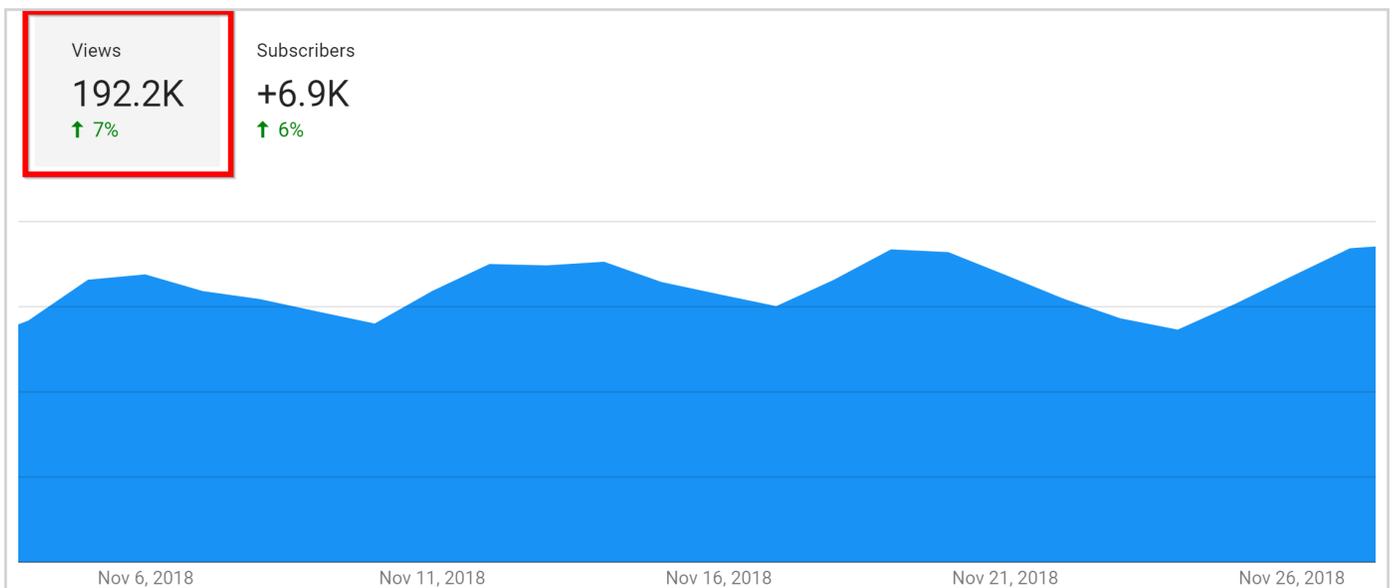
HOW I TAPPED INTO YOUTUBE'S POTENTIAL (AND HOW YOU CAN DO THE SAME THING)

Here's the truth:

It IS possible to succeed on YouTube... even if you've struggled in the past.

And I should know.

Sure, my YouTube channel may generate over 190,000+ monthly views today.



But this success came after I struggled for YEARS.

Here's the full story:

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

I know why.

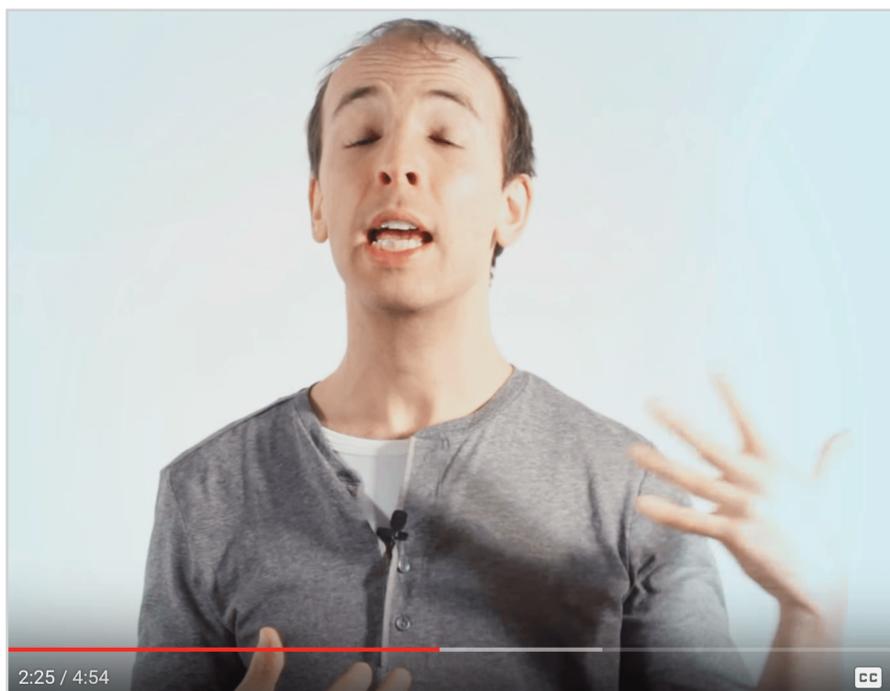
I published my first YouTube video in 2013...

...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.

In case you're curious, here's a screenshot of one of my first videos:



As you can see, I (desperately) needed a haircut.

But my crazy hair wasn't the main reason that my videos struggled to get views.

That said, I had NO IDEA why my videos weren't working.

After all:

My content was solid.

I practiced my scripts in front of the mirror.

I filmed my videos with a nice camera.

And I optimized my YouTube videos exactly like the video SEO "experts" said I should.

But nothing worked.

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.

