



Internet Marketing Duru interviews **Chris Lang** on
YouTube Rankings & Google Domination for Videos

**INTERNET MARKETING DURU INTERVIEWS CHRIS LANG ON
YOUTUBE RANKINGS & GOOGLE DOMINATION FOR VIDEOS**

**PART 4 INTERNET MARKETING WITH VIDEO –
CONNECT THE DOTS**

MOBILE VIDEO, FACEBOOK AND GENERATING VIEWS

Speaker	The spoken words...
Shira Gal	<p>I wanted to ask you, I think the hottest topic is, you know most people have a lot of questions about mobile. And what about video and mobile devices, what should we be doing to make our videos mobile compliant, what happens, you know, are there differences between different types of mobile phones, like Iphones, Androids, IPADS, is this a big enough segment to be paying attention to now or is this something we should be worried about later? Give us a little bit of the lowdown and also when we're on YouTube do we need to worry about this also or no.</p>
Chris Lang	<p>Well YouTube, because it's owned by Google and they have a serious team of coders. You know YouTube is a very serious property to Google, probably second only to Gmail and Google Documents, YouTube is more likely to run on more devices that any other machine in the world, video platform or any other way that you can deliver your video, Now we've talked a lot about HTML 5 and we've heard a lot about how Flash doesn't run on I Phones, doesn't run on IPADS. IPADS are actually projected to outrun both Androids and I Phones as the mobile device of choice in the next year, so this is a very important platform. Androids and IPhones are going to be about 50 50 as far as current hand set use, and Androids might even outrun the iPhone a bit because they're on more carriers. There are way more devices. There are like 422 different versions of Android handsets. So YouTube comes as an application that will watch and play the video no matter what on an IPAD, most times on an I Phone and always on an Android. So when you click to play the video it will usually ask you or launch the YouTube application no matter what.</p> <p>Last time I tested videos on an IPAD and did some deep digging there I found that embedded YouTube's on your blog posts and aggregated YouTube videos elsewhere always will run on an IPAD. And that's real</p>

important because now we're talking about mobile devices being able to play your video, regardless of whether it's in a MP4 HTML5 format or whether its flash and what YouTube's doing here is basically a platform that they have a platform sniffing script behind the scenes and it's pretty easy to see what platform I'm using, Is it an Iphone is it on an IPad is it on a Droid tablet, is it on a Google TV, is it in a browser, what browser are you using, what OS are you using bla bla bla. So YouTube is able to sniff out all those platforms and then deliver the version of your video that will play on that platform.

Now mobile is extremely important,. In the next year and a half is going to be the year of mobile and the year of video coming to your TV. And in the mean time you probably do not have the skills to produce 3 4 different versions of your video and do the testing and make sure it runs on every platform. So as far as my public videos, I'm hosting them completely 100% on YouTube. I always have. And you have about a 99% higher chance of your video playing on any device – be it mobile or in a browser if it's on YouTube. Also YouTube has extremely updated their server resources. And YouTube videos are just screaming fast.

Also one last thing about video quality: Make sure you shoot your video in 1080p, just in the last 6 months increased the video quality output to 1080p which is a full screen incredibly high quality version on your TV. It used to be only 720 was the highest, it used to be 480 was the highest. So you want to shoot your video, now if it's a live video full motion video and not animation and not slides, you want to shoot it 30 frames per second at 1080p. When you upload it Google will return a 360 pixel version a 480 pixel version a 720p pixel version which is top to bottom as opposed to 360 x480 which is side to side. And then if you recorded it in 1080p then you can still get a 1080p version as well and this looks glorious on your television.

Shira Gal Wow that's awesome

Chris Lang the quality is extremely high and they've probably doubled the number of YouTube servers worldwide from hundreds of thousands to hundreds of hundreds of thousands and YouTube is just screaming fast these days. Even on slower connections YouTube will still deliver so much more quickly. Now you see all the gurus using Amazon S3 and you see them using big

glorious players. Ever tried to load that on a 1 Meg Wi-Fi connection from a coffee shop? And it oddly enough breaks at a minute and seventeen seconds every time and that's the Amazon S3 server saying your bandwidth is too slow and you're sucking up our bandwidth and our buffering and it will kick you out.

And if you look at any of the dominant guru's comments, if they enable them on a video, like Trey Smith used Facebook comments in his video, you'll see at least 10% of the people saying that the video broke at 1 minute and seventeen seconds; because they were on a slow connection.

