

Welcome to Tube Jeet

Thanks for purchasing Tubejeet, the innovative new Youtube marketing tool that will help you make the most of your video channel on Youtube by bringing you important business intelligence.



This short manual will help you learn Tube Jeet so that you can get the most out of it.

What does Tube Jeet do?

Tube Jeet is a youtube video analytics tool that can give you an inside perspective of the Youtube video market and help you promote your videos better on Youtube, the world's biggest video viewing website where more dollars are earned every month than any other video website on the Internet.

Youtube can be your ticket to big earnings if you have good quality content that deserves to be seen. But having good quality content is not enough to bring it the views that count. To make a hit video you need to have a hit strategy that takes in account factors like keywords, competitive videos, correct descriptions, and apply effective SEO techniques to your videos.

The starting point for all this should be analysis of the niche you have selected. You should be able to find out what are the top videos in your segment, what keywords are they targeting, and how they stand up against each other and what makes the top videos the top videos in their niche.

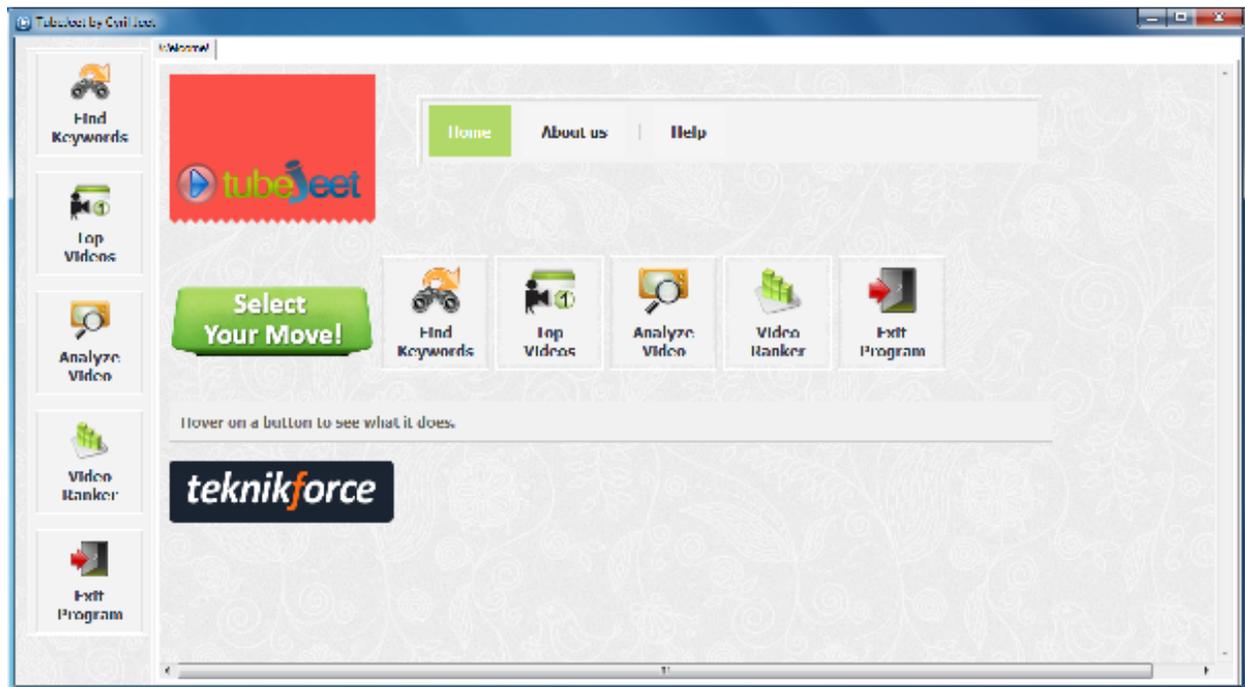
With Tube Jeet you will be able to get all the data about Youtube videos, find keywords that work for your niche, steal keywords from the top videos in your niche, and also keep track of video performance over a period of time and compare the performance of your selected videos.

Use Tube Jeet to get a solid grasp on your niche, and then track how videos perform each day to recognize what is the best working video strategy and implement it in your video channel.

What can you use Tube Jeet for?

