

How to Get Traffic to Your YouTube™ Videos -- Tactics And Tips From Inside The Internet Marketing Inner Circle



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This ebook is a transcript of a recorded radio show hosted by Willie Crawford, founder of The Internet Marketing Inner Circle.

During the call, Willie shares some of his favorite techniques for generating traffic to videos hosted on YouTube, and other video sharing sites, with YouTube being the most popular of the video sharing sites.

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During the interview, I mention three members of The Internet Marketing Inner Circle whose tips I share. This is because ideas they suggested to me came specifically to mind during the call .

Those three TIMIC members are:

1) Kelvin Brown , who actually has a directory of over 300 free video sharing sites at: <http://freevideosharingsites.com/>

**2) Steve Wagenheim - Who has a series of videos on “The Truth About Making Money Online.” Steve’s videos are hosted on YouTube but you’ll conveniently find all of them here:
<http://www.stevewagenheim.com/downloads.html>**

**3) Rob Lee , who is really a WEALTH of knowledge of numerous internet marketing techniques. You may visit Rob at:
<http://www.imrockstars.com>**

I also wish to thank ALL of the very seasoned marketers who spend time on the member-only discussion forum and teach me new things everyday.

Without further delay, here’s the transcript:

Willie

Crawford: Hi, everyone. This is Willie Crawford and I’d like to welcome you to another edition of Willie Crawford Teaches Real Internet Marketing. Today’s show should be an interesting one. A couple of days ago I got the idea from sort of looking around at places like Yahoo Answers and Google.

I was looking at what people were really interested in on some of those sites. I discovered there are a lot of people out there who post their videos to YouTube and then discover they don’t get very many viewers to their video. There are a lot of people out there

looking for ideas on how to get more traffic to their videos. In other words, they stick their videos up and are very quickly disappointed when no one visits them.

I got the bright idea of putting on an hour long show that is all about generating traffic to your YouTube videos, and that is what we are going to talk about for the next hour.

What I actually did is I went over to a private membership site that I'm a part of which is called the Internet Marketing Inner Circle. You'll find that at www.TheInternetMarketingInnerCircle.com or for short, TIMIC.

I actually asked my members, "What do you guys do to generate more traffic to your videos?" I did get some ideas from them. In fact, what I plan on doing with this call is having it transcribed and giving members the transcript to use in e-book format for various purposes because I consider the information that was shared sort of TIMIC information so it will be a TIMIC product in that sense. I give credit where credit is due as I share some of the ideas.

Today's show is an hour long. It is scheduled for an hour anyway and I'll see if I can keep talking for an hour. The whole topic will be on getting traffic to your YouTube videos. I invite you, the listeners, to call in. You can dial 347-215-8784. I can bring you on and you can share your ideas if you care to.

You can also type your ideas into the chat room. Although to break up the sound of my voice, it would be good for more people to call in. I'll bring you to the callers as we get to that part of it. Let's get right into it though.

Again, many of us are waking up to the fact that video, particularly video posted on really busy sites such as YouTube, Video.Google.com, Yahoo, MySpace and a lot of other places, that some of those videos can get thousands of views, tens of thousands of views, hundreds of thousands of views, although that is rare.

It IS an excellent way to get traffic and get your project or product noticed. Again, lots of people create videos, particularly Internet

marketers who create videos to advertise their products and services and sites, and yet they don't get a lot of traffic to it very often.

Let's look at how you get traffic to your videos. The first thing you want to do is ask yourself, "Why would somebody want to check out my video?" You have to answer a number of questions. You want to know who is this video being created for, who are the people, and what are they looking for. You have to know who your audience is.

You need to know where they hang out online because you need to be where they are at and making them aware of you and your video being there. Then you need to ask the question, "What do they want?" because you basically need to be able to reach those people and say to them, "I have what you want," regardless of what that is.

For example, I create lots of videos that are informational, so I create videos teaching people how to do certain things – how to create e-books or write articles or generate traffic to a Web site or whatever. I have to get in front of people looking for that type of information.

As with most things that we do online, the real key is beginning with keyword research. It is asking, "Somebody who is looking for the topic of my video or whatever my video is about, what are they typing into the search engines?"

People will often go to the video sites like YouTube and they'll type into YouTube those phrases they are looking for. Maybe they are looking for a particular artist or a particular pet or a hobby or whatever. They type in what we often refer to as keywords; on the video sharing sites they are sometimes referred to as tags though.

They type in phrases that help them to find what they are looking for. You need to begin with asking yourself, "What keywords are people typing in to the search engines?"

Not only that but people also go to the regular search engines like Google and type in what they are looking for. Google will show,

right along with the other search results, videos. That is because Google noticed about a year ago that there were lots and lots of people looking on the video search engines. The numbers were growing at a faster percentage of people searching for videos than for just regular search engine traffic.

Google started spidering or scraping certain video sharing sites and actually showing those results right in the organic results. In fact, I had my friend Kevin Riley on yesterday. Kevin was pointing out that there were certain sites Google spiders continuously. He noticed that if you had your videos posted on certain sites that they just showed up in the search engines.

Not only that but they'd show up with an icon, perhaps your icon if you had a graphic that represented you or something. It is very powerful. If you missed Kevin's interview, it is still posted on the site. When you first log in to the site, you scroll down the page and you'll see a mention of him.

