

“How To Rank High In The Search Engines And Unleash A Stampede Of Red Hot Targeted Traffic To Your Site Using This Simple Yet Astonishingly Powerful Secret – 100% FREE!”

by Mark Call & Todd Gross

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Introduction

Dear Fellow Internet Marketer,

As you read every word of this report, you will soon discover the No.1 secret many savvy online marketers use today to drive an avalanche of targeted traffic to their sites – sometimes in 24 hours or less!

In fact, this technique has proved to be so powerful, it has become *the* latest buzzword in Internet marketing circles. (And no, it's not 'Web 2.0.')

It's simple, easy-to-use and best of all...FREE!

But before we let you in on all of the details, let us say this...

The report you're carefully reading right now is NOT your average, run-of-the-mill type of content that is full of ridiculous lies and hype. Instead, this no-fluff, tell-it-as-it-is booklet is packed with meaty content that if applied properly, can not only **shoot you up the search engine rankings**, *but also generate a ton of targeted visitors to your website!*

OK, back to what we were saying...the hottest trend right now is:

Drum roll please...

Online Video!

That's right, online video. You see, just like television became ubiquitous in the 1950s, *online video* is simply 'EXPLODING' in widespread popularity as you read this.

And here's the best part – due to recent changes in technology, it's now super easy for even 'non-geeks' like us to post amazingly powerful videos online in double quick time!

What's more, judging by the phenomenal success rate many Internet marketers have had with this 'technological marvel,' it's safe to say that the online video revolution is HERE TO STAY!

But hang on! Why do you think online video is the rage *now*...as opposed to 12 months ago? Well, here's why...

There are 5 changes that are powering the online video revolution...

1. Cheap, broadband Internet access is no longer a thing of the past! Today, well over half the online population has access to broadband Internet. Plus, in 2005, it was reported that *more* people in the US had high-speed access, compared with the number of those who were on a dial-up connection. So what does this mean? Well, simply put, it means that **more than half the users** in the world of internet marketing, are RIPE for cutting-edge, full

motion information!

2. The introduction of simple, easy-to-use software These days, you can find plenty of software available online, that exclusively caters to non-technical folks like us. And this is a good thing, because putting together professional-looking videos is now a breeze!
3. The availability of faster, more powerful computers at reasonable prices. Over the past couple years, creating and watching online video has become way easier, thanks to the advancement of computing power.
4. A vast majority of people love learning via online video. Look, why do you think advertisers are willing to spend bucketloads of money on television advertising? Simply because **video works!** Period.

Introducing...

Video Traffic Explosion!

A no-holds-barred report that takes you by the hand and shows you step-by-step, *all* of the secret techniques, strategies and shortcuts to achieving high search engine rankings and endless traffic to your website...all by harnessing the amazing viral power of FREE Video Online Video!

This report is written in a simple, easy-to-understand style, and will literally take you by the hand, and demonstrate how you can **benefit** from online video, by implementing all of the tips and techniques discussed here.

Well, so what are you waiting for? Go ahead, shut yourself in your room, grab a cup of coffee and settle down for an absorbing read!

To your certain success!

Mark Call & Todd Gross

P.S. By the way, we have to hand it to you. By showing interest in this exclusive report, you've already proven that you're a smart and savvy internet marketer, who's got what it takes to reach the top!

Chapter 1: Case Study

***Topic:* Can viral video clips drive targeted traffic to your web site?**

Tens of millions of people watch these short videos, but how effective are they at driving qualified traffic to web sites?

We recently released the audio recording of our clinic on this topic. You can listen to a recording of this clinic here:

[Can Viral Videos Drive Targeted Traffic To Your Web Site?](#)

There are millions of short video clips on the web, produced both by professionals and amateurs.

The amateurs publish their video clips for fun and notoriety, and the professionals produce and publish them in order to drive traffic to their web sites and sell more of their products or services.

Tens of millions of people watch these short videos, but how effective are they at driving qualified traffic to web sites?

The question, for many marketers, is how to take advantage of the video opportunity for the sake of their own marketing objectives and goals.

Using YouTube and Google Video we published a series of short videos, measured the number of times they were viewed, how many click - throughs were generated, and how many site visitors converted to subscribers.

These are just the first set of results form a large scale project we are undertaking on this topic.

But these preliminary results do give a clear sense of the potential of video clips as a means to generate new customers and subscribers.