You Tube? It will play no matter what, they'll just buffer it if they have to and they'll deliver you the whole video. You can also start a YouTube video playing on a mobile device on a very slow coffee house connection and hit the pause, now YouTube will continue to send that video and load it behind the scenes, now you can go back to that video and hit play, and it will play seamlessly. You can't play it on Amazon S3

Shira Gal

That's right it doesn't load in. I just want to before we go on here, I'm just showing my screen, when I edit my video at the very bottom there is a box called **syndication** and just make sure that when you're uploading your video you have this selected: **Yes make this video available on mobile phones and TV** because you definitely want that in there, so make sure you do that.

And **let's just talk a little bit about Facebook versus YouTube**, what do you think about Facebook video and what do you do in terms of, are you putting your videos on Facebook? Are you uploading you videos up to Facebook or pulling them in from YouTube? And in the background here I have my Internet marketing Duru Facebook page, and you're welcome to come in and like me, I'd love it if you leave a comment and you can see I have a YouTube tab here and it's pulling in all my videos from YouTube so I'd like to get a little of a lowdown here Chris how do you work with Facebook?

Chris Lang

I embed videos on Facebook. The best thing you can do is have a high traffic commercial business oriented Facebook Fan page so you can mail alerts to your Facebook inbox. And I've studied where YouTube videos go viral on and hit that front page of YouTube, and almost always they go viral on Facebook first.

Shira Gal

Yeah

Chris Lang

So if you're making a huge run and want to get those millions of views available, start on Twitter and Facebook. And if you have a video that's funny and quirky it'll take off on Facebook and then hit the front page on YouTube and you'll see another million to 2 million views. So you want to embed your video on your Facebook Page and then use your Facebook page internal send out dates and you want to push those out to your exact followers on your Fan Page and get them back to that fan page when that video is brand new and the top post on that fan page to get views. You want it liked on Facebook.

Shira Gal

All within those first 24 hours that you want to get the maximum amount of views to your video, right?

Chris Lang

Yup. And then as it pushes farther down the page over time as you add more posts to your Facebook fan page, hit em again and re engage and get some back end, And when you get some backend interest over time then you'll really start to see your video stick in Google Search. Again, if you simply get just a quick run of interest and then nothing – then you will drop away and never rank. However if you target high traffic search terms you will get traffic over a long period of time and that will make it stick too.

Green videos do really well on YouTube, also targeting trending topics, like the big snow that was in the Midwest. One of my mastermind group members made a run at Chicago Blizzard 2011 and we did really well there. We were pulling in 500 views an hour at one point and he ended up I think with over 30,000 views. We beat out CNN we beat out the Associated Press, we beat out some SPAM that was supported by Huffington Post and he ranked extremely well with 30,000 views on that, so trending terms, if you can get there before everyone else, is a great way to get fun videos to rank highly in Search Terms for a long period of time. Remember you're only targeting one search term per video. Do not take the SEO guy's advice that you put in 10 keyword term in your title tag and target 2, 3,4 5 different tags. You want to target one top trending term and one keyword term per video.

Shira Gal

Yeah. So this is a very different approach than someone who has a business or their own product or brand and wants to promote it on Facebook, I'm

sorry on YouTube and then maybe to get it to go viral in Facebook, but what you're talking about is more of a strategy of how to make money in YouTube video off YouTube views. Is that correct, how are they monetizing this?

Chris Lang

Now you can, if you don't have a product and you can make fun YouTube videos that are non commercial and people like to view, you can go after the AdSense overlays on your videos. Never ever use copyrighted audio or even a chunk of any kind of popular song, any popular copyrighted song, YouTube will immediately disable your ability to get AdSense overlays and make money there and deliver their own. But I think a high number of views and a high number of comments on a video, YouTube will email you and offer you AdSense sharing. Now you can link your YouTube account to your AdSense account and they will share clicks off AdSense ad overlays with you. And I can't really tell, it's against the TOS to discuss actual numbers, let me just say that the payout on AdSense clicks are way higher than anything you'll ever see on your blog. And I have two master mind group members that are currently looking forward to 6 figure incomes from becoming branded channels.

Now you started out as a normal channel, you build your followings and once you get a good home run on a video like my how to become an expert has AdSense on it. Now as the rest of your videos get lots of traction and lots of comments and do very well then you'll be offered a branded channel. Once you become a branded channel you get you logo at the top of the page and then you become a TV Show.