We did an hour long call on how to create really first rate video, how to create really professional looking video, professional sounding video. He went into a lot of how he does that, everything from scripting it out to using a story board and using the right equipment. If you are new at creating video, you probably want to check out Kevin Riley's interview from yesterday. Again, that is in the show archives.

You want to begin with keyword research. My favorite research tool is Google. In fact, I like using the Google AdWords tool. People who buy paid advertising on Google can use a tool called the AdWords tool. If you just Google the phrase 'Google AdWords Tool' you will find the URL for that.

When you get on that page there is a form there that you fill in. When you fill in the form, you type in the phrases you think people are going to be looking for when they are searching for whatever your video is about. The Google keyword tool will tell you two important bits of information.

It will tell you how many people searched on that term using Google over the last month and then it will tell you how many

people searched on that phrase in an average month. The average figure sort of lets you know if there is a seasonal trend or if there is something unusual going on that caused it to spike.

The searches over the last 30 days just tells you how many people are really searching on that term right now. You want to use the Google keyword tool. You want to type in phrases that you think people are looking for. Then you want to download that spreadsheet. It will let you download it as an Excel spreadsheet and then you can sort it.

It will show you also how many Web pages there are out there that are actually targeting that term so you can see what the relative competition is. Then you want to take that information, those keywords you just came up with, and you want to incorporate those into the posting of your videos.

When you upload a video to YouTube or any of the video sharing sites, you are allowed to upload, first of all, a title to the video and then a description. Many of the sites let you upload keywords or tags and those are supposedly phrases that are relevant to the video. What you really need to do is think of that listing, the title and the description, as sort of an advertisement.

You want to include your target keywords, the keywords that your research has shown that people are looking for. You want to include those in your title and you want to include those in your description, too. One of the things that Kevin and I talked about yesterday is you also want to include your Web site URL. Many people use that as a technique.

If you put the Web site URL as the first thing in your description, and you make it a full URL with the `http://` and then the URL, then on sites like YouTube and many other sites, it will actually be a clickable link so somebody visiting YouTube can be watching your video and look off to the side and see a link they can click on to go visit your site.

One of the reasons you do that is you don't want people to just watch your videos; you want them to do something. Often what you want them to do is go visit a pet project of yours. It is sort of a

waste of time to just have them hang out on one of those sites like YouTube and never visit your site.

You want to have a call to action somewhere in your video that invites them to leave YouTube and go visit your site, go visit your pet project. There are a lot of ways to do that. Some people do what is called watermarking a video where they will use some software that allows them to put a very lightly colored URL that displays across the video as it is playing for the entire time the video is playing. You can put that on the video prior to uploading it.

A lot of people will show it as the very last screen of the video – their Web site URL. You want to ask yourself, “What is that video to accomplish?” If it is to get them to visit your site, then you need to have that call to action to tell them to visit your site in the video itself but also in the description you post off to the side when you are uploading the video. That is very important.

I have friends who are very big on targeting popular keywords. They don't just look at what keywords necessarily apply strictly to their video; they go to Google and Google a term like ‘top 100 most popular keywords’ or something like that or ‘top 1000 most popular keywords.’

They target those. I'm not really big into that unless it really applies to your video. You can have your video show up for some phrase that is not relevant to your video and you may get some people to notice it and click on it, but I don't think that is really a great way to do it. I'm not big into doing that.

Again, you want to do your keyword research and then use those keywords in your title and in your description. Kelvin Brown just pointed out that YouTube now has annotation software built right in. It is true that they will let you actually mark up your video now after you've uploaded it to YouTube. That is very powerful and maybe we can get Kelvin on the line and he can explain or share with you how he uses the annotation feature.

The first thing I do though is I do my keyword research. After I've done my keyword research the next thing I think about is that I

want a lot of volume. In my marketing I'm all about creating lots of content. I used to say that you want as many sign posts out there as possible pointing to you and your projects and your products.

That is why over the last 12 years I've written well over 1,000 articles and I've written probably 40 e-books and I've created all kinds of content. Even this show is content. That is why I host lots of shows because every time I do something, it is out there making it easy for my ideal customers, my audience to find me.

You want as many videos as you can create out there. If you overdo it, some video sharing sites could view it as being spam, so you want to make sure that the videos are relevant and they are quality. There are people hired to go to the video sharing sites and review the videos. If they see any customer is really abusing the site, they can close your account.

You have sites like YouTube that will limit you to a ten minute video, so maybe your message takes an hour. There is nothing wrong with having six videos that are each ten minutes long and is "part one" through ten or whatever.

They won't have a problem with that as long as it is delivering what is promised. I have uploaded 30, 40 videos for certain purposes. I know that they will not necessarily shut your account down for that. If they see though that you are just throwing junk at the search engines, they could close your account and you've wasted a lot of time.

Speaking of time, I personally now use software to upload my video to all the video sharing sites. I use a piece of software that is called Easy Push Button Traffic which is a fairly new piece of software. My friend and neighbor, Cindy Parker, is the creator of this software. You will find it at

<http://EasyPushbuttonTraffic.info>

You can use .com too, but the .info extension will let Cindy know that people found out about it through me. That means that she owes me lunch or something.

So www.EasyPushButtonTraffic.info

– if you check that out you can check out Cindy’s software.

I do see that I have Kelvin on the line. I think I’m going to bring him in and see if he wanted to share with you how he uses the annotation feature on YouTube. Hi Kelvin, this is Willie. You are on the line.