BACKGROUND: THE GROWTH AND DEVELOPMENT OF THE INTERNET COMMUNITY

For a long time people were trying to use the internet to do things that it simply was not capable of doing. Often, in the past, we have been able to optimize processes and improve conversion by reducing the complexity of the multimedia on the site.

When Flash first came out it was exciting and every designer wanted to use it. However, many times we were able to increase conversion by cutting out the use of video and audio.

That is changing.

Look at the evolution from where the internet first started. It started out with everything being free. Natural search was first starting. You could actually go to the top of a natural search engine within a day or two of launching a site and start getting traffic almost immediately.

Since then the world has changed. Paid search has emerged and Natural Search has become extremely competitive. ROI has become much more important. People stopped offering everything for free, and marketers' expectations about potential performance rose dramatically as they recognized the potential.

Now, we are in an era where search - paid search and natural search - is a commodity. If you are not doing it well, you must improve quickly. ROI is driving the marketing. Nothing is free. The war on SPAM is waged daily, and the legislative environment is changing daily.

Viral marketing is now one of the most powerful ways to market online. This is what the Internet was designed for, multimedia as mainstream. This has come about primarily because of the adoption of broadband.

Depending on the report about 50% of the houses in the U.S. have broadband, and that trend is continuing across the world. 80% to 90% of businesses are now using broadband.

Time Spent on Recreational Media Activities per Day	
Activity	Time Spent
Recreational Internet Surfing	3.6 Hours
Watching Television	2.5 Hours
Online Chat	1 Hour



What you need to understand: Recreational Internet Surfing has recently overtaken television as the largest recreational activity.

KEY POINT: By the end of 2006 it is estimated that more than 6 billion people will be using the internet. It took more than 50 years for television to get to this point.

Most readers have probably heard about the YouTube acquisition. After one year in business, they were acquired for \$1.65 billion by Google. Starting from zero about a year ago, YouTube is now getting more traffic than MySpace, CNN.com, and Ebay. This is a testament to the growth of video and its viral nature.



USING VIDEO CLIPS TO GENERATE CLICKTHROUGHS AND SUBSCRIPTIONS

We created a total of 28 videos ranging in length from 15 seconds to 8 minutes. Each video had a 3-5 second promotion at the end of it, specifying a URL which

indicated that there was a website that may be interesting or relevant to the viewer.

Videos were placed on YouTube and Google Video, and where possible, a link was provided on the same page as the video, which drove traffic back to the main website.

Each of the videos was in one of these categories:

- Personal Blog (global issues, spirituality, current events)
- Comedy (spoofs, skits, celebrity parody)

All of the video clips we shot were deliberately “amateurish” in their approach and production.

We purchased off-the-shelf video-editing software for a PC, started filming, and edited all of the videos ourselves. The total estimated investment for this project (all 28 videos) was \$9,600.

Our intention was not to test the performance of the glossy, high-production videos you might expect from an advertising agency. What we wanted to understand the viral potential of videos of the kind created by individuals on the web.

To give you a sense of what we did, here are two of the videos.

[The MEC Certification Video](#)

[The Ben Harper Parody Video](#)

Both videos were humorous, and more importantly, neither one was promotional. There was no sales message, no product placement, no clever segue to a sales pitch on a landing page.

We ran the videos during August and September of this year and tracked the number of times each video was viewed, in addition to clickthroughs to the sites and subscription sign-ups.

Here are the results, using combined figures from all 28 videos:

Using Video Clips to drive traffic and acquire subscribers			
	August	Sept	60 Day Total
Views of videos	88,589	235,601	324,190
Clicks through to site	732	3,430	4,162
Clickthrough rate	0.88%	1.46%	1.28%
Conversion to subscribers	-	-	1.49%



What you need to understand: Although the video clips had no promotional message or content, 1.49% of viewers went on to become newsletter subscribers. In Just 60 Days, our videos were viewed over 324,000 times at no cost to us.

KEY POINT: With no additional work or money spent, we are projected to generate 382,444 views for October, which is more than we generated in the previous 2 months combined.

:: To create a context for these video clip results, we built a comparison chart to see how much it would cost to achieve the same results using Pay Per Click advertising.

These figures are based on the same number of views, the same clickthrough rates and the same conversion to subscribers. With regard to cost per click, we assumed a mid-range price of 30 cents.