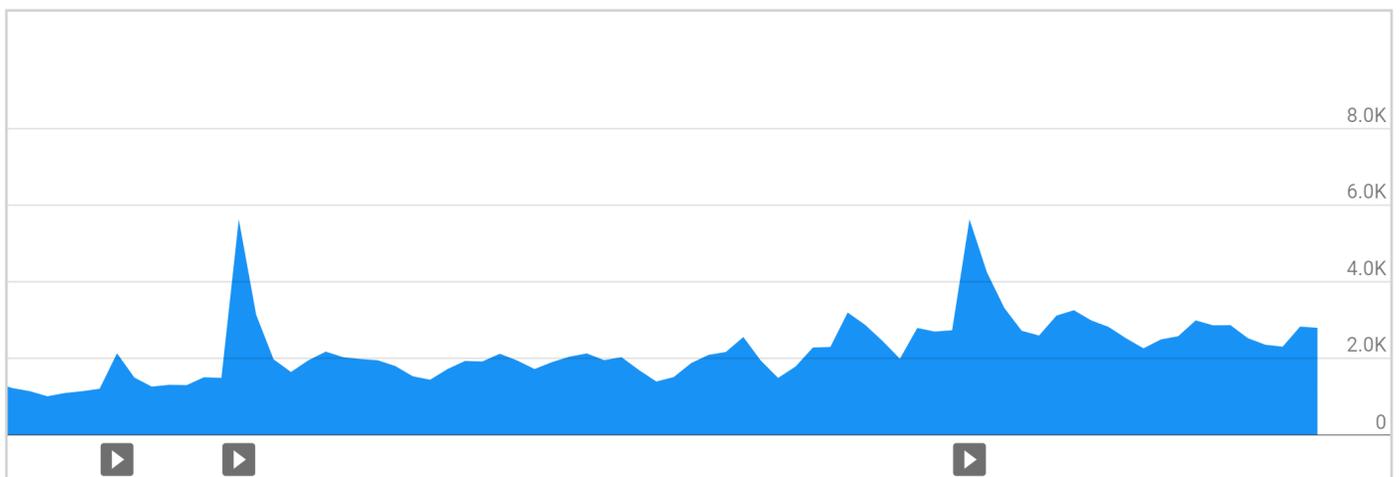
After a year of almost non-stop experimenting, I **finally** developed a system for ranking YouTube videos that really worked.

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 500,000** views.

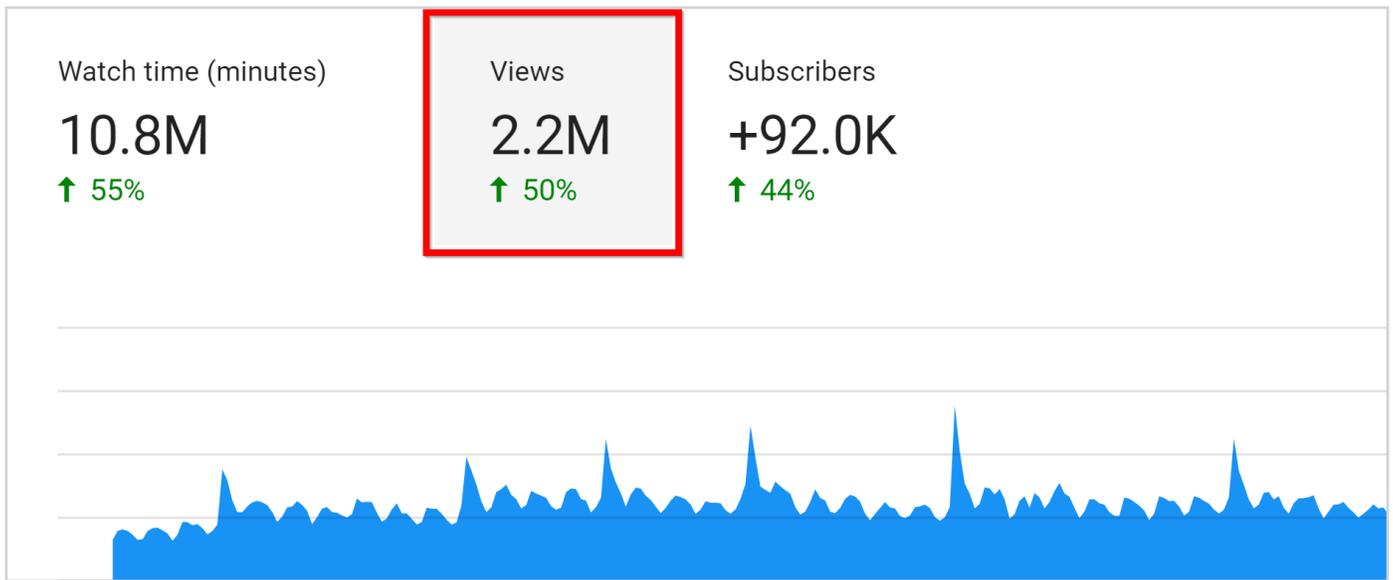
That's when I set out to see if the results from these two videos were legit...or just a fluke.

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):



This system CRUSHED it for me in 2018. And as we kick off 2019, it's set to work even better.

In fact, my videos racked up 2.2 million views in 2018.



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:

I launched my first YouTube channel a few years ago.