Kelvin Brown: Good afternoon wonderful people. I actually only tested the annotation feature when they first brought it out. I tested it a couple of times and I don’t use it. But I just wanted to let people know that it was out there. I use Camtasia for all my annotations.

Willie: Basically, with annotations, again you are putting calls to action on your video after you’ve already made it and telling people what to do or somehow encourage them to take a certain action, right?

Kelvin: Right, you can use annotations to highlight a particular area with yellow or red or a big arrow bringing their attention to a particular point in the video. Quite often it is just putting some type of overlay on it that shows your domain name.

Basically, it just makes it easy to mark up the video so you are just basically putting notes on top of the video. That is all it is.

Willie: For those of you who don’t know Kelvin Brown, Kelvin owns the Web site www.FollowUp101.com. He has been marketing online probably as long as I have or he has been around working with Web sites and hosting, things like that, forever. He is a very knowledgeable marketer. That is why I encouraged him to speak up.

Like I said, I invite any of the callers to dial in 347-215-8784 and I’d be happy to put you on. As you see I also throw your domain name out there so people can check you out when they are listening to the show later or even reading the transcript.

Again, Kelvin is at www.FollowUp101.com. Thanks Kelvin for sharing that tip with us.

Kelvin: Sure.

Willie: If you want to stay on we can keep you on. If not, that is understandable, too.

Again, I mentioned I use software because what I'm going for is volume. If you put one video out there the odds of somebody stumbling across it are low, but if you have ten or 20 or 50 videos, you have ten or 20 or 50 times the chance of people finding it.

The thing is, once they find one of your videos, sites like YouTube let people search for everything by a given person if it is all under the same account. Not all of my stuff is uploaded to the same account because I'm in so many different markets.

If I wanted to put something up there that has to do with say martial arts or cooking or pets, then I wouldn't want to necessarily want people searching on my marketing videos to have those pop up in the same window. It doesn't really help much unless they are just trying to track down all that I'm doing online. I don't necessarily want my competitors knowing all that I'm doing online so not all my stuff is tied together.

The way sites like YouTube in particular works is, after a person watches a video, at the end of the video there is a pop-up that will suggest other videos to them depending on how the video is configured. At the end it will suggest other videos to them.

I understand that you can go in and uncheck certain boxes so when the video is displayed on certain people's Web sites – what you can do is anytime you see a video on YouTube, you can copy that code that is off to the side and paste that into your blog or your Web site, and that video will display on your site.

At the end of that video, they would still see that invitation to watch other videos, but there is a box you can uncheck and it will change what is displayed on your Web site. A lot of people don't notice that but that is the case.

If you do that, what happens is you can hover your mouse over a little icon at the bottom lower right hand side of the video and it will

pop up a little scrolling window that shows you all the other related videos. It may show you all the other videos by that individual or show you any video that has a certain keyword in the title or something like a common theme.

I've noticed that before that you can scroll over the video. In fact, I remember I was watching a video by my friend Rick Butts recently. On the videos, the commonality was the term 'butt' in the video. It was sort of funny but a lot of them were people dancing in nightclubs and things like that where they used that expression. Rick Butts is a well known marketer for those of you who don't know Rick. He does videos that are slightly controversial, but teaching marketing principles.

Anyway, I was humored when I scrolled through the videos that showed up after his video finished. I found that half of them had to do with people who had large behinds or whatever. [Laughter] So it was interesting.

Anyway, that shows you that the videos often, when somebody stumbles across your videos they also can find others that are linked to it. One of the techniques that was suggested to me and that I have used to drive traffic to my videos is actually to create content to talk about the video.

For example, my friend Steven Wagenheim puts a lot of videos out there on YouTube and other sites. What Steve does is write an article where he references the video, or he'll blog about it. The video will highlight or emphasize a certain problem or a certain theme, so he'll write a blog post that says, "I've just put up an article that talks about this problem and he'll link to the video."

Again, he's trying to get people off the blog and into something that is more engaging, because a lot of people don't like reading a lot, but if they can go over and watch a video, then they are going to stay with that longer.

I forget the expressions now, but people who are professional marketers say that basically the longer someone stays on your page, the more likely they are to be drawn into your message and to take the desired action. If a video can hold their attention longer it gives

you more time to deliver your message to them basically.

Whereas they may only read for two or three minutes, if you give them a ten minute video, they may watch the full ten minutes. In fact, I've seen videos that were 30 minutes long that people sat and watched and they'd probably never read a Web page that would take 30 minutes to read.

What you have to acknowledge is that people prefer consuming their information in all different formats. There are people who are strictly video types. In fact, people who like watching video often don't like reading and often won't download an e-book or read a Web page or listen to an audio. It is very important that you do acknowledge that.

Anyway, Steve is very big into writing articles and using that to publicize his videos. He also does a lot of blogging about it.

I'm also big on press releases. The thing with press releases is when you go to the search engine and you type in your keyword, your expression that pertains to your topic, the search engines often view pages and posts on press release sites as more important than just regular HTML pages.

I guess it is because the stuff that is often on the news sites is more late-breaking and timelier. Often you can type in an expression like 'hurricane' – right now we have a tropical storm offshore here in Florida. If you type in 'tropical storm Fay' chances are you are going to find the news sites listed first above the organic sites, or you'll maybe find an official site listed first.

The reason is because those sites are just considered more important than a regular HTML Web site.