Hypothetical Comparison of Video to PPC Traffic		
	Video 60 Day Total	PPC Hypothetical
Views of Videos (Impressions)	324,190	324,190
Clicks through to site	4,162	4,162
Estimated Cost per Visitor	NA	\$0.30
Clickthrough Rate	1.28%	1.28%
Conversion to Subscribers	1.49%	1.49%
Advertising Cost	\$0	\$1,248.60
Cost per Subscriber	\$0	\$20.14



What you need to understand: Had we used Pay Per Click advertising to acquire the same number of new subscribers, based on a cost-per-click of 30 cents, it would have cost us over \$20 per subscriber.

VIDEO AS A COMPONENT OF YOUR SOCIAL MEDIA OPTIMIZATION STRATEGY

Entertaining or provocative videos can quickly become viral, being shared by tens or even hundreds of thousands of viewers, most of them connected through online social networks.

:: However, it is important to understand the nature of the environment in which video clips are most widely distributed and shared.

If you simply add a video clip to your site or blog, and to YouTube, you will be taking advantage of only a small fraction of the opportunity that exists.

In the same way that you optimize your web sites and blogs for the major search engines like Google, Yahoo! and MSN, you also have to optimize the presentation of your video clips in order to be found through searches within social network community sites.

This process is called **Social Media Optimization**, or SMO.

Social Media Optimization is the process by which you optimize your online presence to be more visible through searches within online communities and community web sites.

It's like SEO for social network sites. It's how you make your sites, videos, podcasts, RSS feeds and blog entries more visible and searchable to tens of millions of people who are connected through sites like MySpace, YouTube, Del.icious, Technorati, Reddit, Facebook and dozens of others.

Traditional "connectors" for static sites comprise linking strategies and search engine marketing.

Social network "connectors" include use of bookmarks, tags, RSS feeds, trackbacks, reviews, comments, ratings and participation in networked community groups.

The essence of SMO is to increase the chances of your video - or any other portable, sharable content – being distributed more widely and being found more quickly through community search engines.

This is important when producing short videos, because it is within and across these networked community sites that video clips are most likely to be distributed and shared.

In other words, to maximize the chances of your video going viral, you have to optimize it for sharing across social network communities.

:: What does SMO "look like"?

As an example, if you post a video clip to your blog, you will want to increase the chances of the video being widely distributed.

The most basic step to take is to add a line of links to relevant social network sites. Here is an example of a typical list of links at the end of an optimized blog entry:

Add to: YouTube | blinklist | del.cio.us | digg | yahoo! | furl

These links allows people to quickly add your blog entry to the social network or community site or sites to which they belong.

Once the post has been added by one person, it will be available to every other member of that community through the site's search function.

While some of these sites, like del.icious, Yahoo! and furl include categories that cover almost any topic and subject you can think of, other communities are more focused.

YouTube is clearly focused on short videos. In common with other social network sites, it has a number of features that enable members to vote for, rate, share and distribute the videos they like best.

:: This voting and rating process is an integral part of almost all social network community sites.

As a result, content rises to the surface through a “democratic” process, whereby the combined opinions of community members determine which content gets the greatest exposure.

In other words, social media search is driven not by algorithms, but by popular vote.

It is essential to understand this when you create your own videos. Your videos need to be compelling, entertaining or at least different in order to rise above the noise and be voted into “visibility”.

Credits:

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HTML Designer — Cliff Rainer

<http://www.marketingexperiments.com/improving-website-conversion/viral-video-clips-targeted-traffic.html>

Chapter 2

How To Effortlessly Make Your Own Video Using A Simple FREE Software!

In this chapter, we're going to walk you through the entire process of making your own simple video with Windows Movie Maker 2. Don't worry, it's fun and really easy!

[Fair Warning: If you're looking to become the next George Lucas, this software is probably not going to help you. If however, you only want to put up

some simple, good-quality video clips, then Windows Movie Maker 2 should be perfect for the job.]

This software makes it super easy for just about *anyone* (yes, even an absolute newbie!) to create some great movies on their computer. All you've got to do is build your storyboard, edit the clips, throw in some music to the mix, and you'll have your video ready in no time at all!

Alright, let's get started!

Step # 1: Build a storyboard

Windows Movie Maker is designed to automatically divide your video clip into segments, so you can effortlessly drag and drop the sections you choose, onto the storyboard. By the way, this is where you'll put together your new video.

