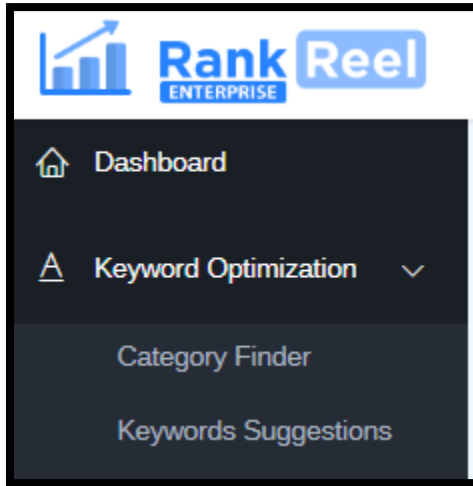


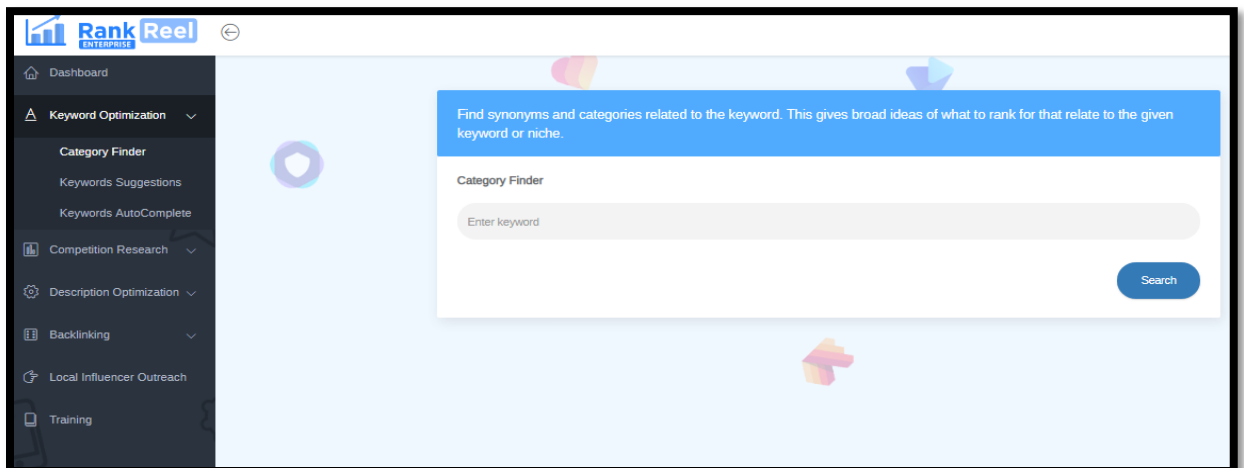


## RANKREEL TUTORIAL- Overview of using the App

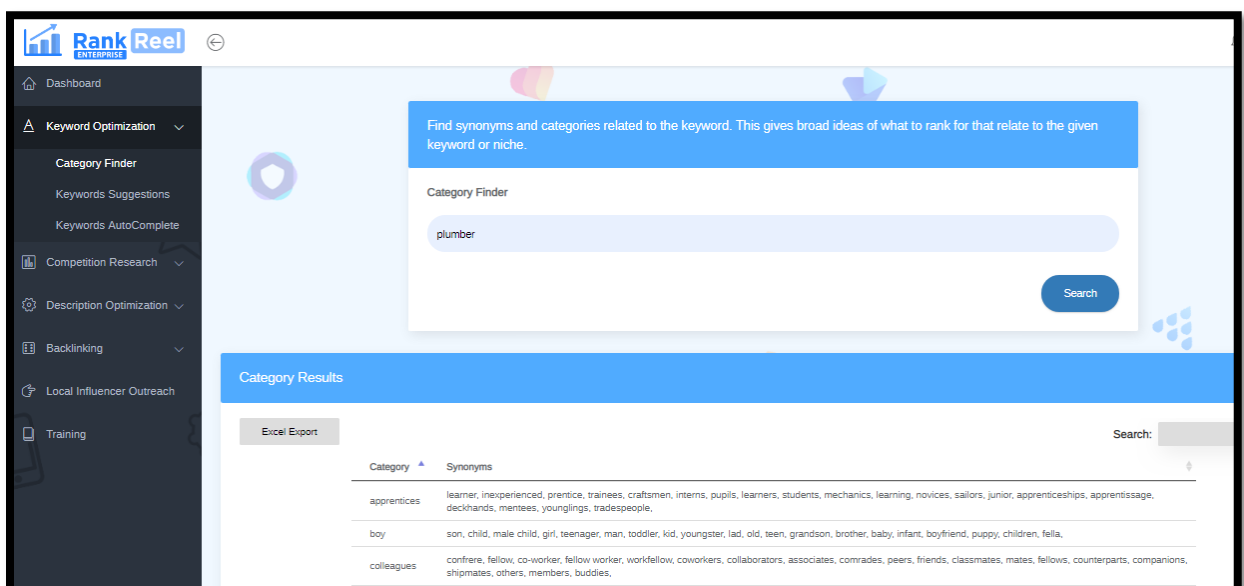
1. **KEYWORD OPTIMIZATION**- helps you find profitable keywords to use in the further modules to test and potentially rank your videos with



- **CATEGORY FINDER**- finds synonyms or broader categories and keywords related to your given keyword.