What I'm noticing now is that my Internet connection seems to have timed out on me for the server at Blog Talk Radio. Kelvin, can you still hear me there?

Kelvin: Absolutely.

Willie:

Okay, the control panel for Blog Talk Radio shows that the server timed out, but that means that the show is still live, so that's good. Internet technology at times is challenging. For example, I hosted a show earlier in the week where I could not run my show from the control panel at all because my Internet connection died.

Anyway, another way of generating traffic to your YouTube and other videos, I use sites like Twitter and Facebook and all the other social networking sites. What you are really trying to do there – what I'm trying to do – is get people talking about my videos.

I want to tweet on Twitter for example, and there some of my nearly 2,000 followers can see that I've made a note that I've posted a video about whatever. I'm hoping that some of what Seth Godin often calls “sneezers,” people who when they make noise, people listen to them.

Some people call them “centers of influence.” I'm hoping that somebody with a large listening audience will post about whatever it is that I just created a video on, and they'll share it with their list members or their audience. I use Twitter quite a bit. I use Facebook quite a bit.

I post notes about my videos on MySpace. I bookmark my videos. There are hundreds, well, actually there are thousands, but there are hundreds of very powerful bookmarking sites where there are aggregators, there are RSS feeds and all kinds of aggregators where people actually subscribe to these feeds. They will sift through looking for certain keywords.

Somebody who is a big fan of some topic or a big fan of some game, or maybe somebody is just watching the news on the Olympics right now, and you throw a video up there about the Olympics. There are people who without ever visiting the video sites can tell that you have new video up there because they mark your feeds and they get notification from the video sites that there is a new video up there about the Olympics if you put that in your keywords.

I would put the specific sport or the specific angle I was covering.

That can be very powerful.

You want to put your video on as many sites as possible. I've already said that before, but sites like Video.Google.com, Facebook, you can put your video directly on to Facebook and MySpace. Those sites get lots of people who search through the database on those sites. When you put it on those sites, you want to again use tags which are like keywords.

I'm big into taking traffic that is not on the video sites and driving it to the sites. For example, in my e-books I will often mention a video knowing that the e-book may get passed around via people who aren't normally on the video sites. I'll tell them about a video that is online and plan on it being there for the long term.

I have videos that have been on YouTube for two years now, so unless you take it down or somebody reports it for inappropriate content or whatever, or maybe they think it is violating some copyright or something, chances are the video is going to stay online for a long, long time.

I often will write in e-books about videos that I really like with the intention of driving traffic to the video. Also, for marketers, one of the most underused pieces of real estate, and Kelvin will verify this, is your thank you or your acknowledgment page.

You sign up for a newsletter and you are sent to a page that says, "Thank you for joining my newsletter. Please watch your inbox or please go and check for it." I think, "Okay, before you go check for it, let me give you something else to do to engage you. It is going to be waiting there in your e-mail box when you get there, the confirmation e-mail or whatever, so let me give you someplace else to go."

I'll often put a video on my thank you page. I'll put maybe a live video streaming from YouTube. All you do is click on the link and watch it. But beneath the video I will have a link for you to go investigate what the video is about.

Again, the video is streaming from YouTube – I really don't want you to go over to YouTube and stay there. I want you to watch the

video for the message that is in the video and then take whatever action that video is pushing you to take.

I have to bear in mind why I really want you watching the video, but I do that quite often. I post videos on my thank you page or my confirmation pages or on my download pages. If you buy a piece of software or something from me, on the download page you'll download the software, yes, but after you've downloaded that software in maybe a zip file or whatever, now what do you do?

Well, you can run over and unzip your software and use it, but why not give your visitors something else to do for a short while, so I'm very big at posting video on that page encouraging them to check out something.

Kelvin: Just a couple of tips or maybe something else to think about because you alluded to the fact that the video is hosted in this case on YouTube on your thank you page. People may get lost and say, "Wow! That was a great video." The next one that comes up because it says that "you might like these videos," so they may actually leave and go back to YouTube which is not your goal at this point.

One of the things that I like to share and put out there as an option is that it is great to have your videos up on YouTube, but instead of having people watch a YouTube video from your Web site, especially if you are using low bandwidth or you can use a service like [Audio Acrobat](#) or something like that, and take the same video but put it on your own Web site, that way you control the click-outs.

If you take that same video and put it in your thank you page, but you use maybe [Audio Acrobat](#), then they can't go anywhere else. Or if they watch the video from your thank you page and you are using Camtasia, once it is finished of course, then they go where you want them to go rather than going back to YouTube.

I often like to have two versions of the video. One that I'm hosting so that I can control it fully and the other – same thing – but it is out there on YouTube so that people who are coming from there

can see it.

Willie: Basically the biggest reason that people host video on YouTube is, for those who are marketers, because they are trying to save on bandwidth. Most people are trying to get in front of the traffic that is already at YouTube. YouTube is probably one of the most visited sites on the Internet. I forget where it ranks now.

I think at one time it was ranked number six or something, out of all of the sites that are on the Internet.

Kelvin: **It is definitely in the top ten and it has been forever.**

Willie: That is why the topic of the call was important because when you are looking for traffic you want to be where the traffic is. Again, you don't want your traffic from your Web page or your blog being siphoned off and being sent over to YouTube because that is not what we are after.

We are after getting in front of the traffic that somebody else has and plugging them into us. That is an excellent tip, Kelvin. I have noticed that my Internet connection with Blog Talk Radio with the site itself has been lost, so if anyone is trying to dial in, I have no way of connecting you with the call. The connection is lost both with my regular land line and with my wireless card, so it must be something at the site itself.

