

# 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...

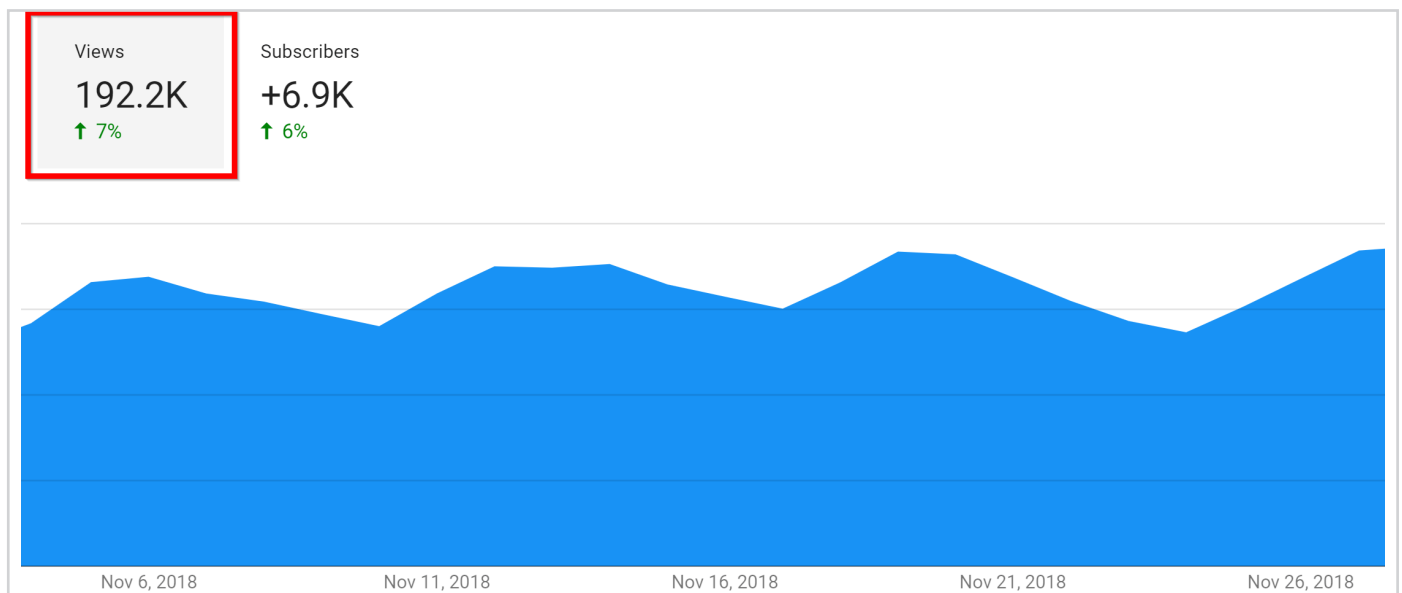
## HOW I TAPPED INTO YOUTUBE'S POTENTIAL (AND HOW YOU CAN DO THE SAME THING)

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.

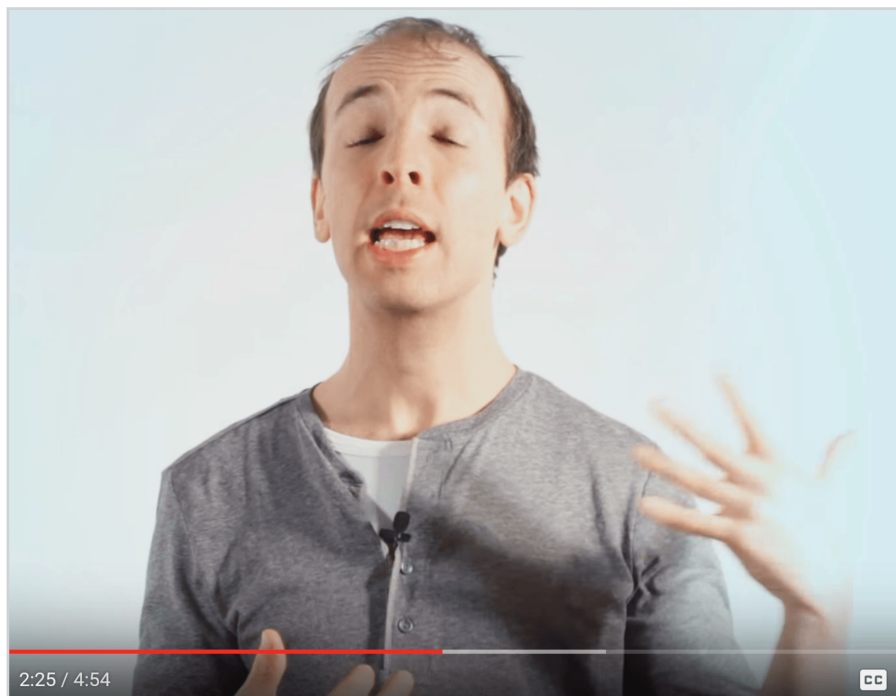
I published my first YouTube video in 2013...