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

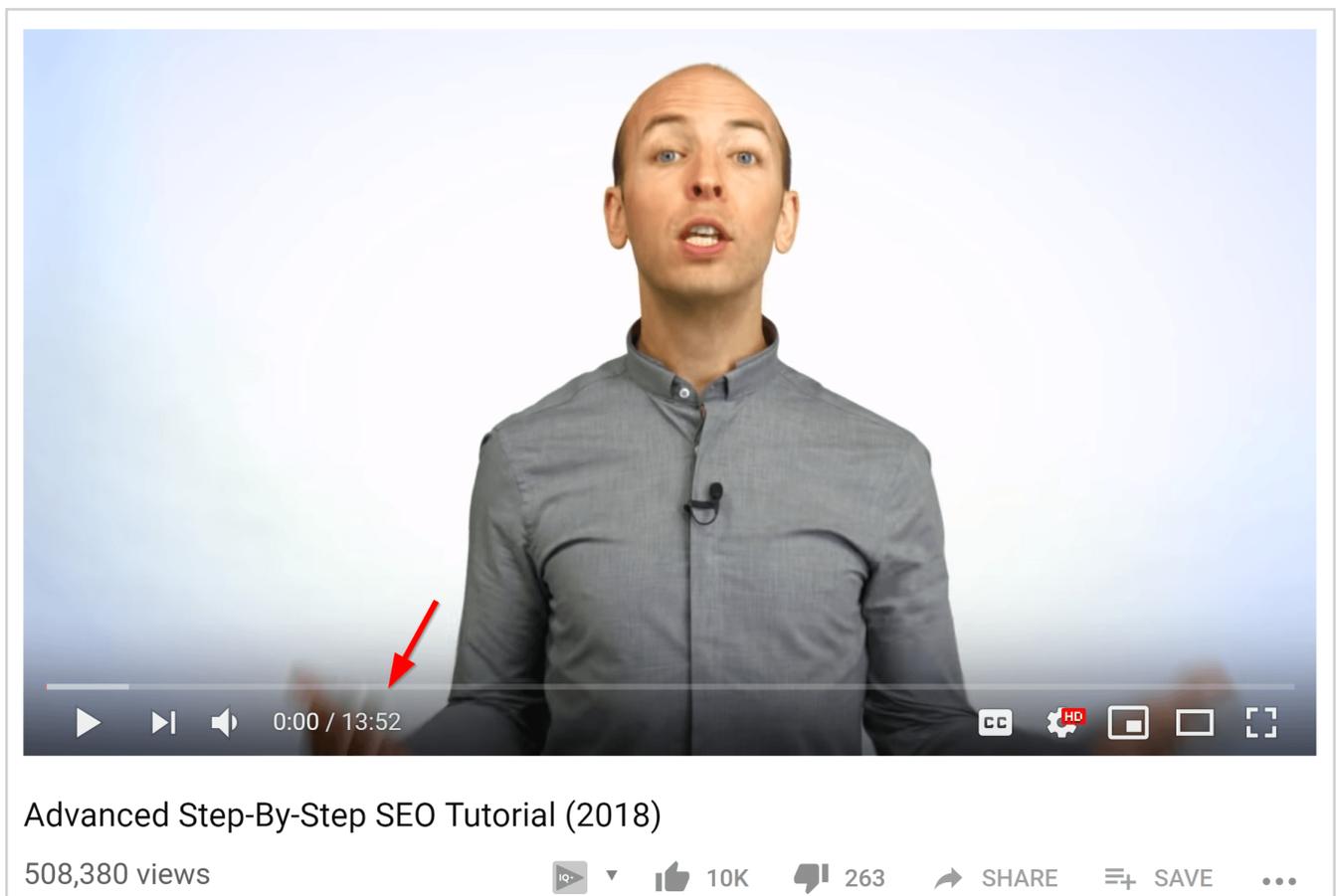
Let me ask you something:

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 a short attention span **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.

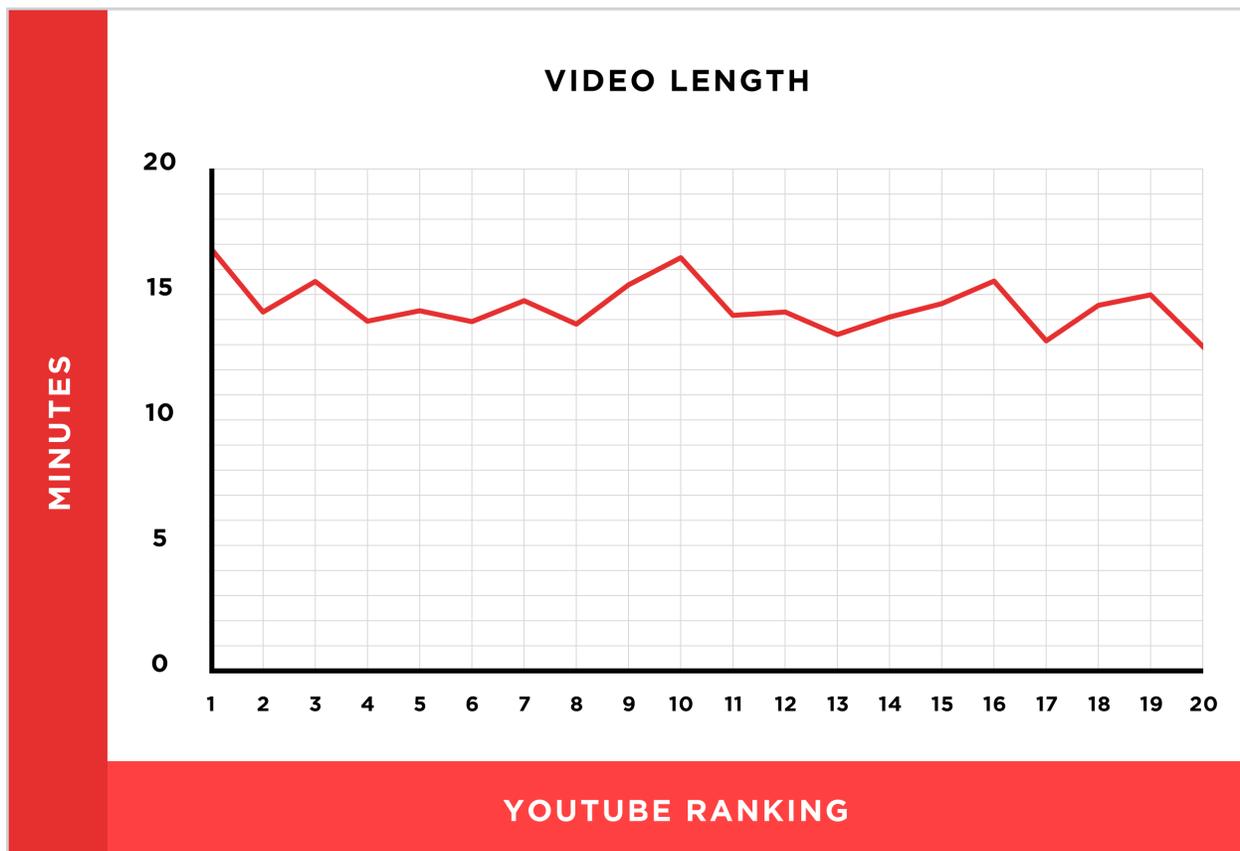
If your video provides value, people will WANT to watch it (even if it's on the longer side).