Shira Gal

Yup

Chris Lang

At that point they offer AdSense revenue sharing on all your videos and when you look at people like France and a few other top YouTube video users that create basically 3-4 funny videos a week and they're very good at this and they've been doing this since 2005 2006 you can pretty much guess these people are making a pretty good 6 figure income with AdSense on YouTube.; So there's an entire business to be had simply by making funny viral videos you get picked up like attack of the show or posh point o, then you start seeing, you know the million, these top YouTube users get 600,000 800,000 views in the first two days.
And it's because they have mass subscriber followings

So here's the last point I want to make: At the end of your video, ask people to like it, ask people to comment, ask them a question and you want to hear the answer, or if you have more questions ask them to comment and I'll answer and then ask them to hit your subscribe button and they'll subscribe to your channel. Ask and They Shall Receive works very well here, so at the end of your video give them a quick pitch and say; I want to hear what you have to say, If you like this hit the like button and subscribe to my channel so you get alerts in your email every time I post a new video, cause I know you're going to want to see them. That kind of pitch at the end will double, triple your conversions in Facebook and basically build your list. I think of YouTube as a list and this will double triple, really raise the number of likes and comments, so you get better rankings and you'll get more subscribers. The more subscribers you get the more comments you get and it's that viral kind of thing.

All you have to ask people and they'll do it. Make sure you don't bore them to death in your video before you do. My responses are kind of long as I seem to always have a lot to say and I like to hear myself talk, so make sure that you know you don't make it too long. Make it quick and simple and very effective and I'll see you next time it's been whoever. Short and sweet works for most on YouTube, it doesn't work for my followers, who want to hear the whole nine yards. Cause I'm an instructional video base You'll get your feel, you'll find your voice and your feel and it's very important to find your voice.

I tried to be Brad Fallon in my early videos with a sport coat with the proper lighting and a real professional setting and you know what, I really sucked at doing that, I was awful,. But when I lit a cigarette and made myself you know a drink and we went out in the backyard and just calmly and coolly talked to people, I took off and people loved me and I sold lots of products.

But you have to find your own voice. Some people have to be Brad Fallon. Some people work very well just being funny and quirky. Some people talk to people like Chris Lang does and things work out for them but you're gonna, it's going to take a while but you'll find your voice and this takes some commitment. This is not a push button thing that works immediately for you. Anything that's worth doing is going to take some work. So you're

going to have to put some effort into it and you're going to have to find your voice and you're going to have to find your quirk.

So ask for those comments likes and subscribers and you'll do much better too

Shira Gal Yeah, I think the main thing here is that really I know that a lot of people have gotten into the social aspect of Facebook and it's really important to be thinking of YouTube in the same way, because actually these features were already in YouTube a long time ago. But a lot of people don't realize that when people subscribe to your channel, they are getting notice and you're featured on their wall, when they're logged in to YouTube, they see your video. So you're getting more eyes and you're getting social with people, you're making a connection. So you really want to create some sort of band of people that when you publish a new video that they're going to come in and create that base of views for you. It's a really much better starting point than starting from zero every time, so that's also something to keep in mind. And Chris this has been absolutely awesome

Chris I want to say one more thing real quick, a film producer gave me this bit of information, He said: get that camera in your face, we want to see you. When people can clearly see your face and your eyes – there's a connection that's made. So shooting from across the room, now you need to zoom into your face and people want to see you. So I just wanted to tell you that

Shira Gal that's cool

Chris Lang sorry to interrupt you there but that's important

Shira Gal No that's an important point and you know it really depends on the kind of video that you're making, what your making it for, what you're promoting; are you promoting yourself are you doing a different campaign that's not really in your name.

So we've gone over so many things about how to set up in YouTube correctly, how to upload a video correctly, we really talked about a lot of successful elements of a video and that our ultimate goal is to get our

YouTube video ranking above the fold in Google and that's totally doable and we learned how to research videos that are ranking on Google and on YouTube per category – who are the big sharks and do they have both views comments and user interaction in there so you can really judge if you can beat these people in a rankings war.

We also talked about mobile, Facebook social and why for a lot of your videos you should consider using YouTube instead of Amazon S3, because it doesn't have as many hiccups and even a little preview, you know, into the future of the mobile video world so this has been absolutely awesome, it's great to connect with you again Chris

Chris Lang

Oh it's been my pleasure and I'm glad that I could help your people. And there's some deeper things and you'll learn a lot simply by using YouTube and hanging out, you'll see things that are working and you'll gain insight that even I don't know. So using YouTube is just like anything else – you have to use it to know it, so if this is for you, use the thing and spend some time there and look around and see what's working and you'll probably know more about this thing than me in 6 months if you just spend some time there.

And truly my pleasure, Shira, I can't thank you enough for giving me the time to connect with your people too.

Shira Gal

Yeah, it's awesome, thanks, I'm on your website, Tuberankings .com if you guys want to connect with Christ, I totally suggest you get on his email list. He's not a spammer and he's got great information and it's a great way to keep in touch with him. It's tube rankings dot com and if you're not on my email list on InternetMarketingDuru.com and then I'd love you to come on over and sign up for the mailing list so that I can let you know about additional webinars special products and generally cool things that can help you with your marketing online. I'll send you guys all in the chat box my sign up page and Chris's Tube rankings page.