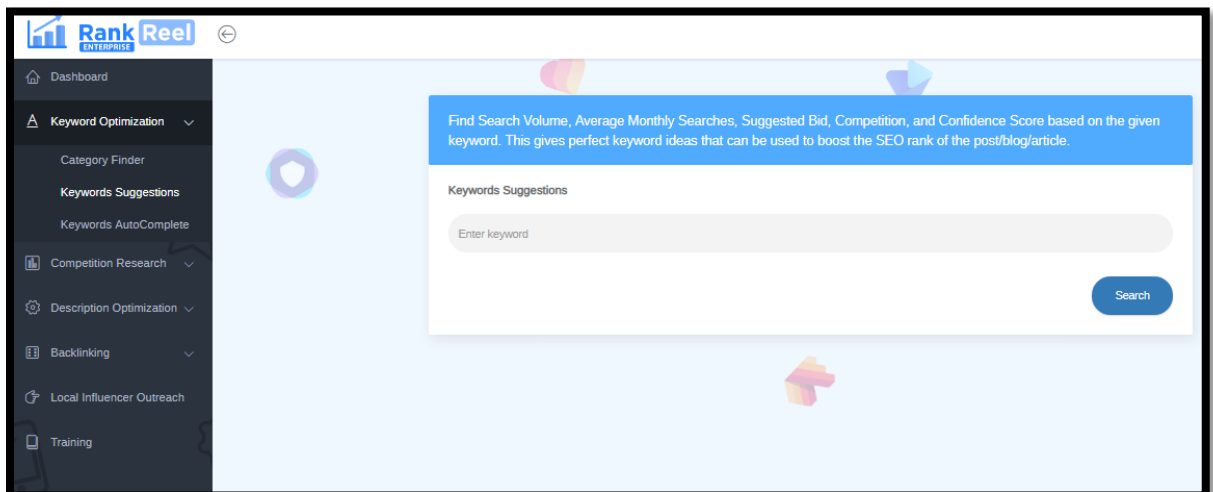


For example:

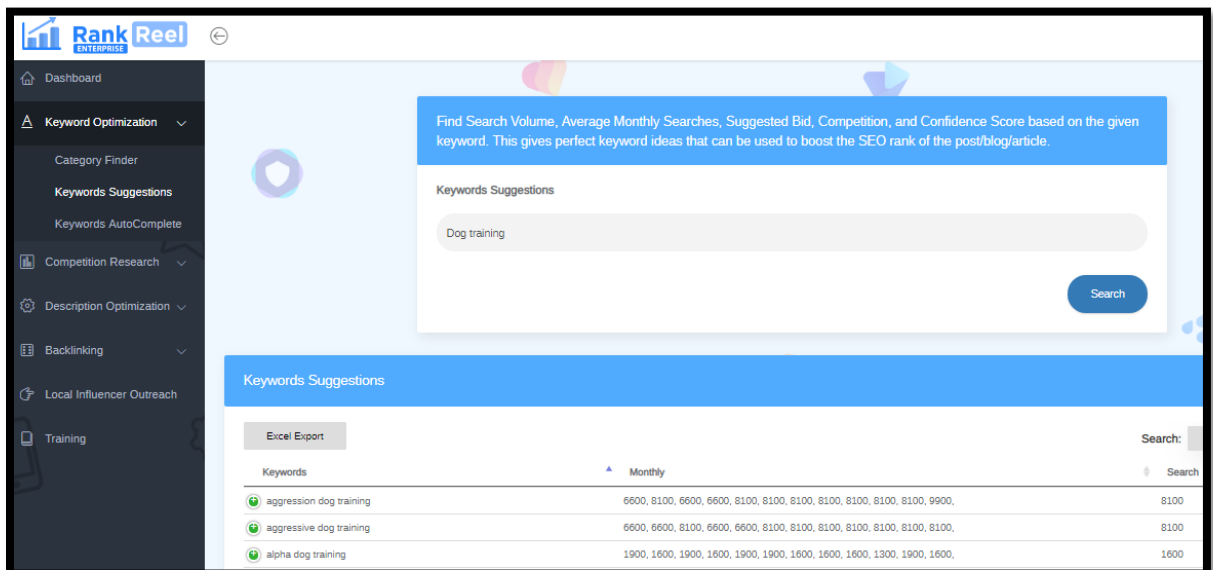




- **KEYWORD SUGGESTIONS**- used to narrow down broad ideas for your keyword or niche. It also shows suggested bid, competition data, and confidence score based on your keyword.



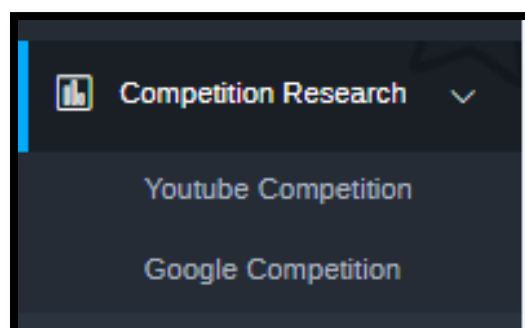
For example:



Columns explained:

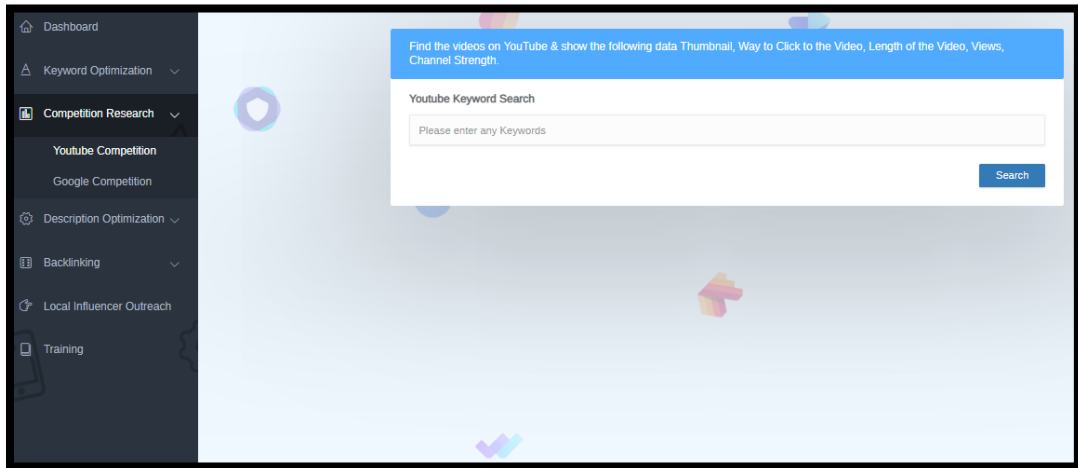
- **Monthly**- Shows how much searches are going each month, so you can see if the term/keyword is seasonal or not.
- **Search**- Indicates the average searches per month
- **Suggested Bid**- shows what ad words people are bidding right now on average. If the bid is expensive, it indicates that the keyword is very profitable to rank which will give you a lot of buyers.
- **Competition**- shows how competitive the keyword will be to rank for.