...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.

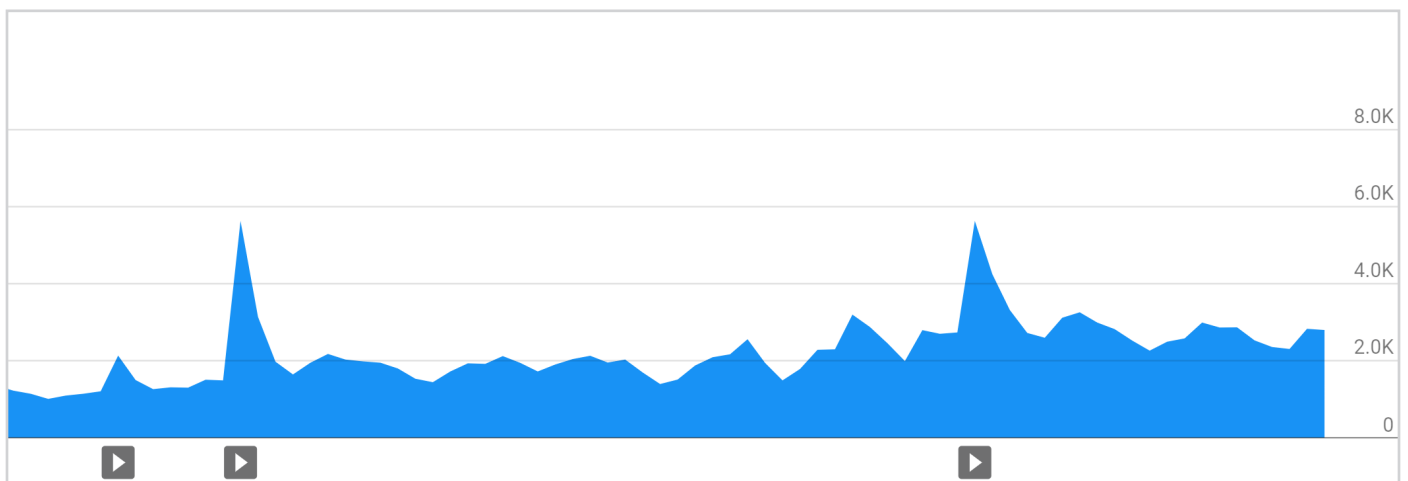
After a year of almost non-stop experimenting, I **finally** developed a system for ranking YouTube videos that really worked.

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.

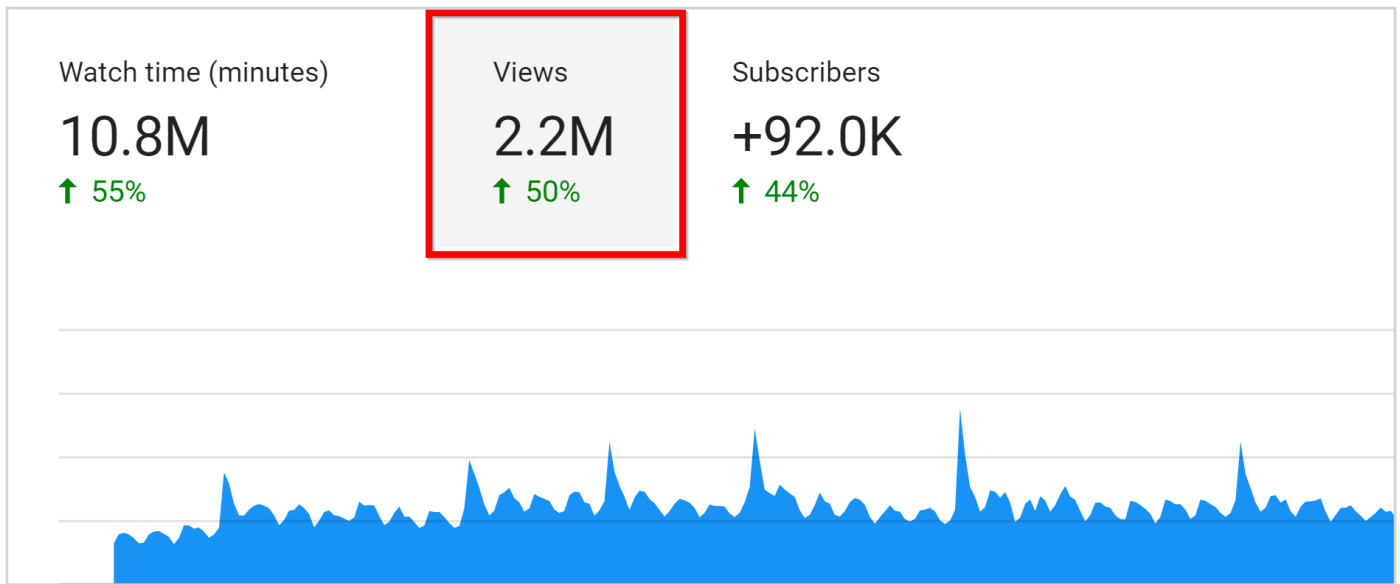
That's when I set out to see if the results from these two videos were legit...or just a fluke.