1. To find more keywords from your selected niche. You can make these keywords a part of your video's description, title, and keywords, and subtitle information.
2. To find the top videos for any keyword or niche. These are the videos that you can use as your model, or mark as your competition to study their strengths and weaknesses.
3. Get the analytics information for any video on Youtube.
4. Drill down and find related keywords for a keyword to any level for your video.
5. Find which keywords have Youtube videos on the front page of Google, and which don't so that you can target them and get more views.
6. Make sets of videos and keep track of their stats like views, comments, likes, etc., over a period of time to compare which videos are doing better.
7. Keep track of your competitor channels and their videos.

Getting Started



Tube Jeet is designed to be easy to use. It's familiar point and click interface will have you exploring all the features and getting the best out of it in no time.

The Main screen of Tube Jeet has the buttons that you can click to access each feature of the software. Clicking on each button will take you the desired feature. You can also click on the 'About us' button to get more information about Teknikforce, the company that has made TubeJeet. Clicking on 'Help' will bring you this help screen.

On your left hand side you will see a sidebar that will remain constant no matter what feature you are currently on, and let you access any feature of Tube Jeet quickly.

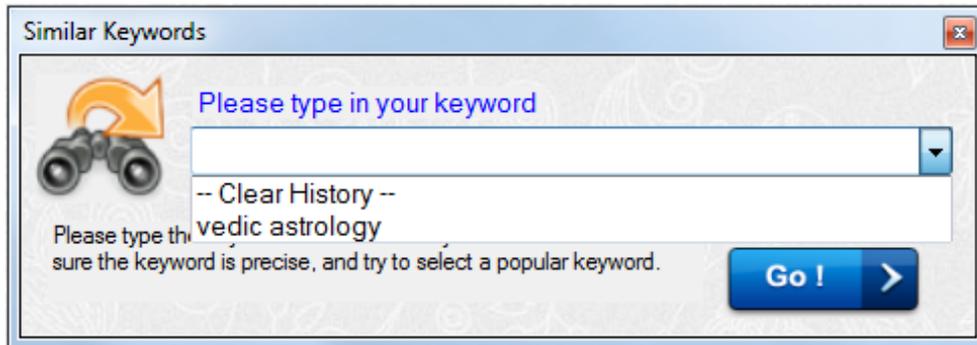
Here's a brief summary of what each button does before we move to the sections that describe each feature of Tube Jeet in detail, and also tell you how to use them.

Tube Jeet Menu

 <p>Find Keywords</p>	<p>Find relevant keywords connected to the keyword that you've typed in. You can also drill down and get keywords connected to the keywords found by clicking on them.</p> <p>You can also export the list of found keywords for use and future access.</p>
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 <u>Top Videos</u>	Wondering what videos are the top results for a keyword on Youtube? This is where you can find the top videos for any keyword. You can also quickly get the keywords, descriptions from the videos and do a quick review of their performance stats.
 <u>Analyze Video</u>	Get the performance stats, keywords, description and other details for any video quickly.
 <u>Video Ranker</u>	Create 'Video Sets' and track the performance of your selected videos over a period of time. Keep a check on how the viewcount, comment count, and likes grow for each video. You can use this to track your own videos against the competitors or to monitor a video's popularity over time.
 <u>Exit Program</u>	Done with your work today? Just click her to close the program till your next session.

Section 1 : Find Similar Keywords



Alright, you've selected your niche, you've created your video, now what? Will you have to spend the next two hours finding what keywords you should target for your video? There has to be a better idea. Well, Tubejeet's 'Similar Keyword Search' is it.

Clicking on the 'Find Keywords' button will bring you the entry window where you can type in the keyword that you want the similar keywords to. Tube Jeet will helpfully remember the keywords you typed in so that you access them even quicker the next time.

Click on 'Go' to confirm that you want to search for the similar keywords for the typed in keyword. Tube Jeet will now do its secret magic and scour Google for similar keywords. This can take a few seconds so be patient and watch the dial while the keywords are retrieved.