2. **COMPETITION RESEARCH**- gives you information on how hard it will be to rank for your given keyword.

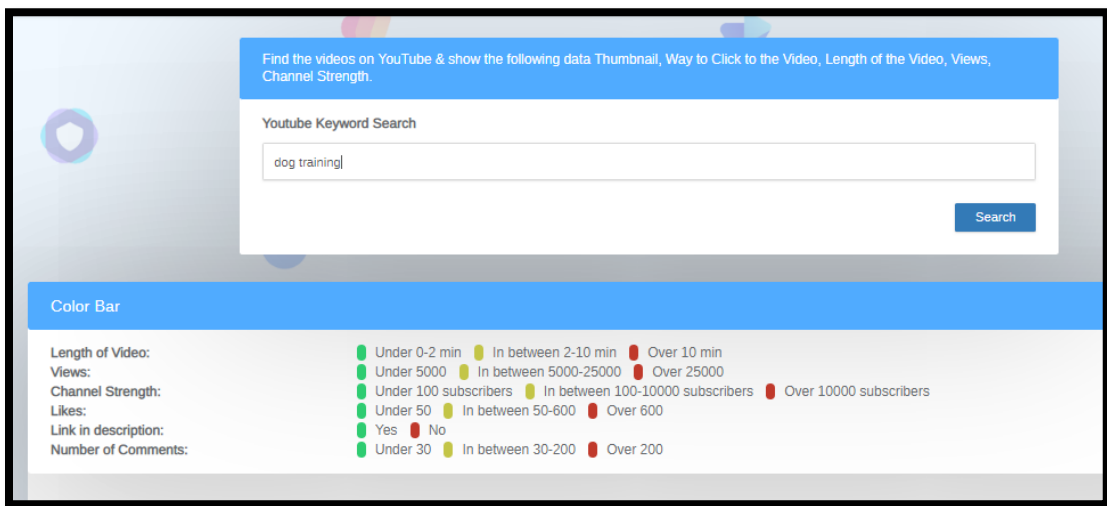




• **YOUTUBE COMPETITION** - shows how hard it would be to rank on page 1 of YouTube for a certain keyword.



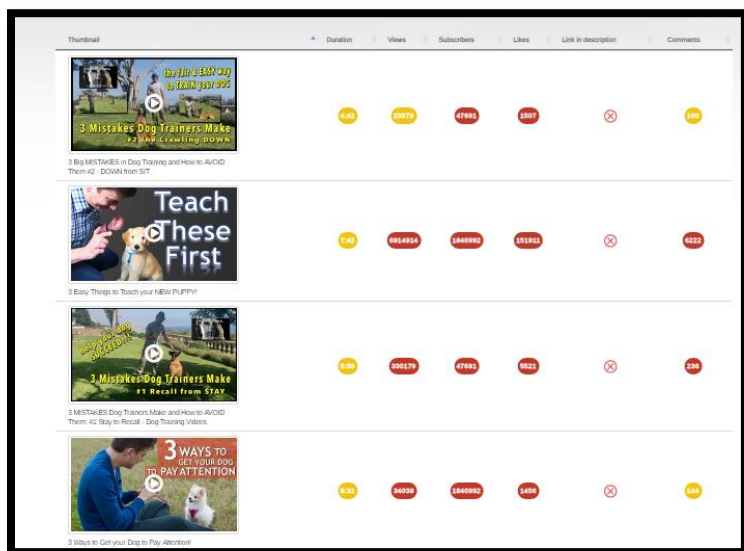
After a minute or so, data will be shown, first box is the **Color Bar**.



The **Color Bar** shows how easy it would be to rank for the video to beat out competition through colors.

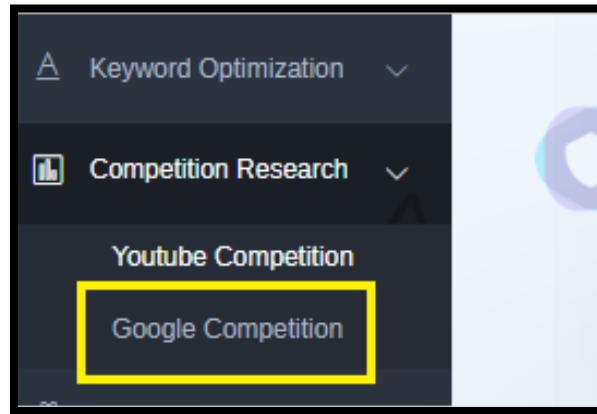
**Red** indicates HARD, **Green** is EASY, and **Yellow** is AVERAGE.

Then next tab which says Youtube Keyword Search shows the Top 10 videos right now on YouTube for the certain keyword you typed.