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**

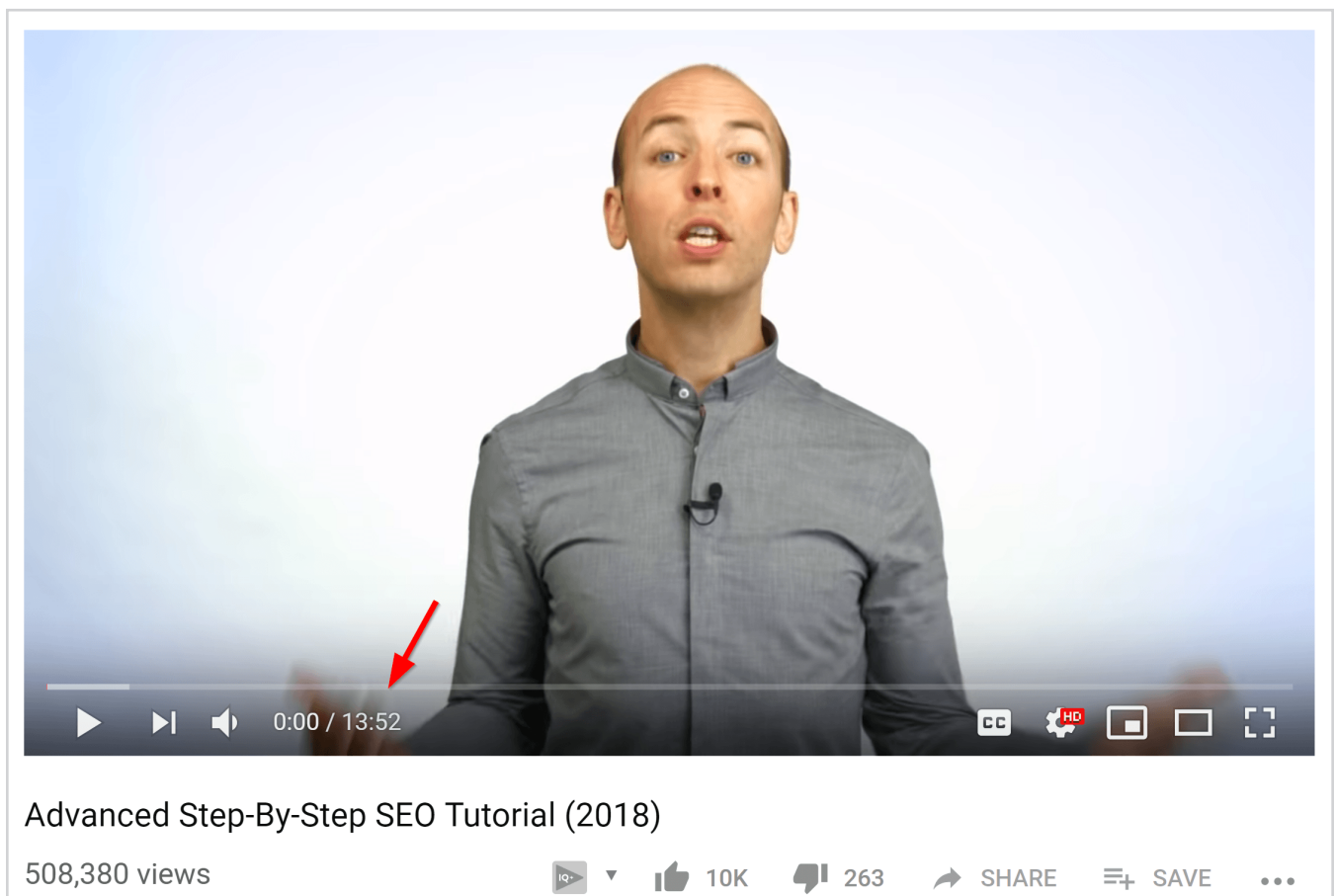
Let me ask you something:

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.