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.

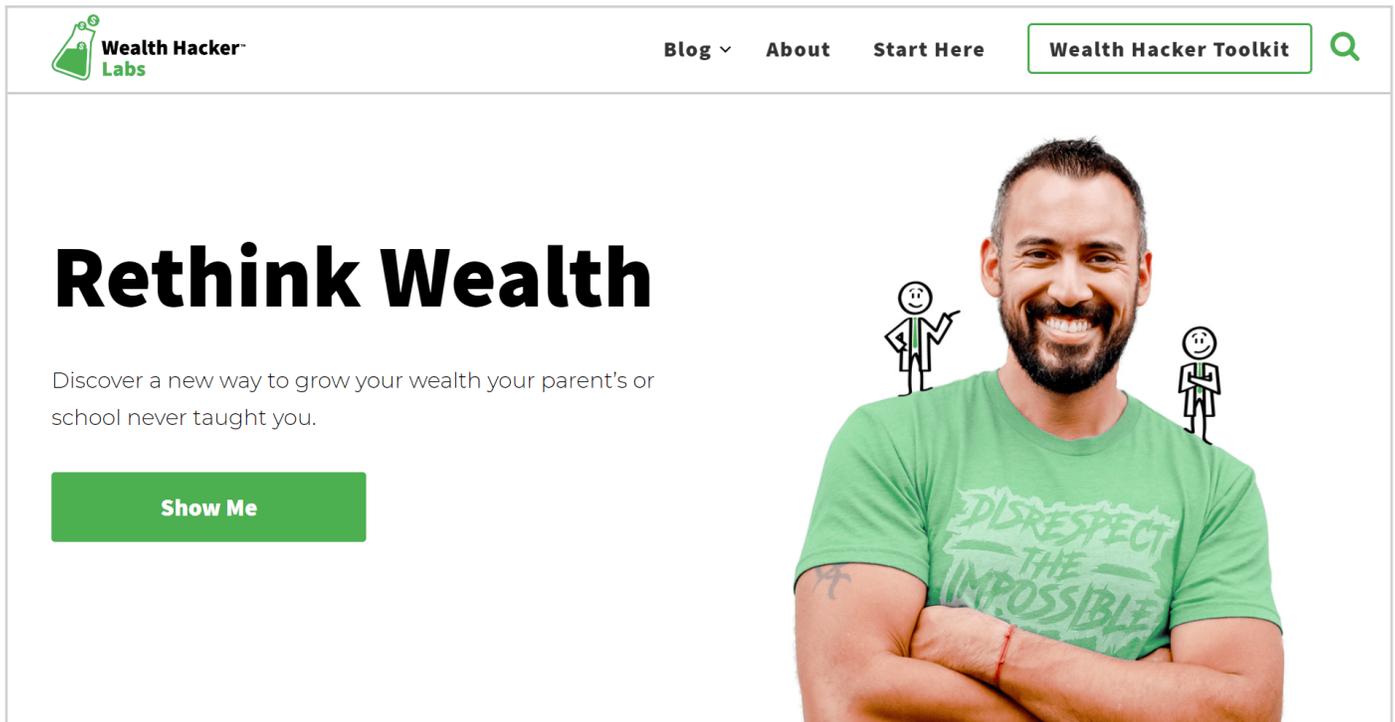
Sure, production value is nice and all. But it's 1000% NOT required to succeed with YouTube Marketing.

Just look at Jeff Rose...

Jeff is a financial planner from Nashville, Tennessee.



He also runs the personal finance blog, [Wealth Hacker](#).



Wealth Hacker Labs

Blog ▾ About Start Here **Wealth Hacker Toolkit** 🔍

Rethink Wealth

Discover a new way to grow your wealth your parent's or school never taught you.

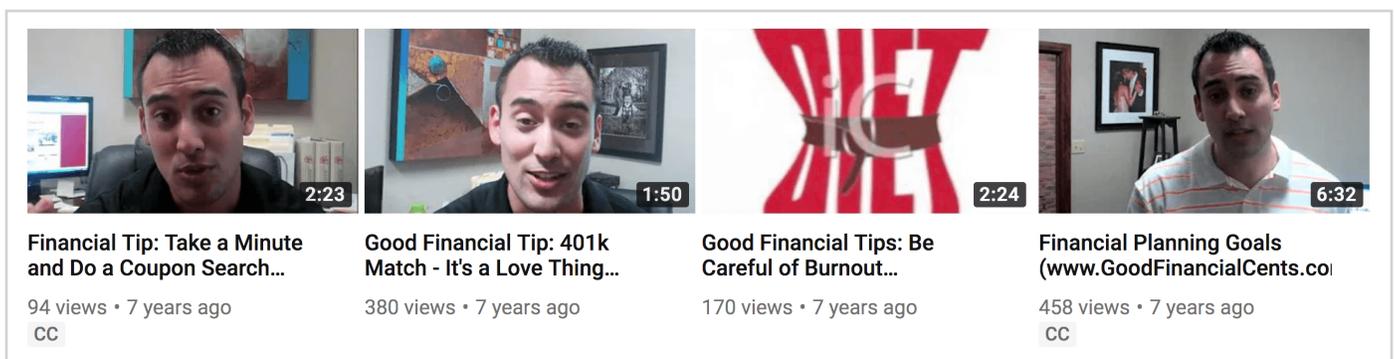
Show Me

A few years ago, Jeff decided to go “all in” with YouTube.