Here's how you build a storyboard:

To build a storyboard:

- Import video or pictures to your computer. You can do this by clicking on the links on the **'Movie Tasks'** pane on the left side of the window.
- As you're doing this, you'll be able to view each one of them in the **'Collections'** box right on top of the page.
- Now, double-click on each clip, to see how it looks like in the **'Preview'** window.
- OK, once you've made up your mind over which ones you're going to include in the video, simply click and drag the clips to the **'Storyboard'** in the order in which you'd like for them to be published in the video.
- If you want to re-arrange any of your clips, just drag and drop them to a different location on the storyboard! See how easy this is?

Step # 2: It's time to edit your clips

Here's how you do it:

- Click on any clip in the **'Timeline'** you want to trim. (You'll find the timeline just below the tab **'show storyboard'** at the bottom half of the

window)

- Drag the scroll bar slowly in the '**Preview**' window, and see how the video progresses. Stop your mouse at the point where you want to edit the clip.
- Now, head over to the '**Clip**' menu and select '**Set Start Trim Point.**'
- Keep dragging the progress indicator until you reach the desired end point of your clip.
- Once again, open up your '**Clip**' menu. This time round however, you want to choose the '**Set End Trim Point**' option.
- There, you'll now have an edited version of your clip!

Step # 3: Add in some music to spice things up!

- You need to do this the same way you imported video and pictures earlier on! Simply click on the tab '**Import Audio Or Music**' and pick the music track you want featured in your video.
- Next, select '**Import.**'
- You will now see the track in the your '**Collection**' view.
- Thereafter, click on the tab '**Show Timeline**' in the 'Storyboard' section, and then drag the track to the Audio/Music level of the Timeline.

***** Important ***** - Make sure you save the video in **AVI format**, since it's usually much smaller in size and compatible with both Google Video as well as YouTube.

Alright, you've done it – you've just created a cool movie! To view your new video, just click on the '**Play**' button in the 'Preview' box. Enjoy!

******* Here's a link to a video on some Windows Movie Maker tips. You might find it pretty useful, so go watch it now!

http://www.youtube.com/watch?v=hTLGGnSpf_k

Chapter 3

A Summary Of The 2 Most Popular Free Online Video-Sharing Sites

First off, let's start with YouTube.....

"Among the top 25 Web brands ranked by unique audience, **YouTube** was the **fastest** growing from January to June 2006, increasing 297 percent, from a monthly unique audience of 4.9 million to 19.6 million.

The number of Web pages viewed has grown even faster, increasing 515 percent, from 117.6 million in January to 724.0 million in June. The average time spent at the site has increased 64 percent during the same period, from just over 17 minutes to nearly 28 minutes."

Source: Nielsen/NetRatings

Did you take a look at those awesome stats? No wonder smart online marketers are scrambling to cash in on its popularity! And it's exactly what *you* should be doing too!

In fact, the reason we've put together this report for you, is so you can learn how to use not only YouTube, but also Google Video to **your** advantage.

OK, here's a brief summary on **YouTube** (www.youtube.com):

Definitely the largest and the best video sharing site out there. Its overwhelming popularity and success was what prompted search engine giant Google, to buy it at a cost of **1.5 billion dollars!**

Initially, YouTube only showcased home-made videos from amateurs. Now though, you can find plenty of videos ranging from world events, sports, movie trailers from CBS and yes, even internet marketing tutorials!

So what attracts users to this site? Well, for one, it's the only site where you can view for FREE, a massive collection of videos on almost any topic. Secondly, YouTube has made it incredibly easy to share or upload your *own* video.

We show you step-by-step how to upload a video to YouTube in Chapter ____.
Check it out!

Alright, now onto...

Google Video beta (video.google.com)

Although initially conceived as a way to purchase programs and search for video clips, the sharing feature of Google is quite an experience!

Once you've signed up for a free account, you straight away head over to an upload page and then add some relevant information to your video/s. You have the option of making it public or keeping it unlisted.

Also, as soon as your video is online, you're given the option of posting it to sites such as Myspace, LiveJournal, Blogger or Typepad, or even embed it in your website.

Since taking over **YouTube**, Google Video has integrated YouTube videos too, in their search results. So now, when you type in a keyword phrase on Google, you can view video clips taken from both of these sites!