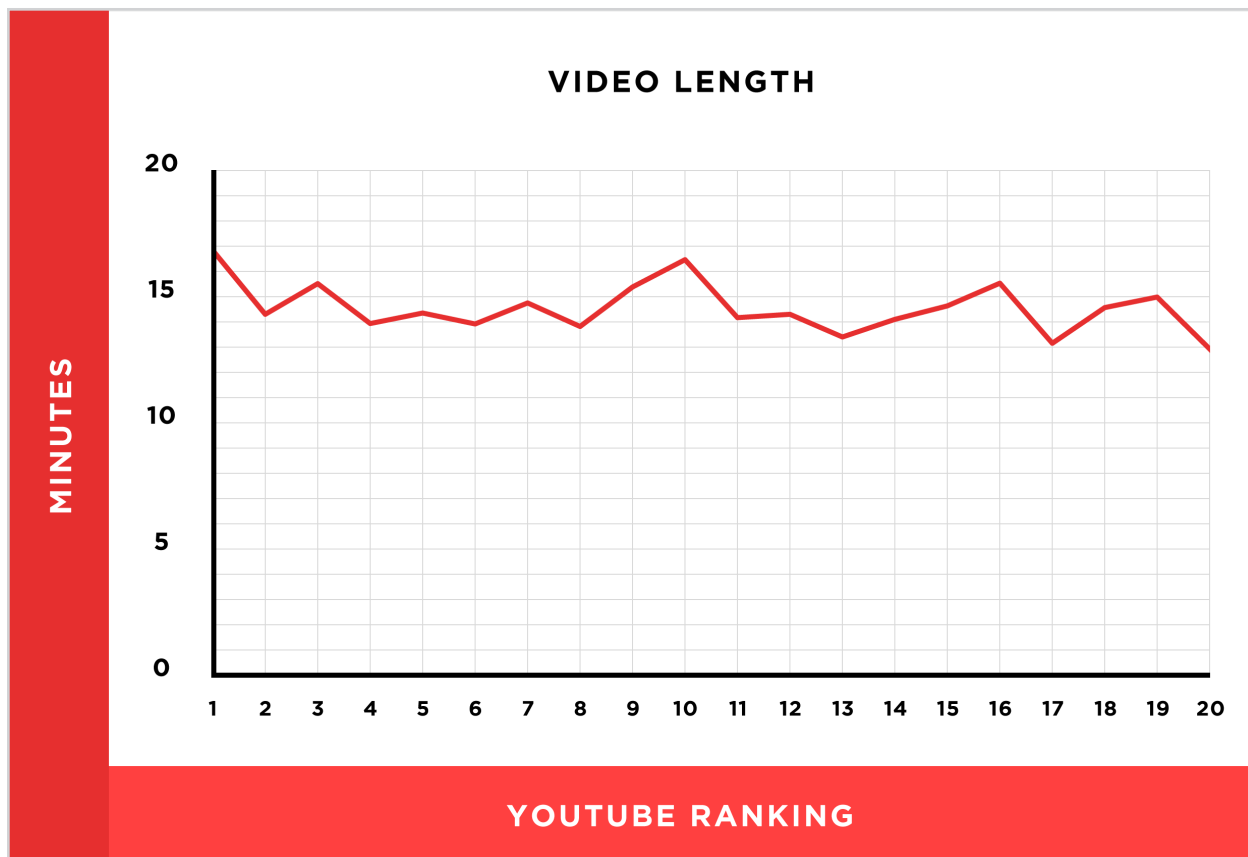
If your video provides value, people will WANT to watch it (even if it's on the longer side).

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:

 <div>2:23</div>	 <div>1:50</div>	 <div>2:24</div>	 <div>6:32</div>
<b>Financial Tip: Take a Minute and Do a Coupon Search...</b> 94 views • 7 years ago CC	<b>Good Financial Tip: 401k Match - It's a Love Thing...</b> 380 views • 7 years ago	<b>Good Financial Tips: Be Careful of Burnout...</b> 170 views • 7 years ago	<b>Financial Planning Goals (www.GoodFinancialCents.co)</b> 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.



[#makemoney](#) [#passiveincome](#)

Passive Income Ideas 🤔 (11 Proven Ways to Make \$1,000+ Per Month)

1,769,748 views

👍 37K

💬 2.9K

➦ SHARE

≡+ SAVE

...

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!