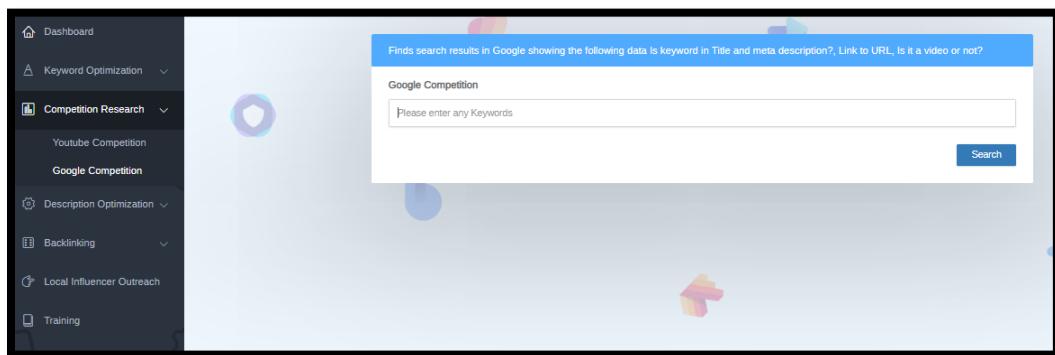




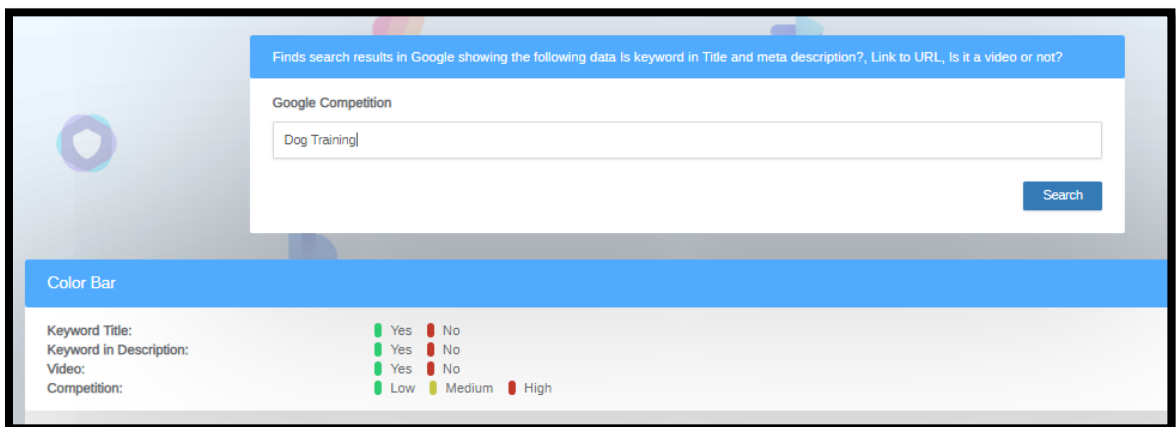
• **GOOGLE COMPETITION** - this tab show how hard it would be to rank on the first page of Google.



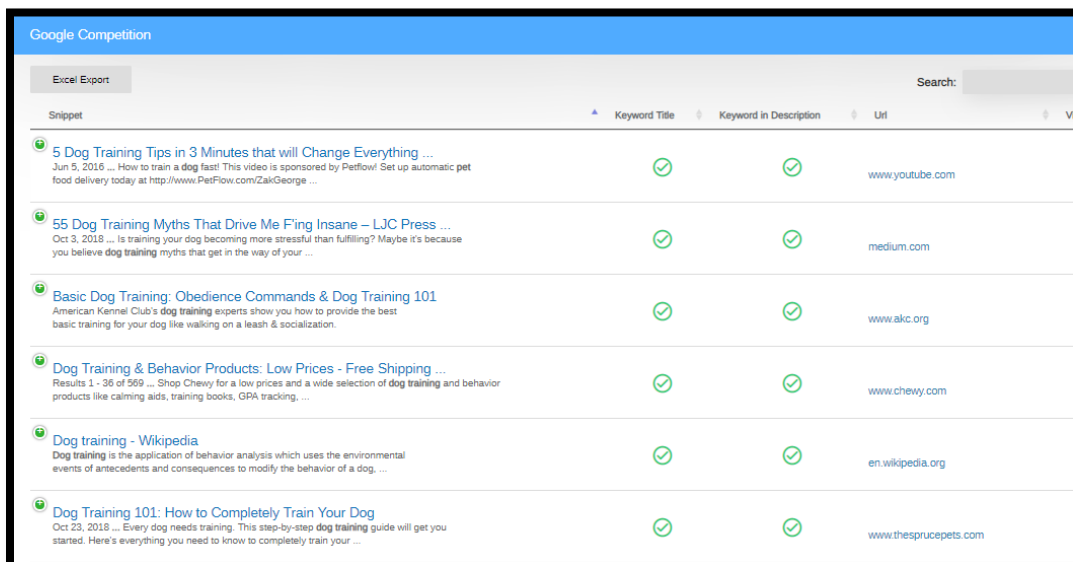
Just enter a keyword on the search box then click on Search.



Just like the YouTube Competition tab, it will also show a color bar which will indicate how hard it will be to rank on Google.

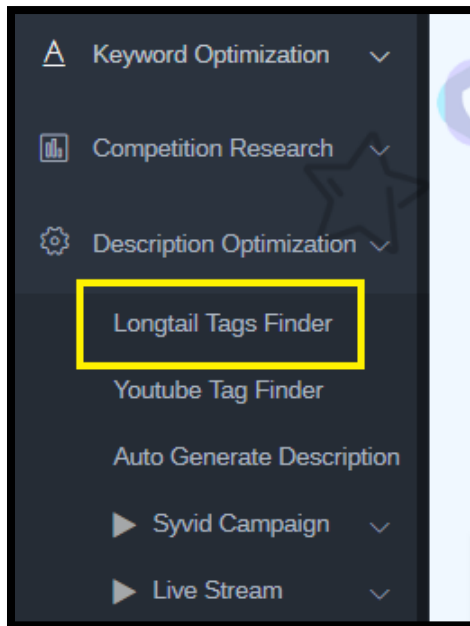


You will see the first 10 searches right now on Google for the certain keyword you typed.

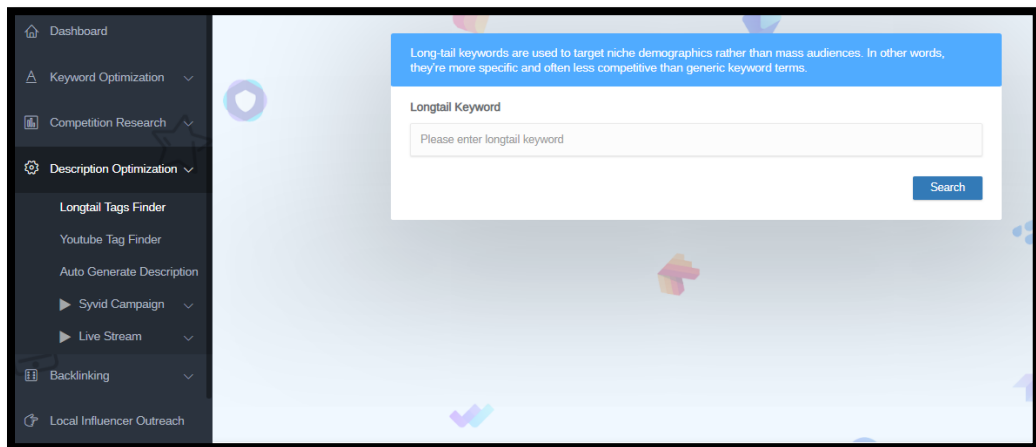


3. **DESCRIPTION OPTIMIZATION** - this feature will help you find effective description to your products.