Well, there you have it - A brief overview of the 2 most popular video-sharing sites on the Internet! Later on in this report, we show you the exact steps you need to take to create an account and successfully upload your videos to both YouTube and Google Video.

******* If you skip over to the BONUS Chapter, you'll have access to a great list of other video sharing sites out there that aren't as popular as YouTube or Google Video, but are nevertheless, useful for your traffic generation plans.

Chapter 4

Unleash The Power Of A How-To Video!

Here's an easy way to drive a torrent of visitors to your site in double-quick time.

But before we go into the details, we've got to tell you this – most online videos created by companies these days, are either way too boring, too hypey or of poor, inferior quality. If you want to create a unique, top-quality video clip to promote your company, you're going to have to invest some time. Because ultimately, the results you'll get will be worth all of the effort!

Alright, with that out of the way, let's move onto the interesting stuff, shall we?

First off, we all know that the vast majority of websites out there have one common function – to sell a product. Now often times, when potential customers visit a company's site, he/she'd probably be faced with a nice-looking home page, brief descriptions about the product/s, and an overview of the business, right?

Well, that's great, but is there anything that's going to *compel* them to visit the site again? Because, to gain repeat business and stay two steps ahead of the rest, there's got to be something that **sets you apart from your competitors**, right?

How can this be done? Simple. Adding **video content** is sure to bring about a whole new dimension to your website to generate boatloads of traffic. And here's how you can do it....

Tap into the power of a how-to video. Almost everybody loves viewing a how-to video, especially if it's free!

So, if you market a software that helps authors avoid 'Writers' Block,' you can create a series of around 4 short videos; 3 of them could contain some useful info, such as explaining a few tips and pointers on how to speed up your writing. The remaining video could demonstrate to the viewer exactly how the software works.

Here's how you can do this with just a digital camera that records video:

1. First up, you need to set aside some space where your camera could be placed on a tripod or table.
2. Thereafter, make sure you've got an unobtrusive backdrop for the video – one that'll clearly enable the action in the clip to stand out.
3. OK, it's now time to record the video!
4. Next, you want to download your video to your computer.

5. Finally, upload the video to your website. That's it, you're done!

HOT TIPS: To make this strategy even more effective and successful, try implementing the following techniques:-

- Place the video clips in a prominent place on your website, preferably on the Home Page.
- Write out a great little description under each video, including primary keywords and keyword phrases. For example, you can give the title 'How To Speed Up Your Writing Process,' for one of the videos.
- Lastly, you can create a separate page consisting of a video directory of all of your how-to videos. Make sure to insert your primary keywords on this webpage as well. Next, you need to add a link to your directory page from your other pages, focusing *especially* on your index page.

OK, that's about it for this chapter! Now go ahead, create your own set of how-to videos and watch traffic to your website soar!

Chapter 5

How To Create A Google Video Account

Step 1: Head over to <http://www.video.google.com>

Step 2: Click on the 'Sign in' link in the upper right hand corner of the website.

Step 3: Next, point your mouse to the link 'Create an account now.'

Step 4: Follow necessary steps.

Step 5: That's it! You've now created your Google Video account!

Uploading Your Clip To Google Video

OK, in this section, we're going to take you through the steps to uploading your video. Pay attention, because this can be somewhat complicated.

Step 1: Sign in to your account at <http://video.google.com>

Step 2: Click on the tab 'Uploaded Videos' which you'll find in the upper top

half of the Home Page.

Step 3: Now, click on **'Upload Video'** in the prominent purple bar, just below the 'reports' tab.

Step 4: Choose the option **'Desktop Uploader,'** and then pick 'Learn More.'

Step 5: Next, depending on your operating system, go for the most suitable **'Install' option.**

Step 6: When prompted, click the **'Run'** button; sometimes, you may need to click it repeatedly, before arriving at the install screen.

Step 7: Then, simply follow the instructions to install the Video Uploader.

Step 8: OK, at this point, the Video Uploader will have opened; otherwise, you'll need to open it.

Step 9: Thereafter, log in with your account information.

Step 10: Click on the tab 'Add.'

Step 11: Locate the video you wish to upload and click **'Open.'**

Step 12: If you prefer to upload multiple videos, simply repeat Step 11 many times over.

Step 13: Next, make sure you check the box to agree to Google's Terms of Service.