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:

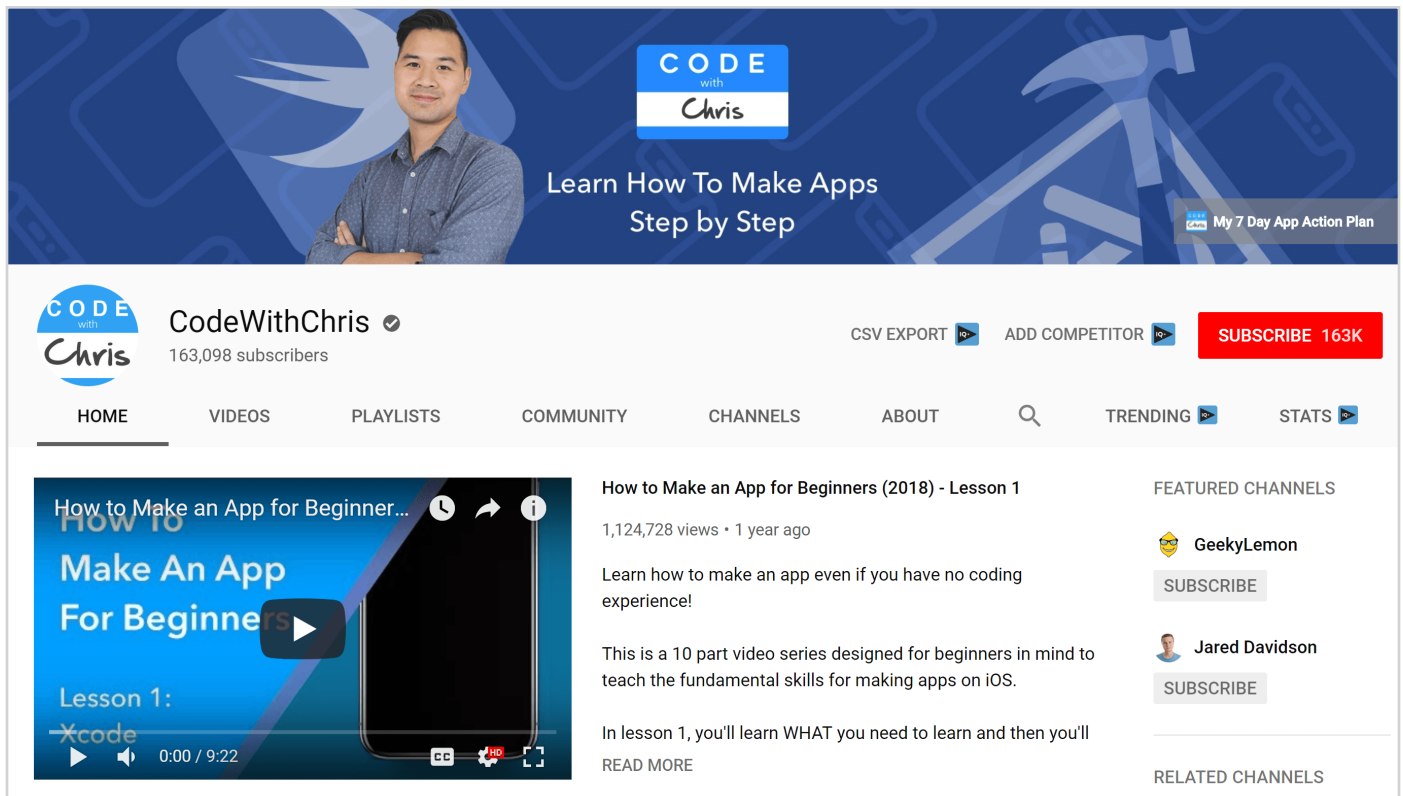
In most cases, people struggle to get views on YouTube for one reason:

**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](#).



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%.