Kelvin: We still have a few people who are listening on the site.

Willie: I can see the chat room, but I don't guess it is refreshing anymore. It just show me that there were people there.

Kelvin: It is refreshing for me.

Willie: Okay, so it must be something with the connectivity between where I'm at and the server then. One of those weeks – I've had a number of challenges.

Looking at driving traffic to videos, I actually like to use free

giveaways. I'm looking at who is going to be looking at my videos and where they are at hanging out online anyway. Lots of people go online looking for free stuff, whether it is free information, free e-books, or they are just doing research. They aren't looking to spend money a lot of times.

I like to figure out where they are at that is free and to get in front of them that way. I often go to the free giveaway sites, the free download sites. In the old days you could even upload your e-books and things like that to software download sites. I'd often upload an e-book that basically invited them to look at one of my pages and download what was essentially a brochure.

I still do that to an extent, but not as much anymore.

[I'm still trying to get my connection back up.]

Another thing I like to do is I mentioned the social bookmarking sites. I like to Digg a video. If you can get a certain number of people to watch your video, digging it basically, they go to Digg.com and they write about it and give it a favorable review. If you get enough people doing that in fast enough succession, the review of the video, people talking about it, can actually rise to the top of the front page of Digg.

It is possible to get tens of thousands, even hundreds of thousands of visitors from something like that. It is very hard to get on the front page of Digg, but if you get enough people talking about it, you can rank very high in your category and that can generate a substantial amount of traffic.

My friend Steve Wagenheim who I mentioned earlier is big into posting to safe lists about his videos. After he has posted a video where he talks about a certain topic or teaches something, he will send out an advertisement or an announcement to safe lists saying, "I've just posted a new video online. Go check it out."

His audience that is used to reading those posts from him will actually go over and check it out from that. I have a web host that I use and part of their terms of service say that I'm not supposed to post my URL to safe lists.

The reason they say that is because for those of you who don't know what safe lists are, they are basically an e-mail list that you join and you agree to receive e-mails from other members of the list in exchange for them receiving e-mail from you.

They are called safe lists because there is safety in the fact that they promise not to accuse you of spam. They say, "Yes, you can e-mail me X number of times," whatever the rules are, "and then I won't say that you spammed me, and I'll do the same thing."

What typically happens with safe lists is that people use an e-mail address that they never check and they sign up for the safe list. Their plan or their intention is to send out lots of e-mails advertising to the other list members, but you never read them. So how effective safe lists are, I don't know.

But lots of web hosts know that some of these safe lists may have 100,000 members and they are all e-mailing their advertisements to each other, so your e-mail box fills up very quickly when you promote on safe lists if you are receiving all the e-mails. This is why people typically use a throw away e-mail address.

I didn't think they were that effective, but Steve swears up and down that they are fairly effective for him. He does generate traffic to his Web sites, to his articles, to his products and things he promotes, using safe lists.

Again, I mentioned that some of the stuff I was passing along to you was tips by members in the Internet Marketing Inner Circle, and Steve Wagenheim is one of those marketers who very quickly rose to a six figure income primarily from article marketing. He also does a lot with video lately and he says that he uses articles and press releases and safe lists to drive traffic to his videos.

Along the same line, a lot of people use the free classified sites to drive traffic to a video on YouTube.

Kelvin:

Willie?

Willie: Yes, Kelvin.

Kelvin: I'll just throw a couple more things out there.

Willie: Sure, go ahead.

Kelvin: You talked a lot about article marketing. There is a very, very close parallel between article marketing and video marketing. For those who are listening and thinking, I don't know about this video thing, but you understand the article marketing, there are a lot of similarities.

When you go to submit your video, almost all video services allow you to input anywhere from 300 to 1,000 characters. When you go to add your description for the video, just think of it as a shorter article than what you might normally produce.

Like you were saying earlier, you put your keywords in, but the other thing is that when you submit articles, you go and tell all the other Web sites, "Hey, I submitted an article." You do that whether you are doing it through social sites like Twitter or blogging.

You try to get people to go to the article and that might lead them to the site that you actually want them to go to. But the same process works with videos. When you submit a video, and you've already said it, tell everybody, "Hey, I submitted a video."

But you can also do that within the video sites themselves, such as with YouTube. Once you submit the video, let's say that the video is on how to donate a car. When you submit your video then you go out there and look for any type of site that is talking about car donations, or maybe tax write-offs. Find one that has a video that gets a lot of views or seems to be trafficked well or has a good ranking or gets good remarks, etc.

Then you go and post a remark on their video which has a link back to your video and/or to your Web site. The same methods that we use to get traffic to target our article marketing, we can do the same thing with the video sites. It is very important to make sure that you have decent text for the articles because that is what the

search engines are looking for.

When Google looks at it, they go look at the tags and the title, but most importantly you have a lot of characters in that description body that you can work with.

Willie:

You touched on an important point there in that search engine technology cannot, to the best of my knowledge, currently read audio or read video. They read text. They can read text in PDFs. It is important that you make sure you tell the search engines what your video or your audio, if you are talking podcasting, is about.

That is an excellent point. The other thing you reminded me of is one technique that a lot of people use for generating traffic to their video. They post comments on related videos. In fact there is software out there on one of the sites that I'm aware of that sells this type of software or that you can try it – there are lots of sites that have it, but there is a site called www.StealthTrafficTools.com.