So he bought a fancy camera, hired a full production team, and shot A TON of videos.

Even though Jeff’s videos were “good”, they weren’t the type of “good” that works well on YouTube.

And despite publishing lots of “good” videos, each video only generated a few hundred views:



Thumbnail 1	Thumbnail 2	Thumbnail 3	Thumbnail 4
			
Financial Tip: Take a Minute and Do a Coupon Search...	Good Financial Tip: 401k Match - It's a Love Thing...	Good Financial Tips: Be Careful of Burnout...	Financial Planning Goals (www.GoodFinancialCents.co)
94 views • 7 years ago CC	380 views • 7 years ago	170 views • 7 years ago	458 views • 7 years ago CC

As Jeff put it:



“My batch of videos that looked really good were only getting around 250 to 500 views per video.”

Jeff isn't the only person to have this experience.

In fact, lots of people struggle on YouTube because they focus WAY too much on production value.

The truth is:

When it comes to success on YouTube, **production value is overrated.**

Do you want your videos to look nice? Of course.

But as you just saw, unless your content is on point, production value won't make any difference.

Back to Jeff...

Needless to say, Jeff was discouraged from that experience. But he didn't give up.

So Jeff hit the “reset” button and started from scratch.

This time, Jeff decided to stop obsessing over lights and cameras.

Instead, he focused on creating awesome video content.

The first video that Jeff created using this new approach was called: Passive Income Ideas: 11 Proven Ways to Make \$1,000+ Per Month.



How did that video do?

Well, it racked up over 200,000 views in its first month alone.

And today, that video has over 1.7 million views. Insane!



#makemoney #passiveincome
Passive Income Ideas 🤖 (11 Proven Ways to Make \$1,000+ Per Month)
1,769,748 views 37K 2.9K SHARE SAVE

As Jeff told me:



“This video has the most views out of any video that I posted on my channel. Even those that had been on my channel for over 7 years.”

Jeff’s video didn’t succeed because he hired a production team to create it (in fact, he filmed his video himself).

His 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 show you how to get started structuring your videos later this week. 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

There are lots of reasons that your videos aren't getting views...

It could be that the video isn't keeping people engaged.

It could be that you chose a keyword that's too competitive.

Or it could be that your videos aren't optimized properly.

That said:

In most cases, people struggle to get views on YouTube for one reason:

They don't strategically promote their videos.

Just like with a blog post, you need to give your YouTube videos a little "push" to get going.

And once you give your video a push, YouTube will take over and promote your video across the platform.

For example, let's take a look at Chris Ching, the founder of [CodeWithChris](#).

The screenshot shows the YouTube channel page for CodeWithChris. At the top, there's a banner with a photo of Chris Ching and the text "Learn How To Make Apps Step by Step". Below the banner, the channel name "CodeWithChris" is displayed with a verified checkmark and "163,098 subscribers". To the right, there are buttons for "CSV EXPORT", "ADD COMPETITOR", and a prominent red "SUBSCRIBE 163K" button. The navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", "ABOUT", "TRENDING", and "STATS". The main content area features a video player for "How to Make an App for Beginner... Lesson 1" with a play button overlay. To the right of the video, the title "How to Make an App for Beginners (2018) - Lesson 1" is shown along with "1,124,728 views • 1 year ago". Below the title, there's a description: "Learn how to make an app even if you have no coding experience! This is a 10 part video series designed for beginners in mind to teach the fundamental skills for making apps on iOS. In lesson 1, you'll learn WHAT you need to learn and then you'll READ MORE". On the far right, there are sections for "FEATURED CHANNELS" listing "GeekyLemon" and "Jared Davidson" with "SUBSCRIBE" buttons, and "RELATED CHANNELS" below.

Last year, Chris's channel was already growing (his channel had 75k+ subscribers).

But Chris knew that he could do even better.

Question was: HOW?

Well, most people would focus on pumping out MORE videos.

Not Chris.

Instead of pumping out 100 more videos, Chris decided to **promote the awesome videos that he already had on his channel.**

And it worked!

This new approach boosted Chris's views by 16.83%.



