

Rank Fast

Discover the Game-Changing YouTube Strategy that **FREE Google & YouTube Ads** in the 1st Page Search Results & Suggested Video Dominance!

Unlock the coveted secrets to rapidly ranking your YouTube videos on YouTube search, suggested, and Google search – all for free! Master the strategy that ranks over 90% of my videos on the first page within 24 hours, perfected over 16+ years.

NOTE: Stay ahead with this live, periodically updated document – bookmark for the latest strategies at your fingertips!

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From Tragedy to Triumph: How My YouTube Journey Can Empower Your YouTube Success



Hey there! I'm Amanda van der Gulik, a YouTuber since 2007 with over 52k subscribers and 7 million views [on my channel](#). I began after attending Mike Filsaime's Marketers Cruise, interviewing successful entrepreneurs like Mike himself, Robert G. Allen, Jon Benson and Paul Murphy. In 2011, I uploaded a cake baking video, which kickstarted my passion for sharing content that makes people happy.

After a life-threatening illness in 2016, I found myself disabled but still earning passive income from my YouTube videos. This revelation drove me to learn the ins and outs of YouTube and maximize each video's potential. My channel became a life-changing source

of income, and I discovered the accidental success of my cake video came from the perfect mix of YouTube-friendly ingredients.

Fast forward to 2020, that cake video skyrocketed to 6,000 views/day and earned over \$400/month! I continued refining my YouTube marketing strategies, and now I'm on a mission to help you turn your passions into passive income.

Get ready to uncover the 5 Pillars I've developed over 16+ years to rank my videos on Google and YouTube's first pages. I can't wait for you to grow your channel using these strategies! If I can do it as a disabled lung person, so can you – and you won't have to spend a decade figuring it all out like I did. And I have an exclusive invite for you to give you over-the-shoulder, step-by-step weekly guidance to help you get your first (or your next if you're a YouTuber) video published and ready to be devoured. I'll share more about the FREE LIVE Weekly Coaching in a little bit... Let's get started!

[* REGISTER FOR 100% FREE LIVE WEEKLY GROUP COACHING >>>](#)**

Pillar #1: Unleashing the Power of Video Idea Research

Get ready for an exhilarating dive into YouTube video research! Discover my pro tips and tools to quickly determine if people are searching for your video topic idea. A word of caution: don't let yourself get sucked into the research rabbit hole. Set a time limit (I recommend 15 minutes) and stick to it. Trust me, you'll have enough info to make a decision without wasting hours on this tempting procrastination trap. Let's dig in and find out what your audience craves!

o Pro Tips

- Look for video Content Gaps (High Search Volume / Low Competition)
- Choose high search volume over low competition when you can't find a content gap
- Keep all your videos on your channel related to one niche

o Research Tools

- [YouTube Analytics](#) – find content gaps in your niche (YouTube Studio - Analytics – Research)
- [Google Ads Keyword Planner](#) – find search volume from source (Google Ads - Tools & Settings – Keyword Planner)
- [Google Search](#) – suggested search terms A-Z
- [YouTube](#) - suggested search terms A-Z
- [VidIQ](#) - monthly search amounts compared to competition plus related keywords
 - (i.e. how to bake a cake, baking, cake, etc.)
- [TubeBuddy](#) – monthly search amounts plus related searches
 - (i.e. how to bake a cake, how to bake a cake at home, how to bake a cake from scratch, etc.)
- [Answer The Public](#) – see what people are asking about your main keyphrase
- [Keywords Everywhere](#) – see how many monthly searches on Google
- [Google Trends](#) – how popular has your main keyphrase been over the past 5 years worldwide
- [Competitor Channels](#) – look for videos with views/subs ratio = 100+% and high velocity

(i.e. channel has 100 subs and video has 200 views and velocity showing how #views/hour)

- On competitor channel go to Videos – Popular. Look for videos published in the last year
- Ask your subscribers what they want to see:
 - Do a Poll on YouTube channel community tab
 - Ask your email subscribers what topics in your niche they need help with
 - Ask on your social media how you can best help them

I'm giving you ALL of the resources. That does NOT mean you need to use them all! In the FREE LIVE Weekly Coaching calls my dear friend and colleague Paul Murphy will help you unleash your creativity and [discover the ultimate video idea](#) tailored to your audience's desires – an unmissable brainstorming experience! I'll share more in a little bit but first let's talk about your thumbnails and titles to get those clicks...