One of the pieces of software offered there, you give that piece of software some keywords and then you start it running. The software goes out and finds videos that pertain to that keyword. Actually, the software can be set up to automatically post comments, which is sort of spammy, but if you wanted to you could say, “Here’s a related video,” or something like that.

The software would automatically find hundreds of other videos that pertain to your keyword and post a remark. A better way, a more polite way of doing that would be to use similar software to locate videos on your keyword, and then go and watch the video or go and make sure the video pertains to your keyword and post a remark saying, “Here’s a related video.”

What is happening here is people who like watching videos on whatever topic – if I’m very interested in a topic or hobby or whatever – I can spend all day watching videos. They are looking for other videos on it.

What the software does is make it easy for you to locate those

videos and then to go out and get in front of those people. What you are really looking for are videos that lots of people are looking at. Places like YouTube will show you the viewer-ship of a video.

I'm pretty sure [Stealth Traffic Tools](#) may have some, but some of the software will tell you how popular a video is. You go and look at the video and the ones that are getting lots of viewers, those viewers probably aren't stumbling across that video. It is probably other people blogging about it, tweeting about it, and e-mailing about that video.

Now you know where lots of people interested in that topic are showing up online. Now you know where you want to be, too. That is the whole secret. Traffic on the Internet comes from following links. They find links in the search engines on other sites. They find links in e-mails and then they click on the link to go check out another resource.

You want to be where they are at, whether it is a blog, a search engine, or another video site where people are interested in your topic. That is important.

I don't know whether you have tried that software or not, Kelvin?

Kelvin: Yeah, it works. I try to be good, though.

Willie: There are people who will tell the software to go find every video that has to do with Brittany Spears and post, "Come see Brittan Spears on this page." They post a link to their video. That may work, but it can irritate a lot of people, too.

My point is, you can use some software and the Web site at [Stealth Traffic Tools](#) does have software that lets you do things like that. There is also software that lets you find blogs that pertain to your topic.

You tell this similar software to find WordPress blogs that are on your theme. You can set it up where it will notify you of the URL or the blog and maybe even give you a page rank. It can give you an idea of how popular the blog is. Then you go over and post

relevant remarks about your video on that blog.

Again, what you are doing is looking for where your ideal visitors are online. Then you are “going over and standing in front of them and waving your hand.” There are polite ways of doing it, and then there are the spammers. You want to do it politely, but that is basically what you are doing.

You are looking for where your traffic is online and you are getting in front of it. I do encourage the other listeners who are in the chat room, since I still don't have a...

Kelvin: Hey, Willie, I just typed in to tell them to go ahead and type in their questions and the first one is, “What exactly is that Web site again?” I think they want the Stealth Traffic one. What exactly is the URL?

Willie: It is [Stealth Traffic Tools](#) .

Kelvin: Got it. And I also wanted to bring up, since we are talking about the traffic side of the videos, I wanted to touch on the importance of going ahead and creating a video and the ease in which it can be done right now.

Willie: Excellent.

Kelvin: Those of us who are listening now or in the future, videos are no longer hard to do. You can do a video if all you have is one picture and audio. If you are talking about real estate, take a picture of the house and then you can spend anywhere from 30 seconds to five minutes talking about why they should buy that house, why they should contact you for more details.

You don't have to do a lot of fancy stuff. You can have a picture. If you don't have a picture, you can just type words which would basically just be a screen shot of something like you might see with PowerPoint, so a screen with words on it. Turn it into a picture; add your audio and now you have a video.

Again, you don't have to spend a lot of money because I know that

most people who are listening are either using an Apple Mac or they are using Windows. Both of these computers generally come with free moviemaker software.

Windows has a free moviemaker and so does the Mac Apple. It has free moviemaker software. You just grab any old picture that is relevant, of course, and add audio and now you have a video.

You can go out and buy a \$100 to \$110 new Flip camera, and take a quick video of whatever it is you want. We have talked a lot about traffic, but for those who have thought that video is hard, it is really, really easy to do. If you can't do it, any 15 year old can.

Willie: One of the techniques I use is a lot of my video is actually PowerPoint presentations. I use a program called Camtasia which is a screen capture program. That means basically anything on my computer screen as I'm using it, its appearance on the screen has been recorded. I can add audio in real time or I can go back and add the audio later. I can incorporate that later.

Often I'll take a slide presentation maybe from a seminar or conference that I've spoken at, and I'll drop it into this program. Then as I click through the slides, I'll talk about what is on the slides. These are videos where I'm teaching something generally, but it could be something political or a religious message or teaching something or something inspirational, maybe a poem or something.

Some of the more powerful, moving videos that I've seen were nothing more than facts. There is one that I really love that talks about the fact that there are more English-speaking people in China than there are in the U.S. It talks about numbers – the number of people born every second – and things like that.

Kelvin: There are a couple of questions, Willie.

Willie: Go ahead.

Kelvin: The first one I know I can handle. Rick asked, "Can you just put a digital camera's recording as video, too?"

Willie: Go ahead with that one.

Kelvin: If you are talking about digital camera as what would normally be still pictures, generally, all these cameras now have a little chip in them, an SD card or something, and those normally will record in .MOV. You can take that chip straight out of the camera, stick it in your computer, modify it, upload it to a Web site, and you have your video.