When this is done you will see a list of similar keywords on your screen. Here's how the screen will look :-

The screenshot shows the TubeJeet software interface. The title bar reads 'TubeJeet by Cyril Jeet'. The main window has a sidebar on the left with icons for 'Find Keywords', 'Top Videos', 'Analyze Video', 'Video Ranker', and 'Exit Program'. The main area displays 'List of similar keywords' for the search term 'vedic astrology'. Below the title, there is a message: 'Here's a list of keywords similar to the one you picked. You can use these keywords in the videos you make.' An 'Export Keywords' button is visible above the table. The table lists 13 keywords with their respective statistics.

#	Title	Words	Chars	Broad	Phrase	Exact	Google Page 1
01	vedic astrology	2	15	0	0	0	?
02	dattatreya siva baba	3	20	0	0	0	?
03	arundhathi	1	10	0	0	0	?
04	samhain	1	7	7900	7900	0	?
05	shiva ashtakam	2	14	0	0	0	?
06	bad brains re-ignition	3	22	0	0	0	?
07	rj mills	2	8	0	0	0	?
08	13signsastrology	1	15	0	0	0	?
09	astrology horoscope	2	19	0	0	0	?
10	burt harding 2011	3	17	0	0	0	?
11	engineeringin india	2	19	0	0	0	?
12	fourth dimension	2	16	6600	6500	0	?
13	essence of sage	3	15	0	0	0	?

This list of keywords has the keyword, and the estimated number of searches as returned by google if the data is available. Typically, more information is available for popular keywords than for less popular ones.

Keywords as HTML Links

You will notice that each keyword is highlighted like a HTML link. Clicking on the keyword will open another screen and fetch the list of similar keywords for that keyword. In this way you can drill down to infinite levels and potentially get all the connected keywords for your selected niche.

Keyword stats

You will also get the data like the number of words in the keyword and the number of characters. This information can help you decide what keywords to use depending on the number of characters allowed for your keywords list.

Google Page 1 Button

Finally, the last heading that says 'Google Page 1' will give you a button that you can click to check whether there are any videos on the front page of Google for the given keyword. Keywords that don't have videos on the front page right now can be targeted to give you a position on the front page of Google which can get you a lot of viewership.

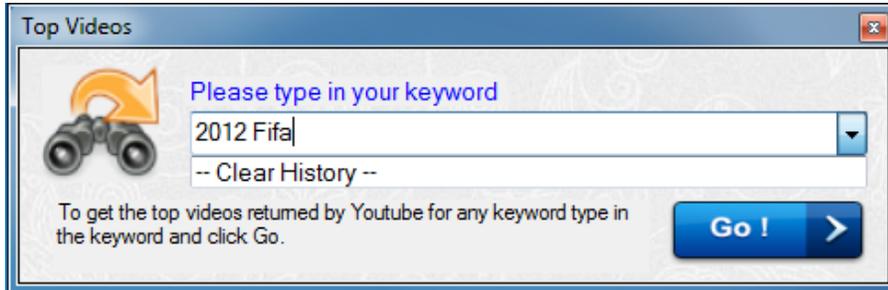
You can also use this feature to find out if there's any competing video on the front page of Google for a given keyword. You can discover your competitor's keywords and publishing strategy which can be very beneficial for the videos that are you publishing on your channel.

Export Keywords

You can select and copy individual keywords that you have identified, but Tube Jeet also lets you export all the keywords that are in the list to a text file which you can work on separately. Just click on the blue 'Export Keywords' button and Tube Jeet will ask you to create a text file which will have all the keywords present in the list.

Section 2: Top Videos

In this section you can get a list of the top videos on Youtube for your selected keyword. Clicking on the 'Top Videos' button will show you the keyword entry screen.