Pillar #2: Mastering the Art of Irresistible Thumbnails & Titles

Get pumped, because now it's time to make your video irresistible before you even hit the record button! Crafting your thumbnail and title first ensures you deliver on the promises they make. While you can change them later, nailing this step from the start helps captivate viewers within the first 5 seconds, boosting watch time and getting YouTube to suggest your videos. Here are my pro tips for creating ultra-clickable content. And remember, you can always refine your thumbnails and titles after uploading, but having a clear vision of your viewer's expectations will help you fulfill those promises in your video. Let's make your content unmissable!

o Pro Tips

- 5-25% CTR – aim to get a click-through ratio (impressions/clicks) of more than 5%

o Thumbnail

- Stand out visually from the competition (your video should pop out from the other ones)
- Show end desire in thumbnail image
- Face/no-face testing (show emotions if using your face)
- Don't use emoji's unless you A/B split test
- Don't outline your person in white unless you A/B split test
- 0-3-5 words max (easy to read)
- Zoom out and see if you can easily see everything in your thumbnail (i.e. smart phone users will see a very small thumbnail so it has to pop and be clear to read)
- Thumbnail tools:
 - [Canva](#) (for thumbnail creation)
 - Use [ChatGPT](#) or [Jasper AI](#) for thumbnail visual and text suggestions
 - [TubeBuddy](#) (for A/B thumbnail testing)

o Title

- Put main keyphrase in 1st half of title and create curiosity in 2nd (i.e. "How To Bake A Cake (Without An Oven)")

- Use [ChatGPT](#), [Jasper AI](#) or [CopyPro](#) for highly clickable title suggestions
- Use an emoji to stand out but don't over use
(i.e. “🍰 How To Bake A Cake (Without An Oven) 😱”)

Crafting your first thumbnail and title can be a little daunting. In the FREE LIVE Weekly Coaching sessions Paul will help you [craft eye-catching thumbnails and irresistible titles](#) that guarantee maximum clicks and viewer engagement – a vital skill for YouTube success! I'll give you the insider scoop on it in a little bit but first let's talk about how to get longer watch times to get you in “suggested videos” and on the homepage...

Pillar #3: Crafting Irresistible Content for Max Watch Time

Get ready to unlock the secret to mind-blowing watch time on YouTube! Your video content is crucial for YouTube to recommend your videos to new viewers, skyrocketing your channel's growth. Discover my simple yet super effective video script layout that keeps viewers hooked. While you don't have to apply this format to every video (like vlogs), using it frequently increases the chances of viewers watching most of your content. Plus, this straightforward structure keeps you on track and stress-free during the process. Let's dive into the world of captivating content and watch your channel soar!

o Pro Tips

- Aim for at least 50% watch through

o Video Script Layout:

- **Hook** – you have about 10 seconds to grab their interest and let them know they are in the right place
(i.e. “If you want to learn how to bake a deliciously easy cake without an oven then you are in the right place.”)
- **Intro (Optional)** – a max of 5 seconds. Visuals showcasing you and your brand. Only use this to build your brand awareness. (*Best NOT to use an intro in most cases as your viewer just wants you to get to the point and may leave early!*)
- **Welcome (Optional)** – a max of 10 seconds. Use this to let the viewer know who you are.
(i.e. “Hi I’m Amanda from CleverDough.com and I help entrepreneurs like you turn your passions into passive income.”)
- **Pre-Teaser** - Tease them that there is something intriguing coming up later in the video that they absolutely must stick around to see using the “In a moment...” technique.
(i.e. “Let’s prepare your cake and then in a moment we’ll bake it without an oven”)