Also, Penny wants to know, “How much does Camtasia cost?”

Willie: Camtasia is fairly expensive. It is about \$300. There are similar programs that are less expensive. I have Camtasia 5 which has all kinds of really, really special abilities. It can zoom in and zoom out and all kinds of stuff. You can create hot spots.

But there are a lot of others. If you just type in ‘screen capture video’ or something like that into the search engines, you will find other programs that are similar. If you are going to be doing a lot of...

The videos that I create, if it is to sell a product, then I’ll create a video showing me using the product. For example, to sell a piece of software, the biggest objection I have to overcome from my potential customers is, “It is probably too complicated for me to use.”

I diffuse that objection by showing that even I can use it. I go out and use the software. As I’m using it I videotape it. If I’m telling them about some membership site, I’ll go and use the membership site. While I’m logged in and moving around on the site, I show them so they can actually see themselves in the driver seat using the product. That is how I use Camtasia.

It is a screen capture video so as I’m doing something, I’m showing them. Often you can just take any video and drop it into Camtasia and then add or edit the audio and add or edit the video, too, as far as that is concerned. In fact, I know Kelvin and I on another call talked about stock video.

There are sites that actually sell clips of video. You would take that video and edit it and make it your own. They sell you the rights to the video to use in certain ways, so you could maybe add your message at the front or back.

Maybe you buy a really inspirational video and then at the very end you add a URL that says, "Presented by..." or whatever, something after the person has gotten a very positive vibe. You want to invite them over to visit your site.

I have a friend who used to go on eBay and buy videos. People who have old family videos or videos they bought at an estate sale or maybe it has famous people or whatever, or somebody who they don't even know who it is, they are just going through this collection of stuff. They find all these old videos. There are people who go on eBay and say, "I've got this movie and I don't even know what it is about," or, "It shows Mr. So-and-So before he became famous."

And people bid on it. It is not very hard to find video that other people have done that you can then take and edit and very easily get video out there that is very high quality.

The call I did with Kevin Riley which is in the archives, we talked about how to create really, really high quality video. Again, you can look through the archives and find that. I encourage you to listen to it. It was an hour long call. You can download the mp3 of that as well as the mp3 of this show and just go through it at your convenience.

There is lots of good information there.

Kelvin: I'll throw out one more example, Willie.

Willie: Okay.

Kelvin: I was on a coaching call not too long ago and somebody said, "I sell prepaid legal, but I don't know how to promote it." The one specific thing that he wanted to sell was his police protection

service. I can't remember what it is called, but basically when you get stopped by the police, you can pull out your legal card.

He was saying that people were getting stopped by the police, especially kids, and they don't know how to react. They might reach into the glove compartment too fast – that is not a good thing to do; keep both hands on the steering wheel.

So he said that he didn't know how to do it. What I recommended was that if that was what he was teaching and using that to sell his product, it is good.. good. Saying it is one thing, and with great content, but he had to tell it to each person.

I say, “Why don't you put up a video showing the proper things to do?” You can get two or three college kids, all you really need is one driver and one person to act as the policeman, and take three minutes to say, “This is the wrong way to do things when a policeman approaches your car.”

Then turn around and do another three minute video saying, “This is the right way. For more information click here,” that would go to his prepaid legal site. You could do that for free if you have a couple of buddies that will just help you out, or you could pay a couple of college kids or school kid, getting permission of course to use their image, but ten to fifty dollars, and you've got a serious video with a nice message that promotes your product.

You can do that format for all types of things. If you are a plumber and you aren't getting enough walk-in traffic, teach people how to do plumbing. Of course, most people can't do it, but they'll see you as the expert on the subject, possibly click on your link to visit your Web site.

There are lots of ways to get video out there and get traffic.

Willie: My Internet connection is still acting squirrely, so you can see what the questions are coming in and I appreciate you relaying those. I wanted to mention to people though that like me, many of the callers I'm sure create lots of content. Lots of them create let's say for example articles.

If you can create an article, some of the lowest tech video I've created was where I took an article, saved it as a PDF so I could scroll it down the page and I just recorded a screen capture that read my article. And I posted that to YouTube.

I have videos posted on YouTube that are nothing more than me reading my article. If I created the PDF, I often posted the PDF on the search engines. Often as I read it, I created an mp3 which was now streamed through iTunes or someplace like that.

I'm all about giving my listeners, my audience, as much information as they want on a topic in whatever form they prefer consuming it in. A lot of them do prefer watching video.

If you just want to get content created, there is nothing wrong with having slides that are your main talking points and you are just talking off the slides, or you reading something and actually letting people follow along as you read. Most aren't going to read the page as you scroll down if you are talking it through, too.

It is better to have fewer words on a page. You learned that when you learned that the best PowerPoint presentations are just bullet points or reminders. If you give people too much to read they don't listen to you and they try to read it instead, and they get sidetracked.

It is not very hard to create video. Again, you want to upload it to as many places as possible. I already mentioned that I am very big on Easy Push Button Traffic which is at www.EasyPushButtonTraffic.info

Again, one of my friends and neighbors and an Inner Circle Member created this software.

There are other competing software out there that work as well, but this software lets you not only submit video, but also audio, press releases and articles all from the same software. That is the biggest thing I like about this software.

Kelvin: Rick is active on the chat. First, Rick says that we make it seem so easy. Well, Rick, it really is that easy.

The other thing Rick wants to know is how long should the videos be, especially for a squeeze page?