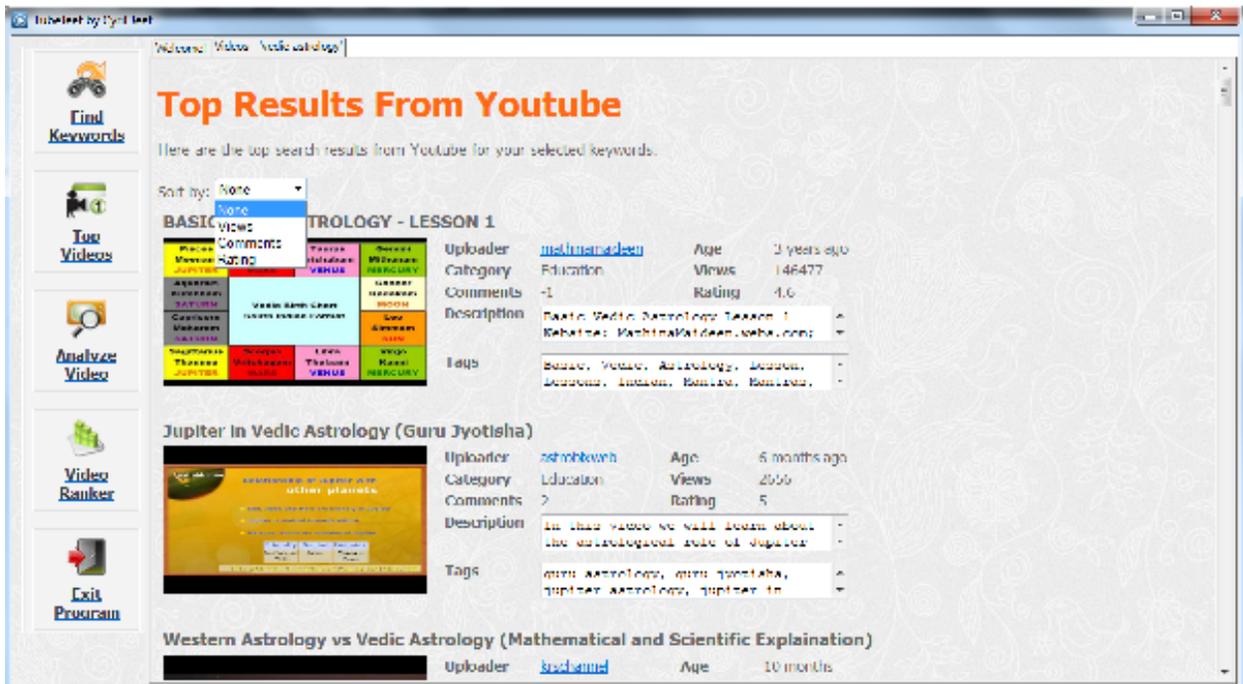


Type your keyword in the keyword box and click 'Go' to see the top videos for the selected keyword. Make sure your keyword selection is relevant. Keywords that are too generic or too specific may not give you several good results.

Tube Jeet will remember the keywords you type in for easy access the next time. You can clear this list any time by clicking on 'Clear history'.

The Top videos list will give you detailed specs of each video including the video preview shot, its description, keywords, and popularity stats like viewcount, commentcount, etc.

Here's how the top videos list looks: -



You will see a preview shot of the video on your left, and the right side will have all the information connected to the video collected by Tubejeet. This includes the name of the channel that uploaded the video, the age of the video, the category selected, the number of views, the number of comments, and the rating.

These stats will be useful for you to help you decide what is the position of the niche you are considering. It is always wiser to select a niche that has a fair amount of viewership, but competing in niches that are very competitive can also be counterproductive.

You will also see two textboxes, one for description and the other for tags. Clicking on these textboxes will select the entire text in them quickly, and you can just press CTRL + C and CTRL + V to take this text to any other program.

Right keywords get you higher rankings

This is a great way to find out what keywords these videos are using so that you can take the best of those keywords and use them in your own videos. In youtube search is highly keyword sensitive just like Google. So if you have targeted the correct keywords in your title, description and in the keywords list then your videos have a higher chance of appearing near the top in Youtube search results.

Similar keywords get you featured in related videos

There's another advantage of using the same keywords as competing videos after you've used your specific ones. If your video is good it will show up on the 'related videos' list to the right side of the other videos and you can get a lot of views in this manner.

So don't ignore those keywords, and make sure you target the right keywords to get the best results from search and from related videos sidebar.

Writing a Good Description

Just like the keywords, the description too should be relevant and should feature the keywords that you want to target. In fact Google gives more importance to the words found in the description than to the keywords. So make sure your description is not just a line, but a complete paragraph or more. It should describe the video or what's happening in the video in detail, feature the names of any characters or actors that are a part of the video, and should feature some of the important keywords.

Tube Jeet allows you to see the description of all the Top Videos returned by your search. You can copy this description to another location, edit it and use it in your own video by re-writing it. Or the description from other people's videos can tell you what to feature in your own video.

The Video Title

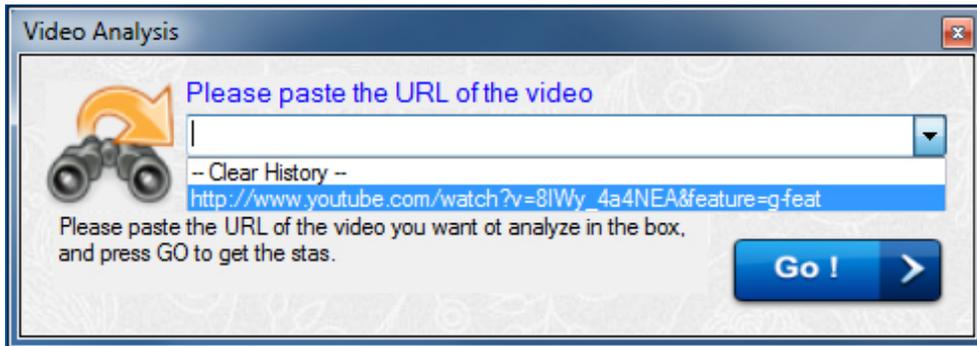
This is arguably the most important element of the video as far as SEO is concerned. A targeted title with the right keyword can give you very high search rankings on Youtube. Since the Youtube title can't be

too long, you have to make sure that your targeted keyword is in the title without making it unreadable by humans.

Reading the title of the top videos for your search will give you a fair idea of how to right a good title for your own video, and it will also tell you which keywords to target.

Section 3: Analyze Video

The analyze video facility of Tube Jeet allows you to get the stats and the details of any video on Youtube. All you need to do is get the video's URL and feed it to Tubejeet. Here's how the video URL window looks :-



To get the URL of the Youtube video you want to work on go to Youtube video on your favorite web browser and copy the URL from the address bar of the browser. Paste it into the box and click 'Go' to see the details of the video.

Here's how the resulting video details screen will look :-



This has all the important details of the video like its views count, comment count, video rating, description, tags, category and the uploader account.

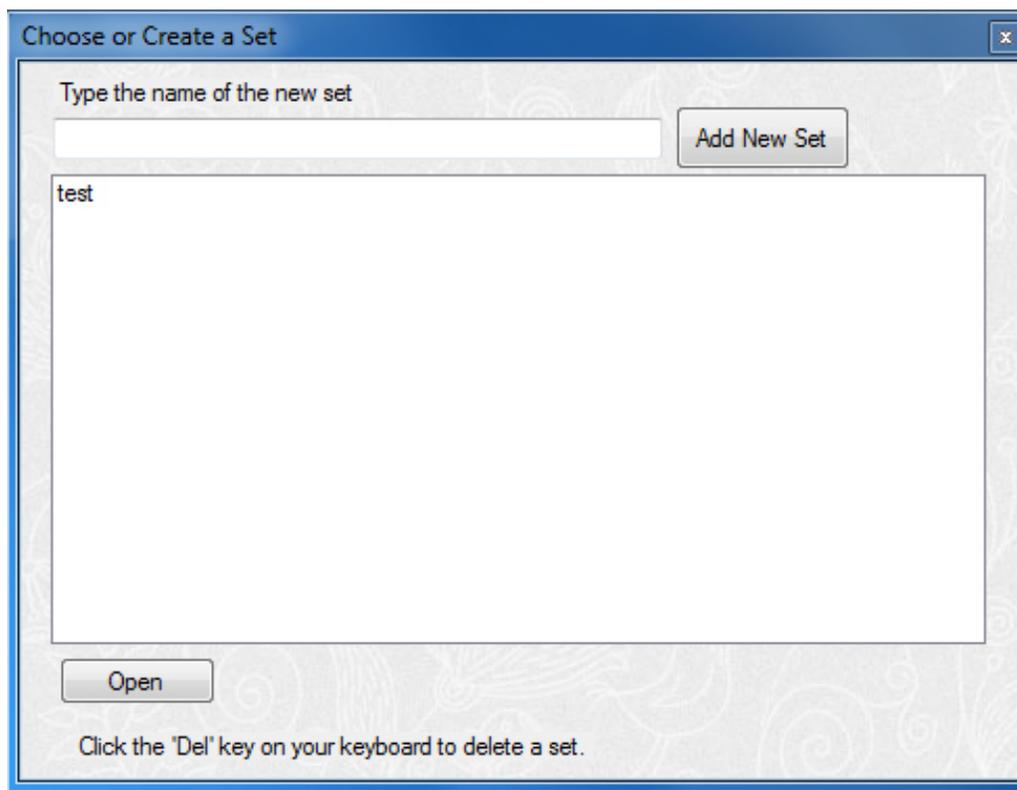
You can use this information to create better tags, titles and description for your videos. Clicking on the uploader name on page will open a web browser which will take you to the channel page on Youtube and show you all the videos uploaded by the user to Youtube.

Tube Jeet will remember what videos you check in the Video Statistics screen so you access them later quickly when you come back to Tubejeet.

Section 4: Video Ranker

As a video marketer it is very important for you to keep track of your video's performance, and also the performance of the videos from your competitors. By comparing the performance of similar videos on a consistent basis and by checking the various data parameters you can find out what works best in your market. You can use this data to modify your videos or to create compelling videos that earn you a higher profit.

Tube Jeet is the only Youtube analysis tool that supports video ranking and stats in an intuitive manner. To begin click on the 'Video Ranker' button on the commands menu of the software. This will show you the 'Choose video set screen :-

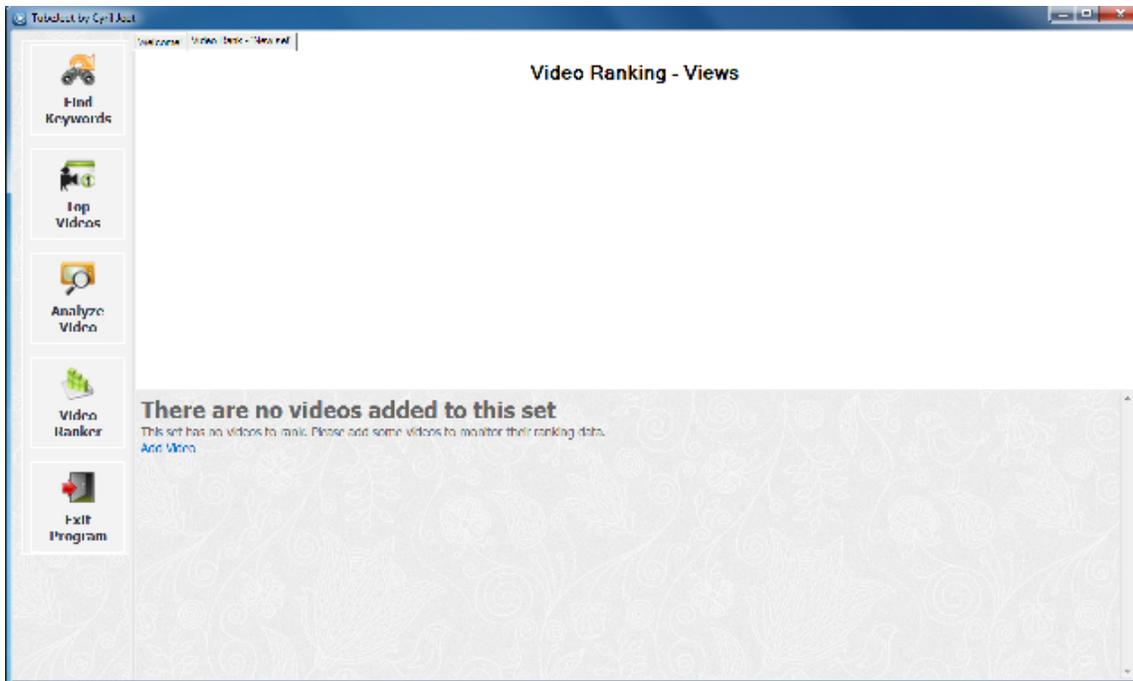


Video Set

A 'Video Set' is a group of videos that you want to pit against each other for comparing. You can have several videos in the group and Tube Jeet will collect the statistics for all these videos.

Tube Jeet saves all the video sets you create, and you can access them any time you want by clicking on their name in the Video Sets list. You can also create a new set by typing a name for it, and then clicking on 'Add new set'. Tube Jeet will create the files required for the new video set and save it to the sets list. Next time when you run the software you can re-open the set by just clicking on its name.

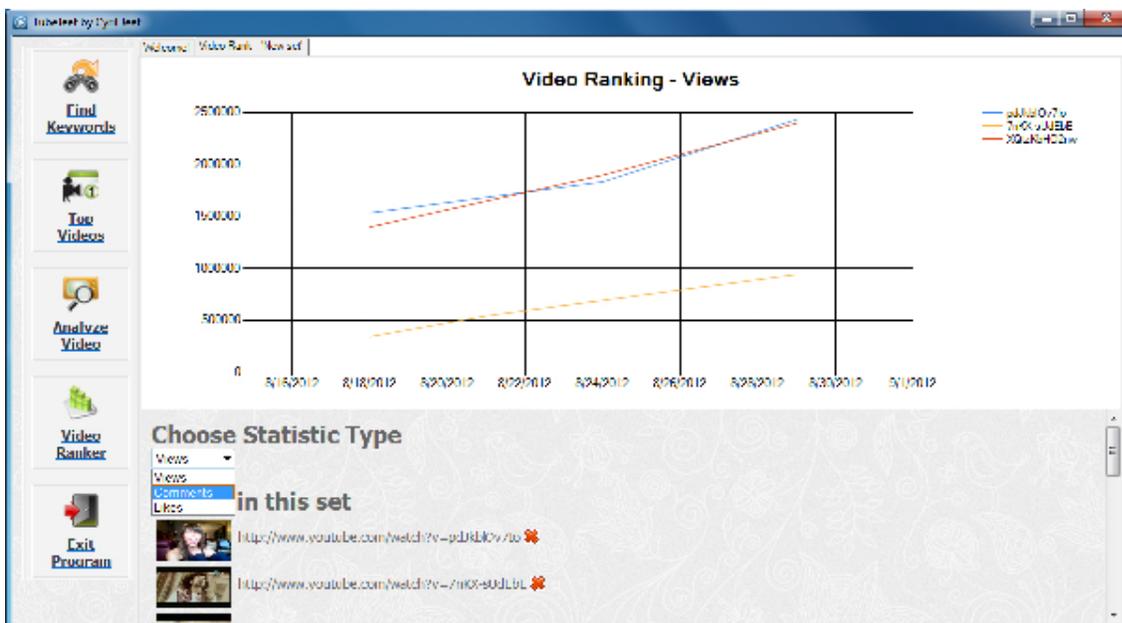
When you open a new video set, you will see the following screen :-



As you can see, there are no videos added to this set yet, and that's why there's no data to display. Once you add some videos, Tube Jeet will start gathering the data for them, but you will be able to see the stats graph only when some days pass as Tube Jeet needs data of at least 3-4 days to display a readable graph.

So don't be alarmed if you don't see much on screen in the beginning. As the days go by and you open the set, you will see more and more data.

Here's how a filled set looks. We are comparing three videos :-



In this particular graph we are comparing the growth in the number of views of 3 videos over a period of time. Viewing this graph can show you what video did well at what time, and you can use the business intelligence thus collected to improve your video performance, and also as input to create more compelling Youtube content.

Tube Jeet supports three types of stat tracking: on views, on comments, and also on likes. You can track the growth of any of these elements.

Note: Do remember that Tube Jeet will be able to collect the stats for each set only when you open it. If you don't open a set for many days, Tube Jeet will not have stats to show you for the period gone. So it is better that you open the sets that you want to follow every now and then.

Deleting Videos from Sets

Tube Jeet allows you to delete a video from its set by clicking the red cross button that's provided to each video link on the screen. You can keep removing the videos you don't wish to follow anymore and can also add fresh videos to the set when you want to.

Conclusion

So we have finally reached the end of our little guide. I hope by now you know enough about Tube Jeet features to make it a successful part of your Youtube marketing drive. Find your niche on Youtube, and make Tube Jeet your video marketing partner to achieve