Step 14: Select the **'Upload now'** tab to upload your videos to Google.

Step 15: Now all you've got to do is sit back and relax while the videos are being uploaded!

Step 16: Once the process has finished, open up your web browser and head over to your Google video account. Once you've logged in, click on the button **'Video Status,'** which is right below the 'videos' tab.

Step 17: You should then be able to see all of the videos you uploaded, listed here. Next, click on the **'Add Information'** button.

Step 18: Write out a good description of the video (including many relevant terms) in the title box. This will ensure your video will be found for as

many terms as possible.

Step 19: As for the description, well, you can either insert the same text you wrote out for the title, *or* you can add some extra bit of info. It's totally up to you!

Step 20: OK, you're fast approaching the finish line! Now simply check the **'Certify' box.**

Step 21: Choose 'English' as the language option.

Step 22: Thereafter, you'll be given options for classifying your video.

HINT: **Sports, Comedy, Animation and Music Videos** are known to be the best performing genres on Google Video.

Step 23: In the URL field type in the address of your website or affiliate link.

Step 24: In the box marked **'Full Name,'** type out a term that aptly describes your video.

Step 25: In the field titled **'Role,'** enter a different phrase about the video.

Step 26: Click on the tab 'Save Information.'

******* Repeat Steps 17 - 26 for the rest of the videos you've uploaded. Keep in mind that it can take up to round 8 hours for the video(s) to be approved by Google. Once they've been accepted, you can view them under the **'Live Sub-tab.'**

******* To make sure the status of your videos are **'Live,'** log out of your account and sign in once again. Then click on the link **'Uploaded Videos.'** All of your videos should be listed here. Simply look up the desired video and ensure the status reads **'Live!'**

Chapter 6

How To Create A YouTube Account

Step 1: Head over to <http://www.youtube.com>

Step 2: Click on the '**Sign Up**' link that's located at the very top of YouTube's Home Page.

Step 3: Fill out the form. (You can either choose to have a '**Guru**' account or opt for the '**Standard**' type instead. The former though might look better on your profile, especially if you're planning on putting up some content-rich videos)

Step 4: Check your e-mail for a confirmation link.

Step 5: Confirm registration! There.....you too have now got yourself an account at YouTube!

Uploading Your Clip To YouTube

*******You want to make sure it's less than 10 minutes, smaller than 100MB, and in an acceptable format, you're ready to upload it.

Step 1: Log in to your account.

Step 2: Click on the tab '**My Videos.**' You'll find just below the 'Upload Videos' link on the top half of the Home Page.

Step 3: Next, point your mouse to the '**Upload Video**' button on the left side of the page.

Step 4: Fill out the form. (You'll want to enter as much info about your video as possible, including tags, category and a strong, keyword-rich title and description. As we mentioned before, the more details you include, the easier it is for others to come across your video!

Step 5: Now choose the 'Go Upload A File' button.

Step 6: Select the '**Browse**' tab and pick the videos you wish to upload.

Step 7: Next, click 'Upload Video.'

Step 8: Once the process is completed, details of the video will be shown. You'll then want to verify all of this info.

Step 9: Below the form you will find a box with HTML code in it.

Step 10: Finally, click the 'Update Video Info' tab.

*** Oh, one more thing...don't forget to check out the **Help Centre** at YouTube if you happen to come across any glitches!

Chapter 7

How To Effectively Maximize The Viral Potential Of Your Videos!

- **You want to make sure your video contains cutting-edge, unique and interesting content.** Content so good it'll practically force viewers to: **1)** check out the link/s you provide at the end of the video *or* **2)** share it with their friends/colleagues, etc.

The bottom line is, you've got to ensure your video's exciting enough to make a

person go 'wow!' Then sit back and relax, and watch the flow of traffic to your site

increase by leaps and bounds!

- **Many folks out there make the cardinal error of including promotional/commercial info in their videos.** You need to avoid this at all costs, because more often than not, brief, content-packed videos have proved to be the most powerful. Besides, the right time to add your sales pitch is when people click-through to your site.
- Remember to **keep your video clips short and sweet.** (preferably under 10 minutes) The reason for this is that most folks browse through *many* online videos when visiting sites such as YouTube and Google Video.....and, might be reluctant to devote too much of their time to any particular video.
- To maximize distribution of your video across various social networking sites, you want to **optimize your video clips.** This includes using bookmarking links and tags to help users find, share and save your video clips.
- **Test, test, test!** Try *not* to limit yourself to creating just one video, since it's pretty hard to correctly predict which of your videos will enjoy greater distribution. So a good idea would be to create a series of video clips and

then track the results of each one of them, to see which one pulls in the best results!