- **Main Content** – aim for a minimum of 2minutes and a maximum of however long it needs to be to deliver the content without wasting time. Give. Give. Give. The more valuable content you deliver the stronger they will connect with you, like you and trust, the more they will want to take action on your call to action.
- **1st call to action** – ask for a like, comment or share to make the algorithm happy so it suggests your videos to others (i.e. “Was this helpful or did it inspire you? Quickly let me know, give this video a like and tell me what your biggest takeaway has been so far in the comments below before I tell you my next secret tip. This will really help the algorithm know that you’re enjoying my video and it will help me inspire more people just like you. Thank-you. Okay now let’s continue...)
- **Teaser Delivered** – This is where you follow through on the promise you made at the beginning of the video that made them want to stick around (i.e. Now that you have your cake batter all prepared let me show you how to bake it without an oven...)
- **2nd call to action** – make your call to action the logical next step to end your video feeling incomplete without them taking the next step. Try to put your main keyphrase in here again.
(i.e. Your call to action is to get them to follow a link in the description and go off of YouTube: “So are you ready to bake a cake without an oven yourself? I’ve put together the recipe and instructions in the description below so you can print them off and have on hand when you’re ready to bake your next birthday cake”)

YouTube Video Script AI Prompt For Your Favourite AI Chatbot

In this age of AI I wanted to make sure you have all the tools you need to make creating your videos even faster with the power of AI. I’ve put together a special AI Prompt for you, that covers all of the areas video script areas above, for you to

simply pop into your favourite AI Chatbot: [ChatGPT](#), [Jasper AI](#), or [Groove AI](#) (my personal favourite!) Make sure to fill out the areas in “your_field” in the [field=your_field] areas to make the video relevant to your business or service: (also leave the [field=] part)

I.E. [Speaker=speaker_name] would change to [Speaker=Your Name]

YouTube Video Script AI Prompt:

You are a famous YouTuber who always gives the highest quality content that is super engaging and makes the viewers want to like, share, comment, and subscribe to your channel and be eager to follow any call to action you give them. Your content is fun and engaging, and all of your videos follow the script below Video Script Layout, which I will explain below.

I'd like you to create a YouTube video script, in a bullet point style, using first-person voice in the tone of [speaker_name]] (which will be filled in below that is very conversational, kind, caring, visceral, emotive, empathetic, encouraging, thoughtful, inspiring, engaging, encouraging and motivating. You will need to come up with 5-10 tips or educational pieces related to [Video Topic-topic_name]. You will also give suggestions for b-roll footage to add to the different areas of the script to make the video even more interesting.

For each video you will create the following:

1. *Video Script*
2. *Compelling and Intriguing Headline/Title*
3. *Highly clickable Video thumbnail suggestion*
4. *Written description of the video to make viewers excited and eager to watch the video that will be put in the video description*
5. *A list of the best keyphrase tags to include for seo and the best hashtags to add in the description*

[Speaker=speaker_name]

[Company=company_name]

[Company Mission=company_mission]

[Video Topic=topic_name]

[Video Topic CTA=video_CTA]

[Next Video Topic=Next_video_topic]

This is the video script layout that we will refer to now as [[VIDEO SCRIPT LAYOUT]]

[[HOOK: create a short and intriguing hook for [Video Topic] that gets the viewer excited to watch this video - 5 seconds long max

INTRO: "Hi I'm [Speaker] from [Company]" add something why we are the go-to place for [Company Mission] - 10 seconds max

TEASER #1: short, open-loop style, teaser letting them know that we will reveal a secret tip related to [Video Topic] in just a moment. Start with the words: "in a moment..." Choose the coolest tip from the video that will help the viewer with this [Video Topic] the most.

MAIN CONTENT PART 1: the first half of the deep dive education for this particular video topic. Please list 3-5 specific things about this [Video Topic] that fulfill the viewer's interest in this [Video Topic]. Place them in bullet point style and list 3-5 sub points under each one with more education/tips/examples/etc.

CALL TO ACTION #1: Tell that viewer that you have a few more tips they are going to absolutely love that you will share in just a moment but first ask the viewer to hit the like button and subscribe if they found the first part of the video helpful so far before you share the next part.

MAIN CONTENT PART 2: the second half of the deep dive education for this particular [Video Topic]. Please list the remaining 3-5 specific things about this [Video Topic] that fulfill the viewer's interest in this [Video Topic]. Place them in bullet point style and list 3-5 sub points under each one with more education/tips/examples/etc.

CALL TO ACTION #2: Remind them that I'm about to share TEASER #1 in just a moment but first ask them "What's been your biggest takeaway so far? Any Ah-Ha moments?" and tell them to let me know in the comments below, "I can't wait to read your takeaway, I read them all."