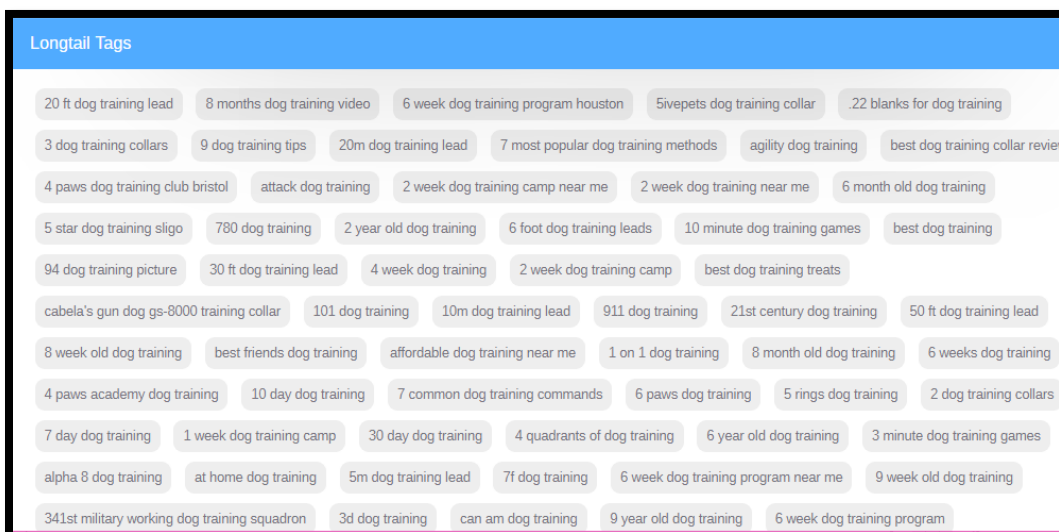
• **Longtail Tags Finder** - pulls up some of the best longtail tags that you can use to rank or put into your Youtube video or whenever you're uploading it to help it rank.



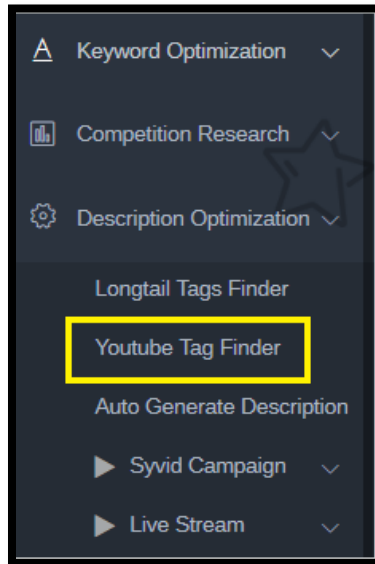
Just type in a longtail keyword then click Search.



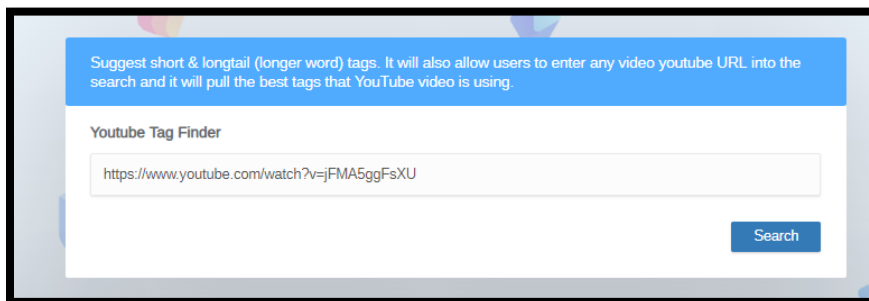
Scroll down and find some longtail tags that relate to your video. Just click it to copy



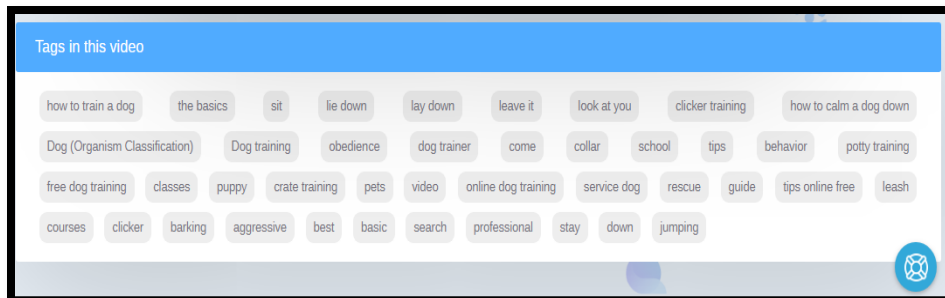
• **YouTube Tag Finder**- instead of typing in a keyword and searching for tags, this will extract tags that top videos were already using to have success.



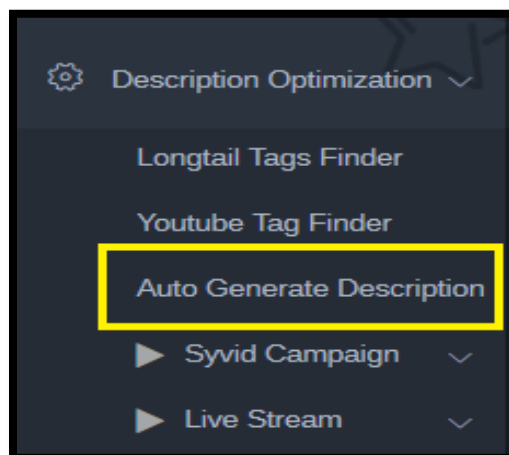
Just copy & paste in a YouTube link on the search bar then click Search.