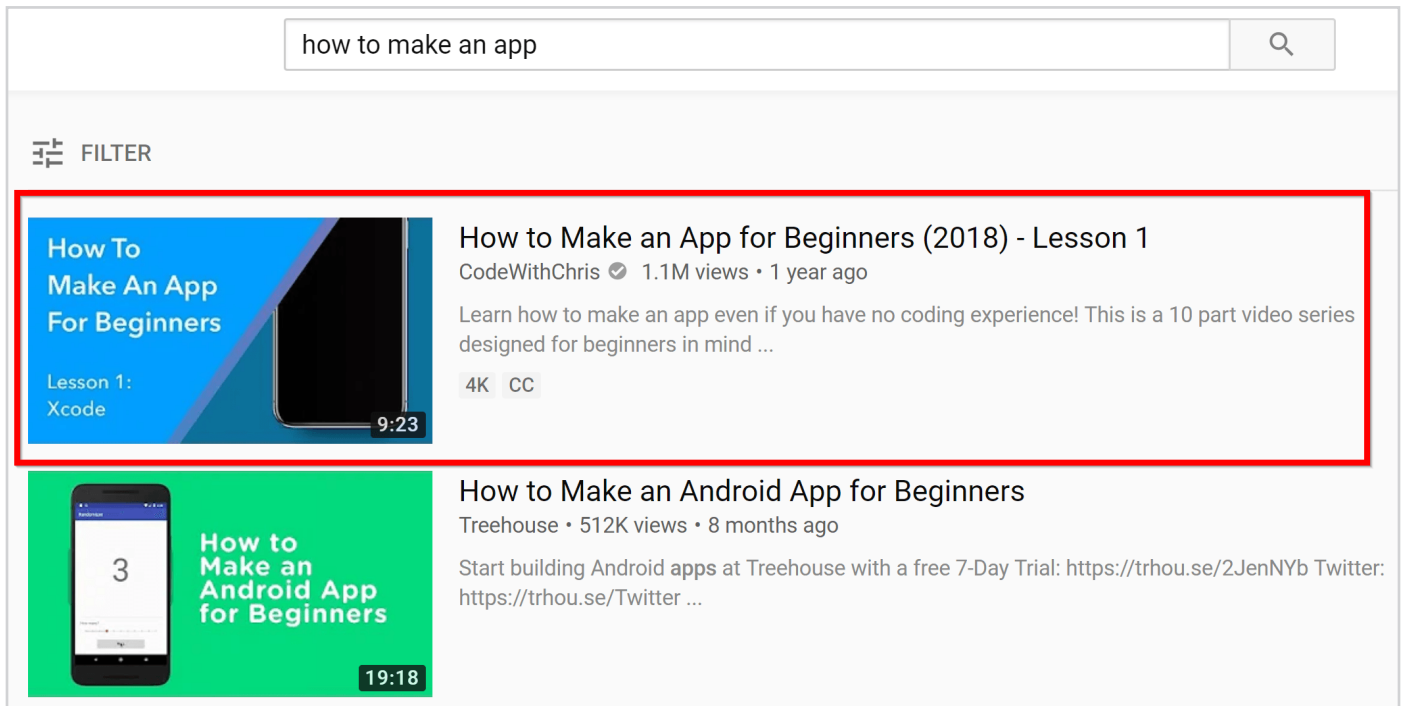
**16.83% More Views**

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”.



## 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!


 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



**100% DIY Mini Split AC Installation**  
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.

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](http://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").

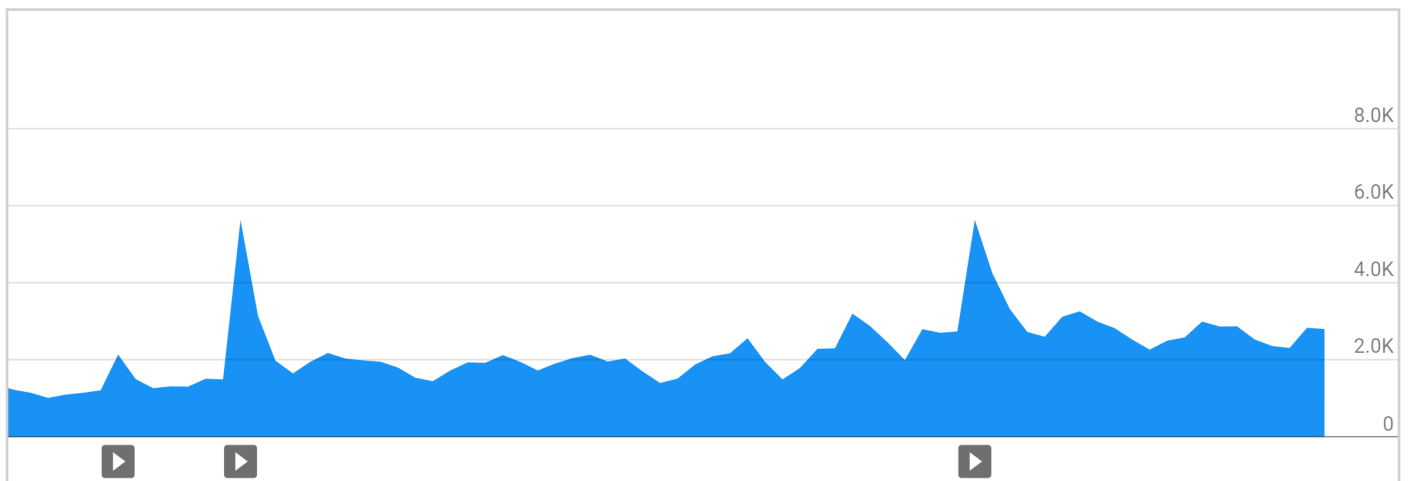
That's when I decided to run my own batch of YouTube SEO experiments. That way I could see firsthand what DID work.