SATISFY TEASER #1: Remind them about the secret teaser and then give them the secret tip.

TEASER #2: short, open-loop style, teaser letting them know that you will reveal a secret tip that will uplevel what they've learned in this [Video Topic] in just a moment. Start with the words: "in a moment..." Choose the coolest tip you can think of for the [Next Video Topic] that will help the viewer uplevel their skills. (DO NOT mention that they will find this out in the next video, make it feel like they are about to learn a bonus secret in just a moment) something like, "Plus I have

one more crucial thing you need to know to make [Video Topic] work even better for you..." ending with "I'll share that in just a moment, you're going to love it!"

CALL TO ACTION #3: ask the viewer to [Video Topic CTA]. Start with something like, "ready to get started? Do that now quickly and then I'll share the 2nd secret tip with you"

SATISFY TEASER #2: tell the viewer about the bonus tip that will uplevel their [Video Topic] skills that they just learned and make it relate to [Next Video Topic]. Tell them to "head over here" or "join me here" and I'll share that secret with you next.]]

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In Paul's FREE LIVE Weekly Coaching calls he'll help you [master the art of scripting and recording high-quality, captivating videos](#) that keep viewers hooked – a game-changing opportunity! I'll reveal more in a little bit but first let me share my secret YouTube upload SEO strategy to get those rankings fast...

Pillar #4: Dominating YouTube with Video SEO Wizardry

Hold on tight, because this one's a game-changer! Some YouTubers claim that YouTube doesn't care about SEO anymore – but they're WRONG! While YouTube may not prioritize SEO as much, Google still does. Proper SEO helps YouTube categorize your video, so it knows which viewers to target. Plus, the ultimate bonus: my SEO strategies skyrocketed one of my videos to over 6,000,000 views! With the right SEO, Google promotes your video on its search engine FOR FREE, often before paid ads or high-ranking websites. Most of my videos land on Google's first page within minutes using these strategies.

Follow this **YouTube SEO Checklist** every time you upload a video and watch your views soar:

o **Video File**

- Name your video file your main keyphrase (i.e. `how_to_bake_a_cake.mp4`)
- Add your main keyphrase to your file properties. Add it to the title, subtitle, tags, and comments
- PC: File – Properties – Details or Info – Details
- Mac: Double click image – (I) Information icon - Info panel

o **Thumbnail Image**

- Name your thumbnail image file your main keyphrase (i.e. `how_to_bake_a_cake.png`)

o **Title**

- Put main keyphrase in 1st half of title

o **Description**

- Put main keyphrase 1st line with a CTA text
- Put your clickable link to CTA offer (inc. `https://`) on the 2nd line “above the fold”

- (note: Do not add links to your first 10 videos on your channel, wait 20 days then come back and add the links. Instead just put your CTA link in the comments area and you can say “link in the comments below...”)
- Add Chapters – add a keyphrase to each chapter that is relevant to that chapter

Example:

0:00 how to prepare your cake

1:03 sponge cake ingredients

1:45 cake baking instructions

3:25 how to bake a cake evenly
- Add your main keyphrase as a hashtag (i.e. #howtobakeacake)

o Tags

- Put main keyphrase
- Optional: add other related long-tail keyphrases that start with your main keyphrase
(i.e. how to bake a cake, how to bake a cake at home, how to bake a cake from scratch)

o Playlists

- Add video to one or more playlists (Tip: make sure your playlists names are keyword friendly and related to your video content)

o Publish HD Video

- Record your video HD and after you upload your video wait until YouTube displays it as HD before publishing public. (Usually within 24 hours)

It can be a lot to remember. I know. However... no worries... Paul's got your back. In his FREE LIVE Weekly Coaching Calls he'll share his secrets to [seamless video uploading and preparation](#), ensuring your content is primed for success – a behind-the-scenes revelation! I'll tell you more about it in just a little bit but let's tackle your promotion strategy to get those critical backlinks...

