

Subject: Rank your YouTube videos on page 1 of Google

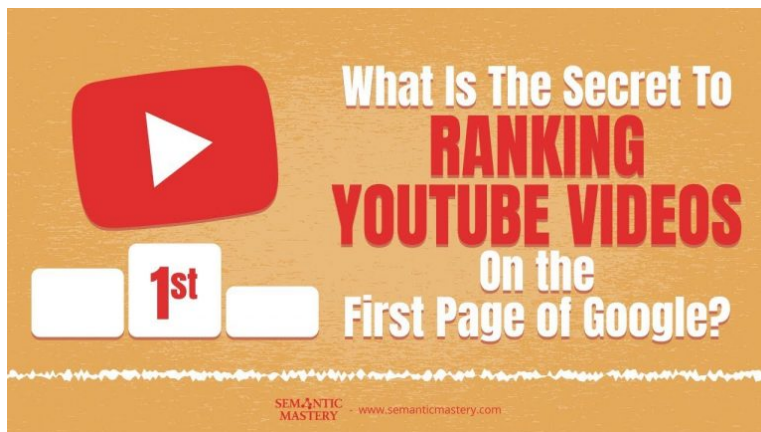
Ranking videos on YouTube is great for exposure, but ranking a video on Google can get you even more results, right? Not only will visitors to YouTube spot your content, but people searching on Google can find it easily, too.

Like anything else in SEO, it can take time and effort to get your video where it needs to be in the Google search results.

The biggest barrier is that some keywords just don't rank well for video results on Google due to the searcher's intent. If Google doesn't think the searcher would benefit from a video, they won't bother bringing up video results on page one.

Long tail keywords are a great way to rank videos because they usually have less competition. If you find a great long tail that people are searching for, you can rank your videos much easier. Another great way to rank is to go local by using terms like city, suburb and county names.

Bradley talked about ranking YouTube videos in Google search results during this week's Hump Day Hangout: <https://semanticmastery.com/what-is-the-secret-to-ranking-youtube-videos-on-the-first-page-of-google/>



[linked to: <https://semanticmastery.com/what-is-the-secret-to-ranking-youtube-videos-on-the-first-page-of-google/>]

Looking to dig in deeper? Semantic Mastery developed the YouTube Silo Academy training for this type of project.

The training covers tons of topics related to getting your YouTube videos ranked highly on the website and across the web. There are ways to create backlinks from one video to another and ways to engage with viewers that will help your videos rise in the rankings and stay there.

Check out the YouTube Silo Training course here: <http://yt.silo.academy/main-offer>

SEMANTIC MASTERY

Wednesday Email [10/17 - 9AM EST]

Subject: Ranking your GMB Profile for surrounding areas

Subject: How to rank your GMB profile for multiple cities

Body:

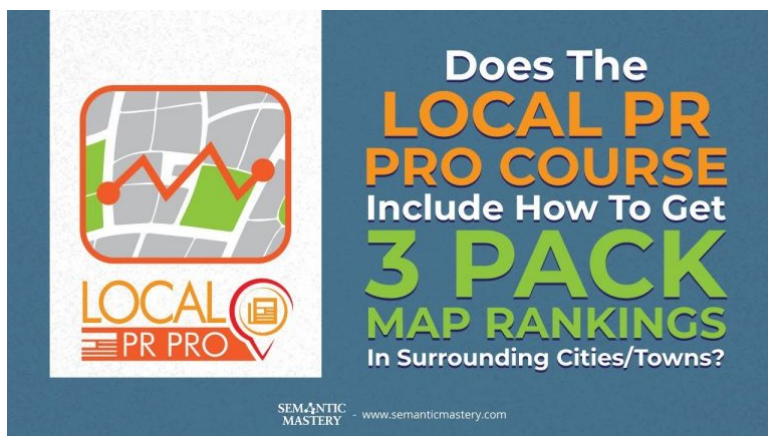
As we all know, *Google My Business* is a great tool for anyone trying to get their content ranked. Just add your company info, utilize their tools, and enjoy the boost from Google.

The only this is, GMB can be a bit complicated for businesses which have one location but serve many cities and towns. If you rank for one town, you may not rank well for others. And, ideally, you would rank in the 3 Pack for every town you want, right?

So, what's the best method for ranking well in every area where you serve your clients? Do you develop your one GMB profile to reflect your wide service area? Do you create multiple profiles, one for each town you serve?

Bradley offers a few ideas on how to get the most out of GMB:

<https://semanticmastery.com/does-the-local-pr-pro-course-include-how-to-get-3-pack-map-rankings-in-surrounding-cities-towns/>



[Linked to <https://semanticmastery.com/does-the-local-pr-pro-course-include-how-to-get-3-pack-map-rankings-in-surrounding-cities-towns/>]

Don't forget! Our **Local GMB Pro** services and courses provide everything you need to know about how to use GMB to get your company ranked and successful in Google. Sign up today!

<http://localgmbpro.semanticmastery.com/>

SEMANTIC MASTERY
Friday Email [09/14 - 9AM EST]

Subject; Creating individual pages on a G-site to promote YouTube videos?
Subject: Is using a G-site to promote YouTube videos worth it?

Body:

G-sites are a great tool for building basic web pages to promote your work and gain some fresh links to your primary content elsewhere, *like a YouTube channel*.

Seeing as they're hosted by Google and you are pointing viewers to YouTube, **everything stays "in the family" of Google**, pretty much guaranteeing good link juice.

So for those with YouTube channels, is it a good idea to *build a simple G-site and fill it with pages for each video?*

On the one hand, it could take a lot of time to develop each page, depending on the number of videos.

On the other hand, it's Google talking to Google, and they are talking about you!

Bradley has a few thoughts on this practice:

<https://semanticmastery.com/would-you-recommend-creating-a-g-site-with-individual-pages-for-each-video-on-a-youtube-channel/>



[Linked to <https://semanticmastery.com/would-you-recommend-creating-a-g-site-with-individual-pages-for-each-video-on-a-youtube-channel/>]

SEMANTIC MASTERY
Friday Email [08/17 - 9AM EST]

Subject: Do the strategies in Syndication Academy 1.0 still work?

Subject: Is Syndication Academy 1.0 still relevant today?

Body:

Back in 2015, we released our first ever Syndication Academy course. It provided step by step guidelines and tools on how to syndicate your content around the web for maximum awesomeness.

Ok, actually, maximum power, rankings, and authority, but saying awesomeness sounds better!

But that was 3 years ago... A guest on our Hump Day Hangout asked if the tips and tricks in the original Syndication Academy are still useful today.

Good news!

The big benefits haven't changed in three years relating to syndicating content.

And to answer a common question, when you syndicate your own work, it doesn't count as duplicate content (luckily!).

Bradley talks more about how to utilize Syndication Academy 1.0 in 2018 during Hump Day Hangouts:



Even better, we've updated Syndication Academy (And regularly update it, too!). Check out what we have available at <https://syndication.academy/>