Willie: It has to be long enough to get the message across, but realize that people don't have a lot of patience. I'm not talking to squeeze pages in particular, but sites like YouTube limit you to ten minutes still.

I've noticed that a lot of other sites let you have longer, bigger video, so I think YouTube is changing their policy, but a lot of sites do limit you to ten minutes.

You have to realize that people who are surfing the Internet are impatient. They want you to get to the point, or at least not bore them. As soon as you bore them, you lose them and they will click away and not do what you want them to do.

You want to have a call to action and you want to tell them what to do and why and what is in it for them. You want to tell them that as quickly as possible.

Kelvin: Our friend Armand uses a lot of audio on his squeeze pages. They are almost always 30 seconds or less. That's for you Rick, when you are speaking of a squeeze page, because you want them to take action right now so you definitely don't want it to be long when it is on the squeeze page.

If you are selling video, if you have a video product, like Willie said, then that needs to be as long as it takes to get your message across. Depending on what you are doing, you may have an hour long video that somebody will pay to watch. If it takes an hour, it takes an hour.

Willie: All of the videos that I have posted, even on YouTube, are actually teaching. I have products – I sell software products, e-books – where the supplemental teaching or the users guide or whatever is in video format, too. I'll post it publicly so that even the non-owners

of the product can access that.

If I posted my users guide to my help desk software, if I made a video and posted that to YouTube showing how easy the help desk software is to use, it shows the user how to use the admin functions and things like that, and how to configure and install it, but it also lets non users see it.

Anybody out there on Google just searching for help desk software would notice that there is a video. Out of curiosity they may click through to the video before they click through to a Web page because it is easier to digest the video than the Web page for most people.

They'd rather watch somebody explain something to them. That is a good way to generate customers. Just post your users guides and things like that, as long as it isn't information that you were actually selling. Most people don't sell the users guide, but somebody can stumble across the users guide and from that see that, "Yes, this is the software I want to buy."

Kelvin: Willie, excuse me, the computer says that we have less than three minutes. Penny had a question. "I'm new to all of this Blog Radio, etc., so I have to ask, 'What is a squeeze page?'"

Willie: A squeeze page is a Web page that somebody lands on and before they can get into the main portion of the site, in order to get past that page, they are squeezed into giving their contact information.

Somebody may send out an e-mail that says, "Here's a really, really great video to watch." They click on the link to go watch that video on your site looking for it. They hit a page that says, "Thanks for your interest in the video. Please give me your name and e-mail address," maybe nothing more, before they can watch the video or whatever it is they really want to get at.

They have to give you their contact information so you can follow up with them later. That is where the term squeeze comes from. You force them, or squeeze them, into giving their contact information so you can follow up with them.

Kelvin: Okay, we are down to two minutes, so you might want to do the close.

Willie: Okay, and I appreciate Kelvin backing me up because even though my computer shows that we are online and everything, I am not connected to the Blog Talk Radio Show site at all.

I do want to invite my listeners to tune in tomorrow. Tomorrow I have Rachel Rofe and Jaime Mintun. We are going to be talking about being a freelance consultant to offline businesses. Most of us, like Kelvin and I, know more about marketing on the Internet than 99.9% of people in our towns do. Most of you who study Internet marketing study online or study ecommerce, you know more than most business owners do, yet most of us take our knowledge for granted.

The little things that we know about – optimizing a Web page, generating Web site traffic, squeeze pages, autoresponders and all those things – we could teach those things to local businesses. First of all, they would pay us for teaching them those things, but they would also pay us for doing those things for them.

So tomorrow I will have Jaime and Rachel on the show and they will be talking about how they do that. They actually conduct local seminars and they teach other people to do local seminars where you might charge local businesses \$1,000 to go to a one-day workshop where you teach them how to do it, but then they often turn around and ask you to do it for them.

You upsell them to where you do it for them. That will be tomorrow's show from 2:00 to 3:00 p.m. Central, 3:00 to 4:00 Eastern, same time, same place. I show us with less than a minute to go.

What I want to do is thank Kelvin for filling in during our technical challenges. I will have the recording available for those who joined the show late in probably ten minutes or so. You can download it from the site. We will have the call transcribed so you will be able to get the PDF version of it also.

Again, I want to invite you to join the show tomorrow and I'm going to thank every body for joining us today. Thank you very much.

Kelvin: Thank you, Willie!

Willie: You guys take care.

Additional Resources Mentioned In Or Used To Create This Ebook

Audio recording of this call:

<http://BlogTalkRadio.com/WillieCrawford/>

While on that page, please bookmark the show as “a favorite.” It really helps our ratings.

Kevin Riley's [“Recipe For Shooting And Distributing Sales-Pulling Video Commercials](#)

Kevin Riley's [“Recipe For Quick And Easy Production Of Effective Live Video Infomercials”](#)

Easy Pushbutton Traffic - Use to automatically submit your videos to over 30 video sharing site. You'll find Easy Pushbutton Traffic at:

<http://EasyPushbuttonTraffic.info>

Viral Document Toolkit - Used to create this PDF and to make it rebrandable. You'll find VDT at: <http://ViralDocumentToolkits.com>

"How To Make \$10K In A Weekend" by Rachel Rofe and Jaime Mintun
<http://TeachingEcommerceToLocalBusinesses.com>

The Internet Marketing Inner Circle
<http://TheInternetMarketingInnerCircle.com>