You will see on the Tags in this video section the different tags they used on the video you searched for. Just copy the ones that are relevant then put them in your video so you can push your video to the top as well.



• **Auto Generate Description**- this will help you generate meaningful SEO ready descriptions and tags using the niche, keyword, business name and location.



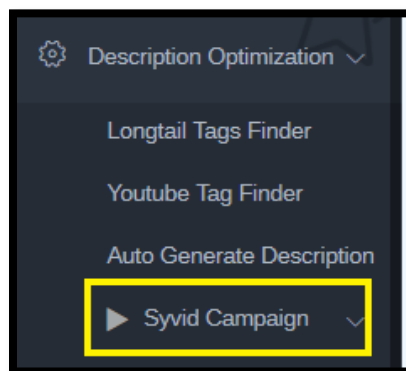


Just select your category, enter your contact (local business' phone number not yours but the one you're trying to rank) and the location that you're trying to rank in. Once done, click Search.

RankReel will generate a done-for-you YouTube title description and tag for you to use.



• **SyVid Campaign** - instead of copying all of the data by hand, you can use the SyVid Campaign feature in RankReel to optimize your video then push it to YouTube and other video networks.



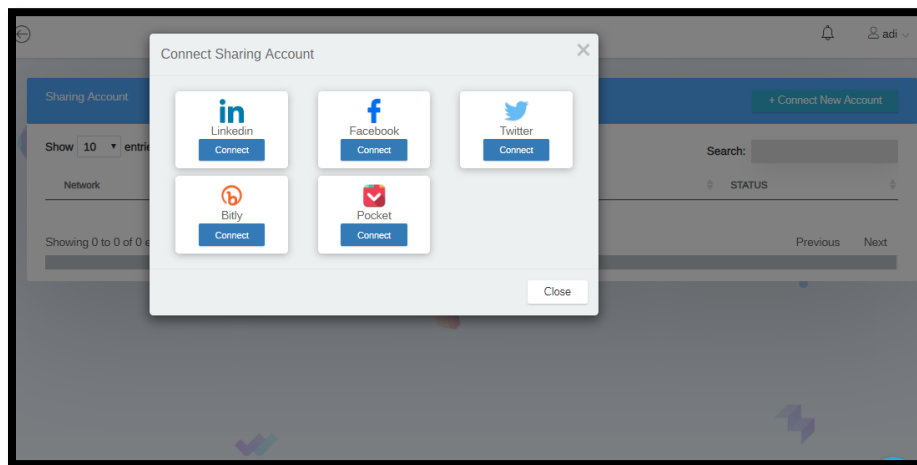
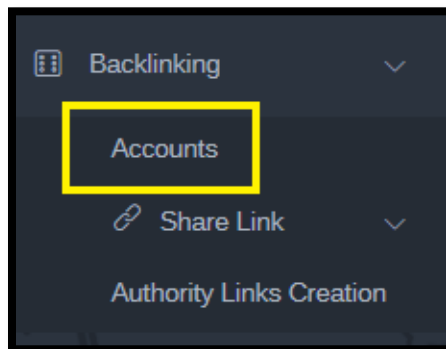
Click on the SyVid Campaign dropdown arrow then click 'Create' enter your keyword or tags to find, choose the description you want and upload video then click on Push to SyVid. On your SyVid app, you can go ahead and upload that video right to YouTube with the details included.

\*\* Note: The SyVid app needs to be purchased so you can use the mentioned feature.

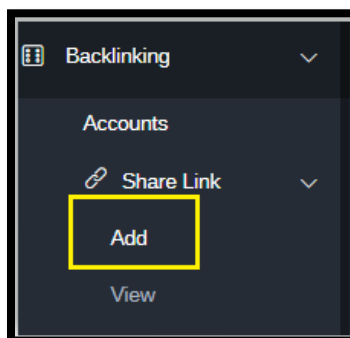
4. **BACKLINKING**- helps you get quality and authoritative backlinks to get your video indexed in Google as well as find some good solid links that relate to it to put it there long term.

• **Social Bookmarking**- this will help you connect your social media accounts to boost and help your keyword get ranked.

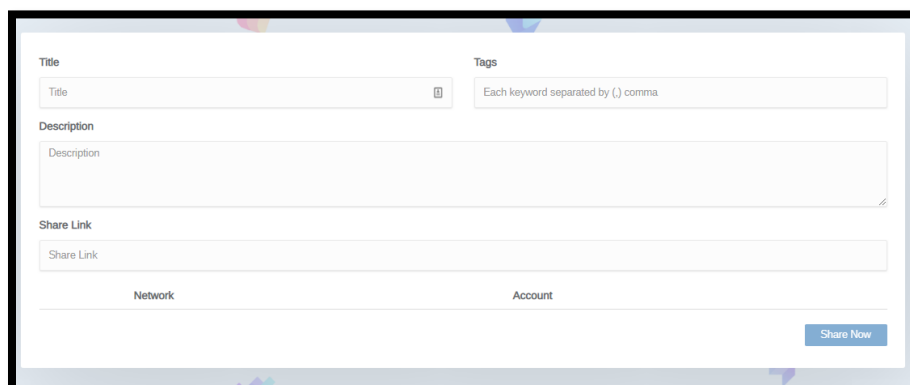
• **Accounts**- click this to connect your Social Bookmarking accounts like Facebook, Twitter, Bitly, etc.



*Note-* You can refer the tutorial on how to connect each social account. To add some Social Bookmarks, hit the Share Link dropdown then click on Add.



