

Leveraging YouTube to Generate Traffic

(Save to local hard drive before editing)

Keyword Research: What keyword do you want to rank for?

It is a limitation of YouTube that your video will typically only rank for one primary keyword, thus your strategy needs to be built around this limitation.

Do some keyword research to find out what your prospects are searching for. You are looking for a keyword that gets a good number of searches, and is likely to be used by a qualified buyer.

For example, the keyword **'life insurance'** might get a lot of searches, but it is so general that it will be used by people who are not your prospects, such as job seekers and competitors. It is also highly competitive, which reduces your chance of ranking on page 1.

On the other hand, a keyword such as **'how to choose the best life insurance'** is unlikely to be used by your competitors or job seekers and will get you more qualified buyers. This longer keyword is also far less competitive, assuring you a place on page 1 of search results.

List 5 potential keywords to target for your video:

Content ideas for your video:
