

# Pioneering Business Video Marketing Company, Video Results, Unveils New Strategy that Guarantees Google Rankings for Competitive Keywords at 3 Day Live Event



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November 26, 2012, 8:22 am -- /[EPR NETWORK](#)/ -- The talk around the UK based [business video](#) marketing company Video Results has been slowly building in the past year, and now the brains behind the company claim to have a faster and simpler method of achieving guaranteed YouTube and Google rankings for very competitive keyword phrases, such as "Weight Loss", "Public Speaking" and "Make Money Online".

Video Results is the combination of two internet marketing heavy weights that come from two very different backgrounds. Andy Frain knows everything that can be known about Google and YouTube, without actually working for Google. He knows their algorithms, what makes them tick and most importantly, what factors these two websites use to rank their search results. "It's taken me about 20,000 hours of research, testing, refining and more testing to get to the point. We had a very solid and successful system this time last year that our clients have used and achieved rankings with" says Andy,

“after a summer of rigorous testing and really figuring out how to improve on the original Video Results strategy, we found ways of speeding up the process and making it easier for our clients to implement, so we decided to release the Video Results 2.0 course.”

Getting a [business video](#) ranked on Google and YouTube for a competitive keyword can really establish a business as a brand, as the industry leader, and as the market expert. However after going to all of the effort of getting a video to the Google and YouTube top spots, many companies find that they just aren't getting potential prospects to actually click through to their businesses website to opt in or make a purchase. This is where Andy Frain's business partner and Video Results' co-founder comes in.

Tom Breeze is the video marketing, video production and video conversion maestro. Boasting conversion rates of 76%, he throws himself into researching and testing the most effective techniques for getting prospects to click that all important link that goes to a company's website. He says, “I have a background in psychology and NLP so I'm really fascinated in the little things we can say in our videos that make potential customers more likely to click through to the website. I'm all about turning a viewer into a valued customer.”

Separately these two have very profitable and unique skills, but together as Video Results they become an unstoppable force of the video marketing world. “We have big name clients paying us a lot of money to rank number 1 for ridiculously competitive keywords like ‘public speaking’” says Andy. “This client has actually earned an extra \$700,000 in income off the back of the YouTube video we created and ranked for him” adds Tom.

Not only do they offer this 'Done For You' service where they take care of everything for the client, they also teach business owners and marketers their system to implement themselves. “Teaching the old style strategy could be quite tricky at times as there was a lot of material to get through. With the new Video Results 2.0 course it is much, much simpler. So much so that we're putting on a three day live course where we will teach attendees the whole strategy within those three days, with time for sleeping, eating and a few post-training drinks factored in too.” says Andy.

“Working in [business video](#) and video presenting, I know that a lot of people really aren't comfortable with appearing on screen and can't see themselves becoming an uber enthusiastic presenter in a second”

says Tom, "The 2.0 course takes that presenting to camera element out. If you are comfortable with it, then great - go for it! But if not, we have equally effective ways of creating a high converting video."

To find out more about Video Results and their 3 day 2.0 live course, watch their YouTube video here <https://www.youtube.com/watch?v=05JMabnC3Wc> or go to their website at <http://www.VideoResults.com>

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