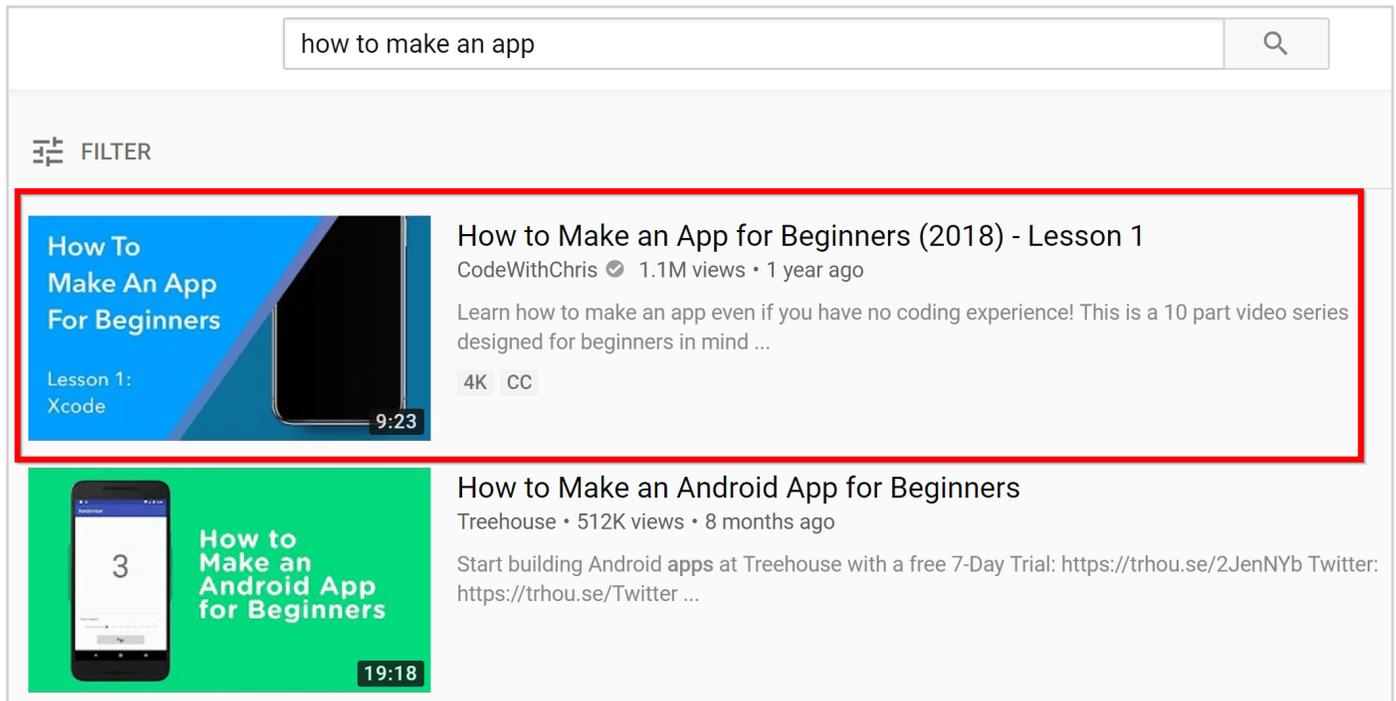
**16.83% More
Views**

And his monthly subscribers by 16.45%.



**16.45% More
Subscribers**

And his videos started to rank in the top 3 for popular keywords, like “how to make an app”.



The screenshot shows a YouTube search interface with the query "how to make an app" in the search bar. Below the search bar, there is a "FILTER" button. The search results are displayed in a list. The top result is highlighted with a red border. It is a video titled "How to Make an App for Beginners (2018) - Lesson 1" by CodeWithChris, with 1.1M views and posted 1 year ago. The video description says: "Learn how to make an app even if you have no coding experience! This is a 10 part video series designed for beginners in mind ...". The video has 4K resolution and Creative Commons (CC) license. The thumbnail shows a blue background with the text "How To Make An App For Beginners" and "Lesson 1: Xcode". The video duration is 9:23. The second result is a video titled "How to Make an Android App for Beginners" by Treehouse, with 512K views and posted 8 months ago. The video description says: "Start building Android apps at Treehouse with a free 7-Day Trial: <https://trhou.se/2JenNYb> Twitter: <https://trhou.se/Twitter> ...". The thumbnail shows a green background with the text "How to Make an Android App for Beginners" and a large number "3". The video duration is 19:18.

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 top 3 results have a combined 8,531,000 views!

Q

≡ FILTER



How to Install a Ductless Mini-Split Air Conditioner - Blueridge
 alpinehomeair • 7.1M views • 1 year ago

Shop at: <https://www.AlpineHomeAir.com> Learn how to install your own ductless mini-split air conditioner & heating system in just ...

CC



DIY Mini Split AC Installation - Air Conditioning Install without Professional Help
 Makercise • 10K views • 2 months ago

This is my DIY mini split ac installation. I chose the do-it-yourself route despite nay-sayers who want the HVAC and ...



LG Air Conditioner - Quick & Easy Installation
 LG Thailand • 80K views • 3 years ago

Find out quick & easy installation of new LG residential air conditioner. 1 installer can install 1 unit. Save your time & Guarantee ...



Mini Split A/C Full Installation Full Video
 doublewide6 Repairs LLC • 25K views • 4 months ago

<https://amzn.to/2mhKtx4> Senville Mini Split 9000 - 24000 BTU <https://amzn.to/2LLKYxL> 4 Way gauge set Manifold ...

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 5 results have a combined 1.1 MILLION views.

Q

≡ FILTER

Types Of Life Insurance Explained

AccuQuote Life Insurance • 222K views • 2 years ago

There are many different kinds of life insurance. Term Life, Whole Life, and Universal Life are just three of the most basic kinds.

Term Life Insurance Better Than Whole Life?

The Dave Ramsey Show • 210K views • 2 years ago

Sign up for Term Life Insurance today! <https://goo.gl/LFpCEJ> Subscribe to stay up to date with the latest videos: ...

How Life Insurance Works

Life Benefits • 29K views • 7 months ago

Pros and Cons of different kinds of Life insurance policies, how they are designed, and how they work. After watching this video ...

Life Insurance as an Investment - Dave Ramsey Rant

The Dave Ramsey Show • 48K views • 1 year ago

Life Insurance as an Investment - Dave Ramsey Rant Subscribe to stay up to date with the latest videos: ...

How to Sell Life Insurance - AMAZING!

trisTOM • 674K views • 4 years ago

Access More Videos Uploaded Monthly Exclusive to Members at www.trisTOM.com We have rebranded! Welcome to: ...

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").