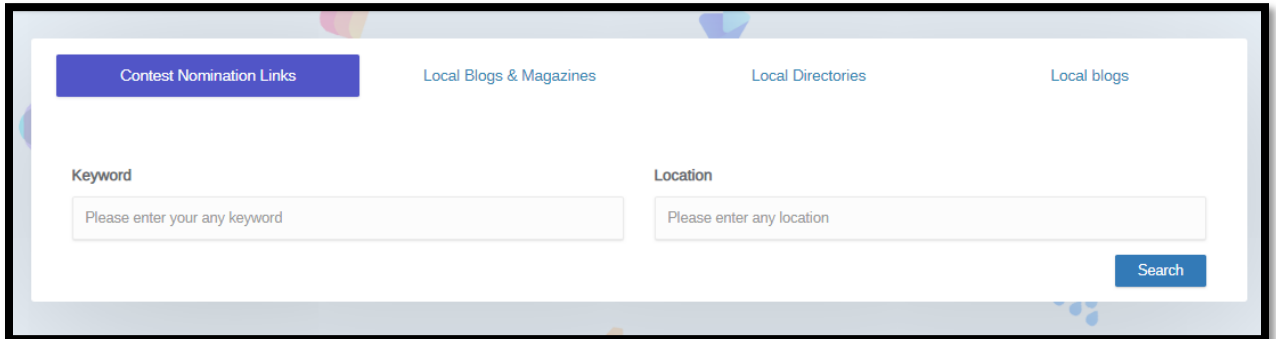
Enter necessary details then hit Share Now.



A form for adding a share link. It includes fields for 'Title', 'Tags', 'Description', and 'Share Link'. Below the 'Share Link' field, there are columns for 'Network' and 'Account'. A 'Share Now' button is located at the bottom right of the form.



• **Authority Link Creation** - here you can find more higher quality links than just basic social media bookmarking links that you can find opportunities for then create your link with your video.

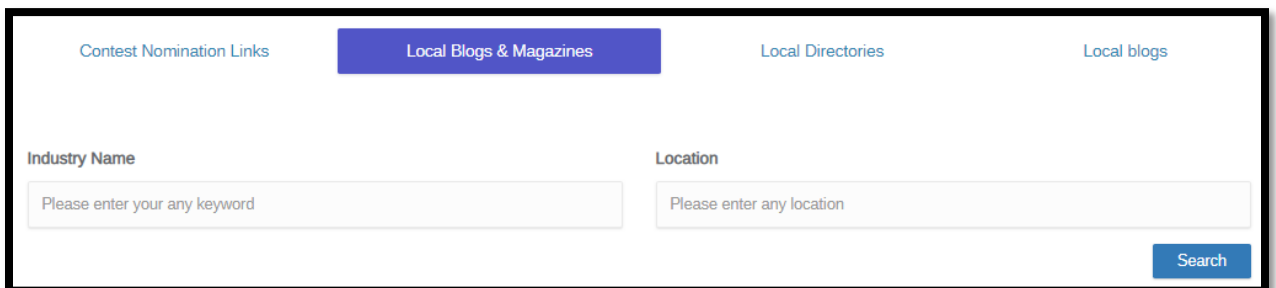


The screenshot shows the 'Authority Link Creation' search interface. At the top, there are four tabs: 'Contest Nomination Links' (selected), 'Local Blogs & Magazines', 'Local Directories', and 'Local blogs'. Below the tabs, there are two input fields: 'Keyword' with the placeholder text 'Please enter your any keyword' and 'Location' with the placeholder text 'Please enter any location'. A blue 'Search' button is located at the bottom right of the form.

This is divided in to four different sections which you can use to rank any sort of video:

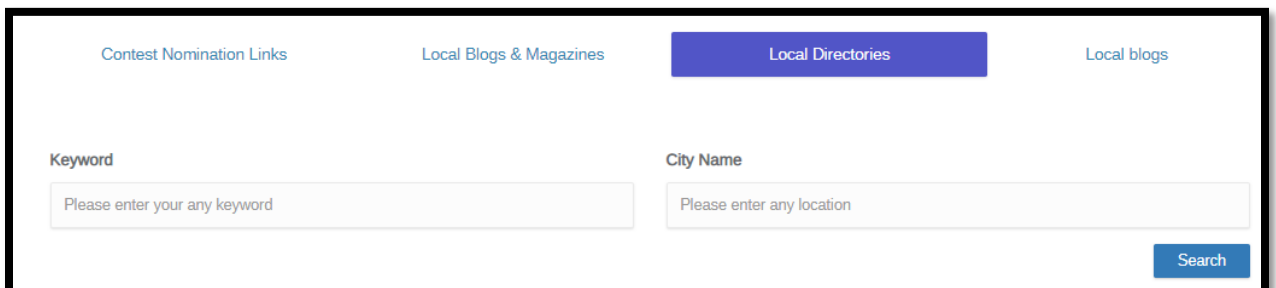
• **Contest Nomination Links** - helps you find opportunities in contest nominations that will help your rank your keyword.

• **Local Blogs and Magazines** - here you can find different opportunities with different local blogs and different local magazines in your particular area and niche



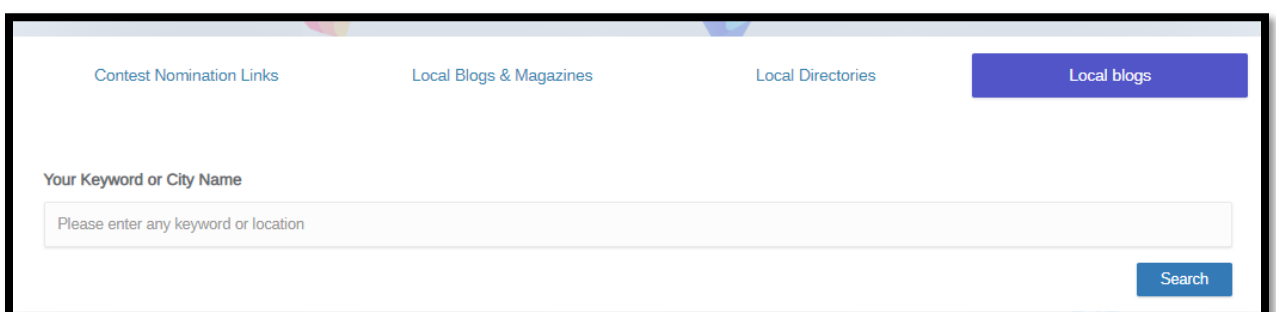
The screenshot shows the 'Local Blogs and Magazines' search interface. At the top, there are four tabs: 'Contest Nomination Links', 'Local Blogs & Magazines' (selected), 'Local Directories', and 'Local blogs'. Below the tabs, there are two input fields: 'Industry Name' with the placeholder text 'Please enter your any keyword' and 'Location' with the placeholder text 'Please enter any location'. A blue 'Search' button is located at the bottom right of the form.