So Chris, What's on your horizon, what are you paying attention to now with Google, what is the next big thing?

Chris Lang

I absolutely love Google Plus 1, hope fully you and some others got the

search plus one document I did for Howie.

Shira Gal Yeah

Chris Lang And there's a lot of – Oh but I'm not going to get as many number of likes as on Facebook, well those likes appear in Google Search and when you get those likes under high traffic terms you're basically seeing positive voting for your search results in Google and I'm now scrolling down past the fold to see what my friends have had to say and I'm about a hundred times more apt to click through to a Google result, when I see my fellow friends and experts that are far more successful than me, recommending things,

So take a look at the Google plus one. I've got a post on GooglingSocial.com about how to add that button to your blog post and some exact code and some exact instructions and I really feel that the Google Plus Plus button is going to give Facebook a real run for their money, because this is appearing in Google search, where all of our searches start where we actually decide to go buy things and I'm pretty darn excited about Google plus one. And really most of my marketing efforts these days are going into gadget MVP and looking at becoming a provider of marketing applications on your phone, Facebook and Google and of course Androids and Sky Phones being the dominant platforms by far. Blackberries and a lot of others really have a lot to fear right now and you're going to see tablets.

So here's a big prediction; you're going to see tablets and then TVs really take over the most non computer based platform and they're predicting that IPADs are really going to be more popular than any other handset phone model with a connection to the Internet. So pay close attention to mobile guys, this is your chance to get in at the ground level and however you decide to pursue mobile marketing because your competition isn't there and just like YouTube, you're not going to face, nearly the competition that you are in other places. So pay heavy attention to mobile everyone and learn how to use it and take a look at your YouTube stats I think you're going to be, if you dig down in there, dig down in your Google Analytics stats you'll see that a lot more people are visiting your sites on mobile devices than you think.

Shira Gal Oh yeah absolutely, And actually you can see that just under the video, if the

video gets enough views then you get stats for the video, and you can see the main sources of traffic for the video and get information. For example here you can see the first view from a mobile device. And I know there is a delay in my screen so I'll wait a moment for you to get it But you can see I get views from Facebook, from my domain <http://www.internetmarketingduru.com> from YouTube search from Google search but also from a mobile device and I have that on all my videos and I'm not specifically. Targeting mobile so that is something to pay attention to.

Chris Lang

We also didn't talk a lot about Twitter, but **Twitter is also being integrated into all of the new Apple IOS mobile devices, so Twitter just got a nice big shot from mobile devices on the planet**, basically covering 2/3 of what people are going to see your product and your page and your videos through, an iPhone or an IPAD and the other 30% on an Android. Twitter is going to take another nice big run at Facebook, so we're still looking at the big three YouTube Facebook and Twitter make sure you pay attention Thanks so much Shira, I really enjoyed being with you. When are you going to be back in the US, when are we going to see you when are Margie and I going to see you again?

Shira Gal

Yeah, I'm going to have to come in hopefully probably after the summer, and I'll definitely let you guys know and hook up with you guys, So please send Margie my love, and this was just so awesome, thank you for doing this and you know everyone really appreciates your time and all you're great information and we'll have to do this again sometime!

Chris Lang

Certainly it's been a pleasure and everyone listening it's my pleasure to my pleasure to help you as well. Thanks Shira

Shira Gal

Alright cool, thanks Chris! Alright everyone, take action and have a great day and go for those YouTube Google rankings so I'll see you guys soon.



About the Author

Shira Gal is an entrepreneur with a truly global perspective and keen interest in people. Having lived, worked, and studied abroad extensively over the past 30 years Shira has developed an awareness of other cultures and ways of doing business which is reflected in everything she does.

As CEO and chief Duru (the no hype guru of doing) of InternetMarketingDuru.com, Shira has built a business helping others achieve success in addition to her own successful SEO campaigns.

Shira has positioned many of her clients on the first page of Google while growing their Internet Marketing campaigns.

Shira's no nonsense practical approach has earned her a formidable reputation as a creative problem solver and decisive executive; Also known throughout the personal development and internet marketing industries for her personal touch inspiring genuine affection from those who are fortunate enough to be clients.

Shira holds a keen interest in publishing, marketing and making a real difference by personal example.

Sign up to receive the Internet Marketing Duru newsletter here:

<http://www.internetmarketingduru.com/sign-up-for-updates-from-internetmarketing-duru/>

Visit, like and join in on the conversation at:

<http://www.facebook.com/InternetMarketingDuru>

<http://twitter.com/IMDuru>

Subscribe to my YouTube Channel here -

<http://www.youtube.com/user/IMDuru>

All Rights Reserved ©2011 Shira Gal www.internetmarketingduru.com

No part of this document may be reproduced, copied or shared without written consent from Shira Gal