Pillar #5: Igniting Video Promotion for Explosive Channel Growth

Get ready for a mind-blowing revelation! Promotion and backlinks are the second biggest factors YouTube and Google consider when gauging your video's popularity. These algorithms decide whether to promote your video based on its performance across platforms. They love seeing people watch your video on their platform and notice when viewers come from elsewhere. As your video helps YouTube grow by attracting new traffic, they reward you by sharing it with even more viewers! Embrace this secret and watch your channel skyrocket to new heights!

o In Video Comment

- Put a link to your CTA
- Like your comment
- Heart your comment
- Pin your comment

o Watch Your Video 5 Times

- Tip: Go to YouTube and Google in incognito, search for your video and open video from there. You can open your video in 5 different tabs to watch it all at the same time

o Share Your Video On Social Media

- Facebook
- Twitter
- Reddit
- LinkedIn
- Instagram (put a clickable link to your channel in your bio. Then in your post say, “clickable link in bio...”)
- Pinterest
- Tumblr
- YouTube community tab
- Etc.

- o **Blog Post**
 - Embed your video in a blog post and play the video all the way through on the blog page
- o **Email Your List**
 - Send an email out to your list letting them know about your new video and what they will learn when they watch it.
- o **Cards & Endscreens**
 - **Cards**
 - Add 5 cards in your video to other videos on your channel plus one card to a link to your CTA
 - Add this new video to the cards in your other related videos on your channel
 - **Endscreens**
 - Add the next video they should watch and a link to your CTA and the subscribe button
 - Add this video to the endscreen of related videos (Alternatively: place a 2nd endscreen for 'most recent' videos on your videos so your new videos will show up on those older videos automatically but make it smaller in size so it doesn't distract from the other videos' CTA's)
- o **Remix a part of your video into a YouTube short**
 - You can use this to upload to other social media where you can't have a clickable link like Tik Tok, etc.

Okay so now that you have all the tools you need it's time to take action and dive into Paul's [foolproof video publishing and promotion strategies](#) that will skyrocket your views and reach – your ticket to YouTube success! Okay... drum roll please...

EXCLUSIVE INVITE: 100% FREE LIVE Weekly Group Coaching

I'm super excited to get to offer this exclusive free weekly coaching for you. My dear friend and YouTube colleague Paul Murphy has a LIVE weekly Profit Powerhouse training that blows me away every single week! I've asked Paul if I can share this with you because I know the biggest key to success is to have constant support and training... training about what's working right now!

These Group Coaching Calls Will Keep You Up To Date With What's Working In The Industry Right Now PLUS You'll Also Get....

- FREE Weekly "Unlimited" Group Coaching (\$10k Per Year Value)
 - Live every Tuesday to keep up to date with the latest strategies
- FREE Monthly Guest Marketing Expert Speakers (\$97 Per Month Value)
 - See who is crushing it in the industry
- FREE 24 Hour Ranking System (\$997 Value)
 - Free traffic course that goes even deeper into how to get unlimited free traffic on Google and YouTube (with ninja tactics)
- FREE Live Four Day Google Ranking Challenge (\$297 Value)
 - Get your first video ranking in just four simple steps
 - Day 1: Create Your YouTube channel
 - Day 2: Create a simple video using a free tool
 - Day 3: Rank your video on the front page of Google
 - Day 4: Create evergreen free ads for years to come
- FREE Support Community (\$97 per month value)
 - Private access to Paul's amazing support community and connect with

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Big hugs 😊 Amanda van der Gulik

P.S. Here's an interview I did with Paul Murphy where we both share some of the tips and tricks that we each use to make sure our videos always rank first on both YouTube and Google for free to drive us evergreen traffic to our businesses. I know you will get a lot out of watching this: (Click on the image below to watch..)



***** REGISTER FOR PAUL'S FREE LIVE WEEKLY COACHING CALLS >>>**

Disclaimer: My results aren't typical, and I make no income or video ranking guarantees. YouTube marketing requires effort and consistency, with no assured outcome. Using my 5 Pillar strategy will help you do better than most but it's not a guarantee. I can guarantee that if you don't use these tactics it may take you much longer to see any success on your channel which is why I'm so excited to share these with you. Note that some of the links in this document are affiliate links, and that I may receive a thank-you commission for the referral at of course no extra cost to you. There's no obligation to use any of my links. Thanks for supporting me so I may continue to support you. If you have found this video upload and promotion checklist helpful, please share with a friend who would also like to see more success on their YouTube channel. Simply send them to www.cleverdough.com/youtube. Big hugs, Amanda