

3 Steps to Choose Video Subject

So, let me give you an outline of how you will find the keywords you will use as inspiration for your videos.

Our goal is to appear in the “Related/Suggested Video Section” on the right-hand side of a competing You Tube video.

This means we can soak up views and subscribers from popular videos without having to do any keyword research because these videos are already getting a tone of views.

Step 1: Find popular videos within your niche. You need to find a video within your niche which has a lot of views and is ranking well.

The goal here is to appear in the suggested video next to another video, so you want to appear next to a video that has a lot of views already and will continue to bring in more views.

To find popular videos you go to the You Tube search bar and search for a keyword which is relevant to your niche.

Find a top-ranking video which has a lot of views.

Another way is to find other channels within your niche which you know are authority channels.

Go to their channel homepage and check out their videos tab. Then you sort their videos by the most popular and you can see which ones get the most views.

Those are the kind of videos you want because you will appear in the related results on the right-hand side of the video.

Step 2: The next step is to create a better video than the video you are targeting/using to soak up views from.

Why do you need to create a longer and better video?

Well, this is down to the You Tube algorithm of watch time, the longer someone watches a video, the better it ranks. There are other ranking factors which appear as a side effect of this metric.

So, if your video is longer than your competitors then You Tube is likely to show your video next to your competitors as You Tube wants people to stay on their platform for as long as possible. So now, you need to create a better video than your competing video.

You do this by following the video creation tutorial a few steps ahead inside this course.

But, do not skip ahead yet, keep watching the video in sequential order, and when you do start the video creation tutorial, come back here and watch this video again so that you can fully understand the sequence here.

Make sure your video is a little bit longer than the competing video and be sure your intro is kick ass! To grab people's attention.

You Tube promotes videos which keep people on You Tube longer, and longer videos achieve this. That simple.

Step 3: Next you need to optimize your video with tags and a description, but I will cover that in the uploading tutorial of the training.

But, for now I want to summarize this tutorial, so you fully understand what we are doing here.

Our goal is simple:

Point 1: We are trying to appear in the right-hand side, in the related videos section, of other popular videos.

We are not necessarily trying to rank in YouTube. If that happens, that is great but that is not our goal.

Point 2: You go out and find popular videos within your niche by simply searching for them or going inside authority channels within your niche.

Point 3: You then create a longer and better video, with the aim of appearing next to this video and soaking up clicks from their view count.

Point 4: You add channel tags and optimize your video to associate your video with the competing video you found.

All the points of how to create and optimize your video will be shown in one of the next tutorials, so keep watching and be sure to come back and watch this video again so you fully understand what is going on.

[Visit Videly here](#) and rank on Page #1 in 60 seconds

[Visit VidIQ here](#) to keep your You Tube channel growing

[Download here YouTube SEO Cheat-Sheet](#) and rank your videos