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:

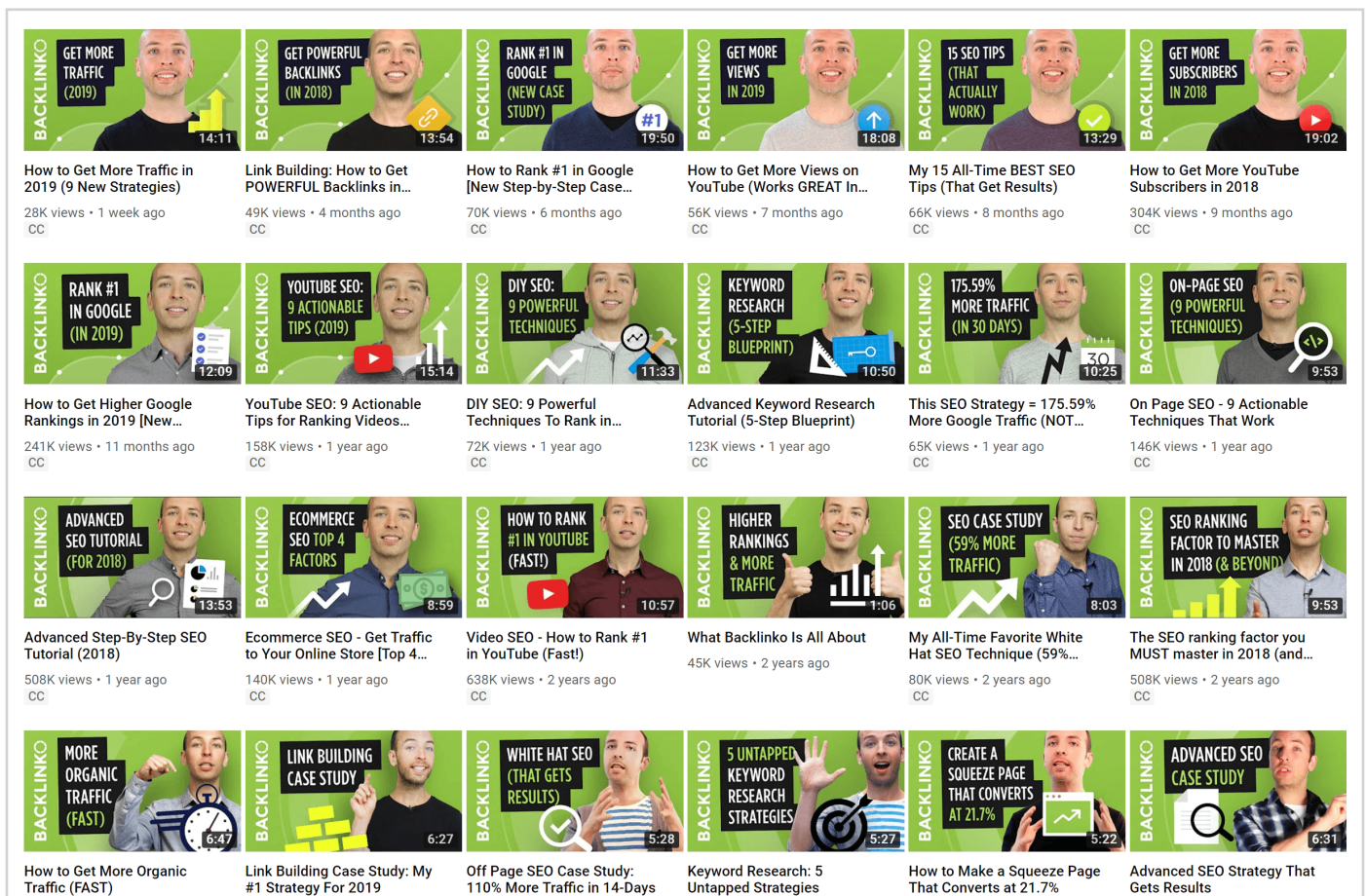
You DON'T need that many videos to succeed with YouTube marketing.

Seriously.