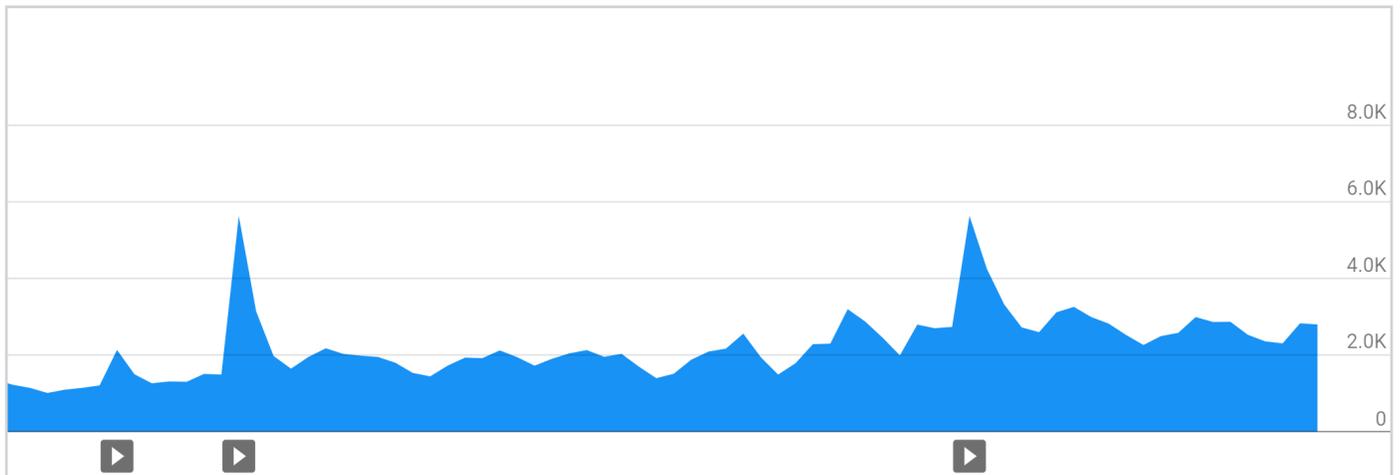
That's when I decided to run my own batch of YouTube SEO experiments. That way I could see firsthand what DID work.

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.

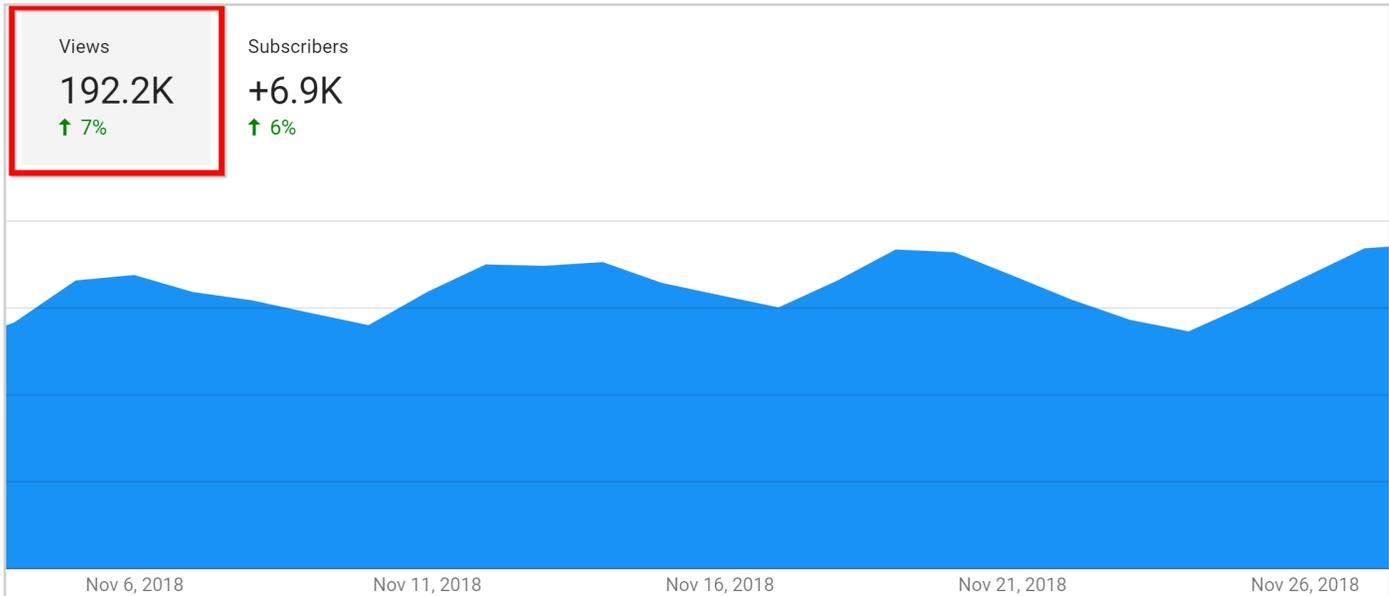
When I first launched my channel, I bought into the whole: "You need lots of videos to get lots of views" idea.

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

For example, the Backlinko channel only has 25 total videos.