• **Local Directories** - here you can find different opportunities with local directories to help boost your niche and help it rank.



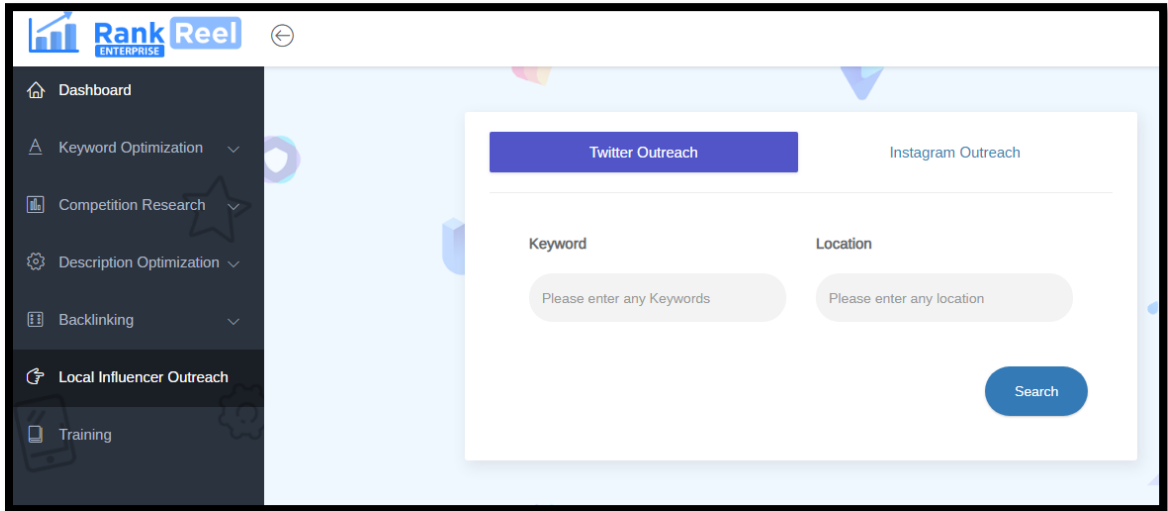
The screenshot shows the 'Local Directories' search interface. At the top, there are four tabs: 'Contest Nomination Links', 'Local Blogs & Magazines', 'Local Directories' (selected), and 'Local blogs'. Below the tabs, there are two input fields: 'Keyword' with the placeholder text 'Please enter your any keyword' and 'City Name' with the placeholder text 'Please enter any location'. A blue 'Search' button is located at the bottom right of the form.

• **Local Blogs** - here you can find different opportunities with different local blogs in your particular area and niche

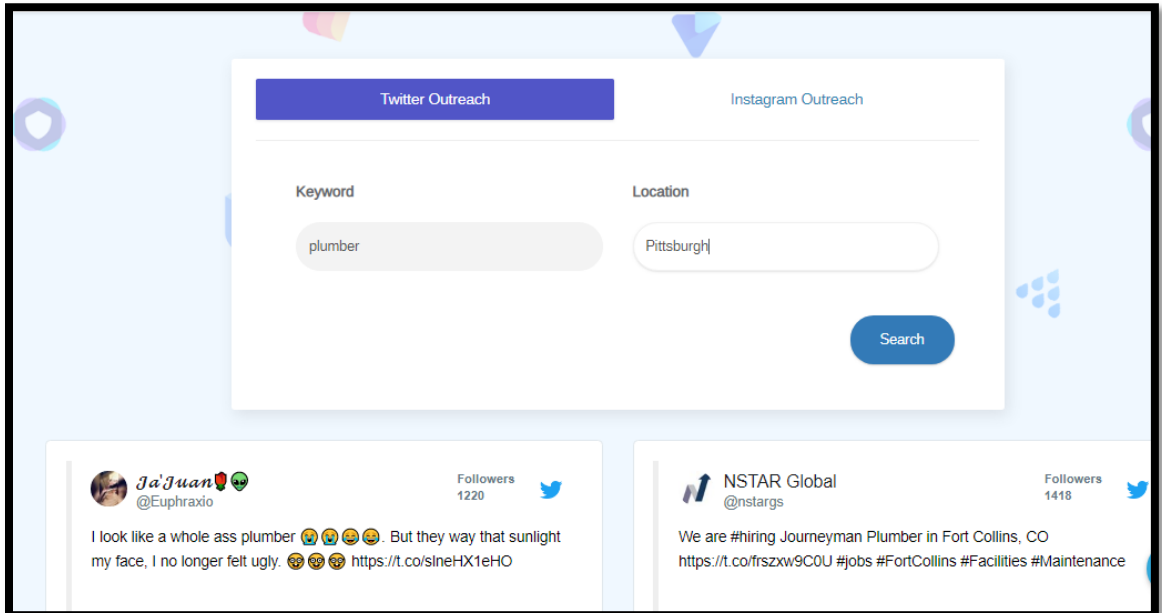


The screenshot shows the 'Local Blogs' search interface. At the top, there are four tabs: 'Contest Nomination Links', 'Local Blogs & Magazines', 'Local Directories', and 'Local blogs' (selected). Below the tabs, there is a single input field labeled 'Your Keyword or City Name' with the placeholder text 'Please enter any keyword or location'. A blue 'Search' button is located at the bottom right of the form.

5. **LOCAL INFLUENCER OUTREACH**- what you can do here is enter a keyword, choose a location, and this feature will help you find local influencers in your area that has a site, magazine, blog, etc.



For example:



If you noticed, you will be able to see all influencers who talk about the keyword you typed. You can see their name and their number of followers.