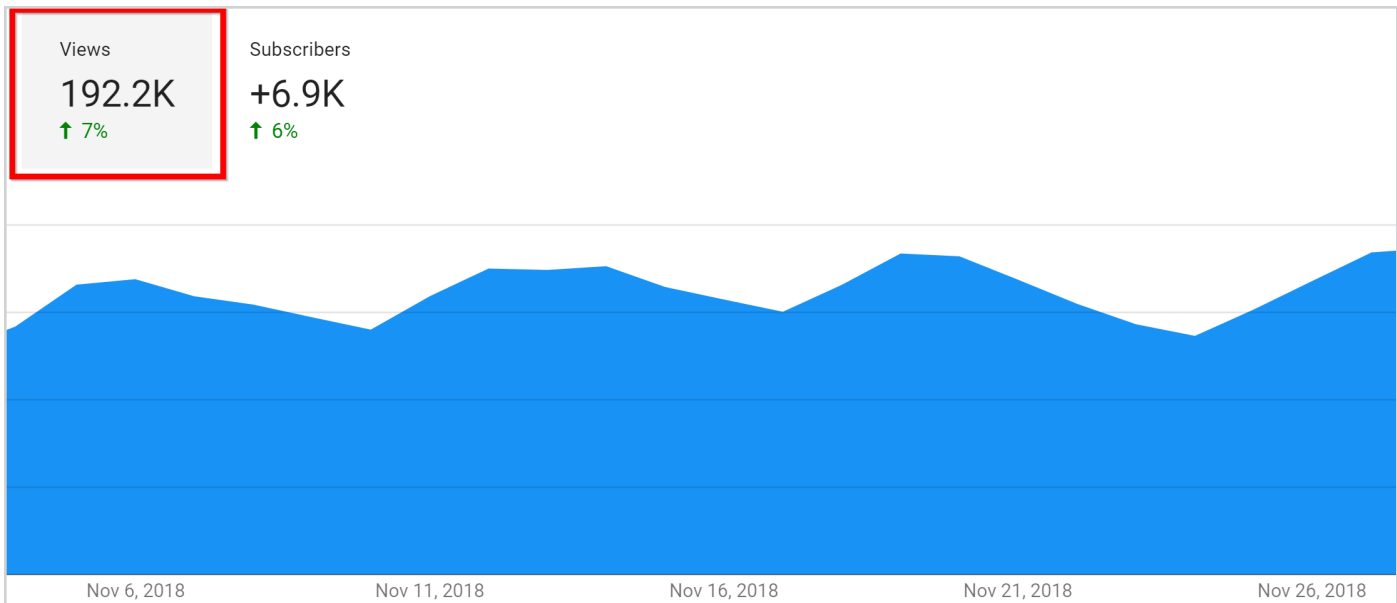
When I first launched my channel, I bought into the whole: "You need lots of videos to get lots of views" idea.

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

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



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.***

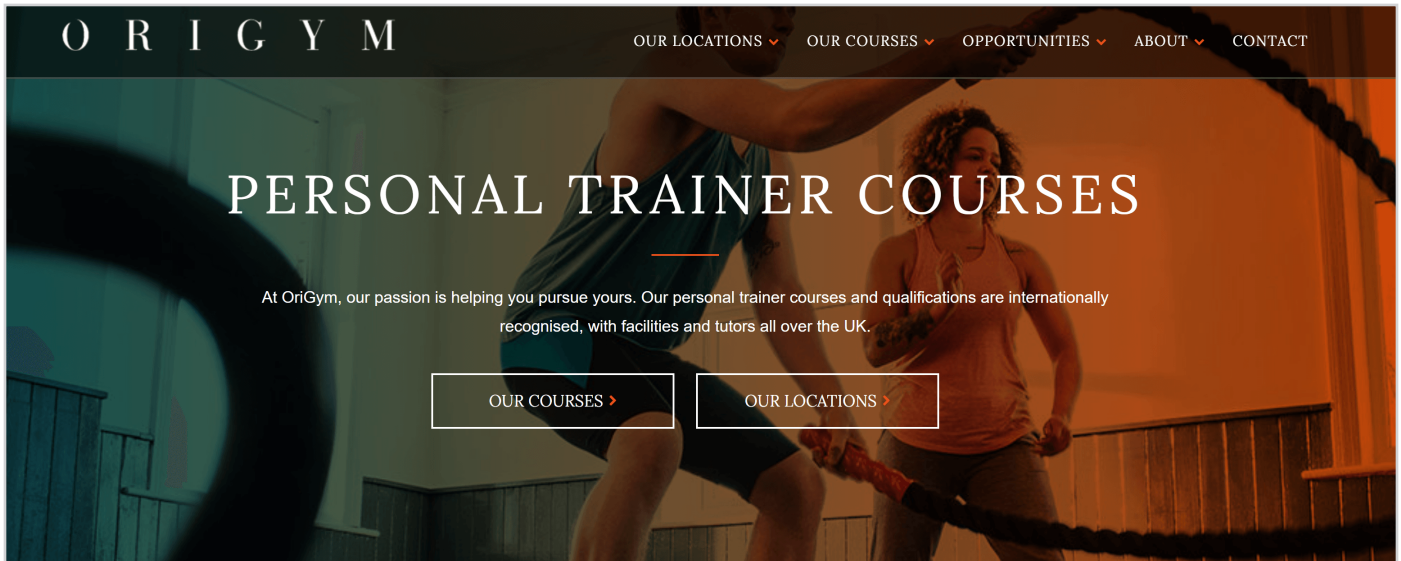
In short:

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.