GET MORE TRAFFIC (2019) 14:11	GET POWERFUL BACKLINKS (IN 2018) 13:54	RANK #1 IN GOOGLE (NEW CASE STUDY) #1 19:50	GET MORE VIEWS IN 2019 18:08	15 SEO TIPS (THAT ACTUALLY WORK) 13:29	GET MORE SUBSCRIBERS IN 2018 19:02
How to Get More Traffic in 2019 (9 New Strategies) 28K views • 1 week ago CC	Link Building: How to Get POWERFUL Backlinks in... 49K views • 4 months ago CC	How to Rank #1 in Google [New Step-by-Step Case... 70K views • 6 months ago CC	How to Get More Views on YouTube (Works GREAT In... 56K views • 7 months ago CC	My 15 All-Time BEST SEO Tips (That Get Results) 66K views • 8 months ago CC	How to Get More YouTube Subscribers in 2018 304K views • 9 months ago CC
RANK #1 IN GOOGLE (IN 2019) 12:09	YOUTUBE SEO: 9 ACTIONABLE TIPS (2019) 15:14	DIY SEO: 9 POWERFUL TECHNIQUES 11:33	KEYWORD RESEARCH (5-STEP BLUEPRINT) 10:50	175.59% MORE TRAFFIC (IN 30 DAYS) 10:25	ON-PAGE SEO (9 POWERFUL TECHNIQUES) 9:53
How to Get Higher Google Rankings in 2019 [New... 241K views • 11 months ago CC	YouTube SEO: 9 Actionable Tips for Ranking Videos... 158K views • 1 year ago CC	DIY SEO: 9 Powerful Techniques To Rank in... 72K views • 1 year ago CC	Advanced Keyword Research Tutorial (5-Step Blueprint) 123K views • 1 year ago CC	This SEO Strategy = 175.59% More Google Traffic (NOT... 65K views • 1 year ago CC	On Page SEO - 9 Actionable Techniques That Work 146K views • 1 year ago CC
ADVANCED SEO TUTORIAL (FOR 2018) 13:53	ECOMMERCE SEO TOP 4 FACTORS 8:59	HOW TO RANK #1 IN YOUTUBE (FAST!) 10:57	HIGHER RANKINGS & MORE TRAFFIC 1:06	SEO CASE STUDY (59% MORE TRAFFIC) 8:03	SEO RANKING FACTOR TO MASTER IN 2018 (& BEYOND) 9:53
Advanced Step-By-Step SEO Tutorial (2018) 508K views • 1 year ago CC	Ecommerce SEO - Get Traffic to Your Online Store [Top 4... 140K views • 1 year ago CC	Video SEO - How to Rank #1 in YouTube (Fast!) 638K views • 2 years ago CC	What Backlinko Is All About 45K views • 2 years ago	My All-Time Favorite White Hat SEO Technique (59%... 80K views • 2 years ago CC	The SEO ranking factor you MUST master in 2018 (and... 508K views • 2 years ago CC
MORE ORGANIC TRAFFIC (FAST) 6:47	LINK BUILDING CASE STUDY 6:27	WHITE HAT SEO (THAT GETS RESULTS) 5:28	5 UNTAPPED KEYWORD RESEARCH STRATEGIES 5:27	CREATE A SQUEEZE PAGE THAT CONVERTS AT 21.7% 5:22	ADVANCED SEO CASE STUDY 6:31
How to Get More Organic Traffic (FAST)	Link Building Case Study: My #1 Strategy For 2019	Off Page SEO Case Study: 110% More Traffic in 14-Days	Keyword Research: 5 Untapped Strategies	How to Make a Squeeze Page That Converts at 21.7%	Advanced SEO Strategy That Gets Results

And those 25 videos generate over 190,000 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.

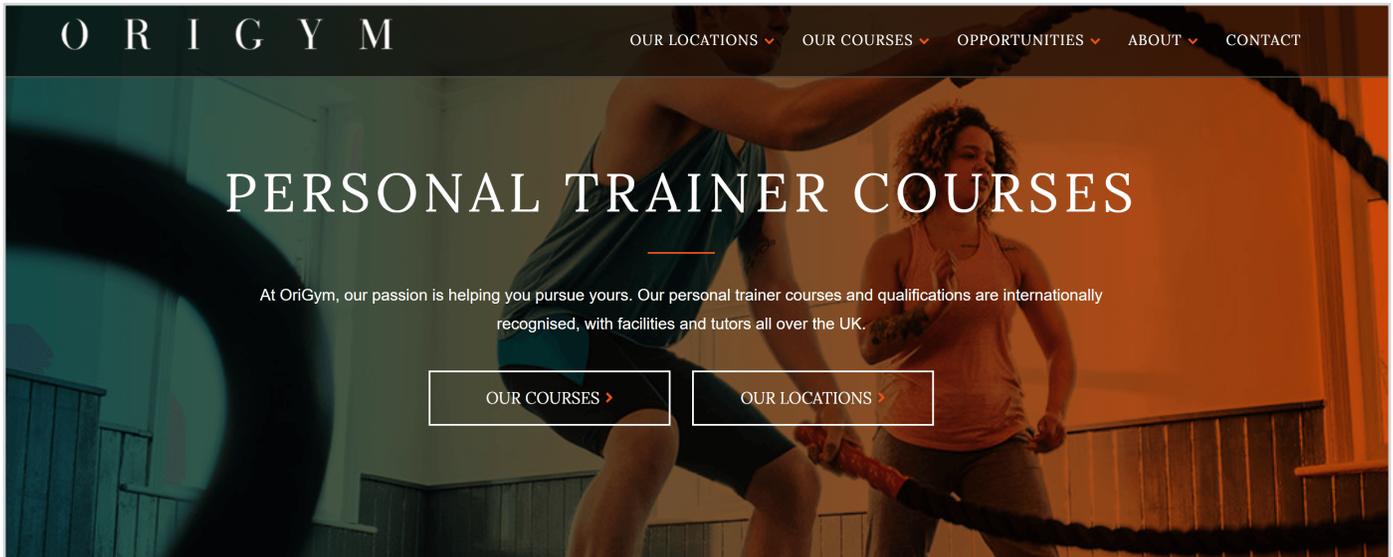
In short:

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.

Just look at Luke Hughes.

Luke recently launched a YouTube channel to drive traffic to his site, [OriGym](#).



Like many people, Luke knew about YouTube's potential. But he wasn't sure how to get started.

So Luke decided to focus on creating the right TYPES of videos.

(And optimizing them the right way)

One of the first videos that Luke published on his channel generated **over 1,500 views**.



Nice!

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 new strategy guide, 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 game plan.

Without a game plan, 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 show you how I used a NEW strategy to get 25,339 views on a brand new YouTube video... in about 2 weeks

See you then.