Chapter 8

How to Promote And Drive Targeted Traffic to Your Online Videos

OK, you've finally made your video and uploaded it on YouTube, Google Video and other popular consumer generated video-sharing sites. Now what? Well, it's time for the often tedious and time-consuming 'task' of driving traffic to your online videos.....

But hey! you needn't worry, because this chapter will show you 5 great strategies to send an avalanche of visitors to your videos within 24 hours or less. Guaranteed. Ready? Alright then, tighten your seat belts....and...let's dive right in!

Strategy # 1: Leave comments on blogs/forums

If implemented correctly, this amazingly simple, yet powerful technique can exponentially increase the number of visitors to your videos. Which in turn would lead to plenty of hits to your website/s. So here's how you go about doing it:-

- Make a list of forums/blogs that share the same subject of your video.
- Next, read through the latest posts and see where you can fit in an appropriate comment.
- Now when leaving a comment, you want to make sure it's relevant and informative. Come up with a way to relate the post to your video, and subtly include the link to view it. Of course, you also have the option of only giving a brief and interesting comment with the link to your video just below it. It's totally up to you!

Strategy # 2: Harness the awesome power of Myspace!

Many smart, savvy internet marketers are now actively using Myspace to leverage their income. Why not you?

All you need is a Myspace account, which is totally free by the way. So what you want to do, is post a daily entry to your Myspace blog, with the link to your video inserted in between text.

You can also submit an interesting bulletin post containing the link to your video, to all of the members in your 'Friends' List,' and ask them to pass it around. If people enjoy viewing it, they're sure to recommend it to *their* friends and colleagues – which would make it a viral video!

Imagine the number of hits your website/s will generate....all this because of the power of a simple video.....

Strategy # 3: Send out a Press Release

Submitting a press release is a great way to promote your video! Investing \$80 at <http://www.PRWeb.com> (*the* popular choice of most online marketers), can not only send a stampede of targeted traffic to your video and your website, but also generate a ton of one-way incoming links to your site.

Write up a useful and informative press release and don't forget to embed links to your video in it!

So make sure you implement this technique – it's sure to bring in some great results if implemented correctly.

Strategy # 4: Hop onto the latest technology bandwagon!

One of the hottest trends in internet marketing circles right now, is mobile video distribution systems. A large number of TV shows are being distributed using this method, so check it out to see if you can do the same too. You're videos *and* your website/s are sure to attract plenty of traffic this way, so it's definitely worth a try!

Strategy # 5: Make your videos search engine-friendly

By adding associated searchable text and relevant tags in your video content, you can substantially increase the chances of your videos ranking high in search engine results.

Here are some tips on video search engine optimization:

- Include as many keywords as possible in your title description.
- Use Meta data.
- It's a good idea to 'watermark' the content of your video. Eg. you could end the video clip with a catchphrase 'forward to a friend' or something like that.
- It's important to encode multiple file types
- Finally, submit the url of your video for indexing. (eg. singingfish.com)

This strategy is almost guaranteed to send a flood of visitors to your website, so it might be a good idea to read up on some more SEO techniques to gain an edge over your competitors!

Bonus Chapter – FREE Resources!

✓ Below are links to the **TOP 30+** Video hosting sites:

- | | |
|---|--|
| 1. Backflip.com | 18. Myspace.com |
| 2. Blinkx.tv | 19. Photobucket.com |
| 3. Blip.tv | 20. Pixparty.com |
| 4. BoFunk.com | 21. Putfile.com |
| 5. Bolt.com | 22. Sharkle.com |
| 6. Dave.tv | 23. Stickam.com |
| 7. del.icio.us | 24. StreamDump.com |
| 8. DropShots.com | 25. Veoh.com |
| 9. eVideoShare.com | 26. Video.google.com |
| 10. Eyespot.com | 27. Video.yahoo.com |
| 11. Flurl.com | 28. Video123.com |
| 12. GoFish.com | 29. vidilife.com |
| 13. GUBA.com | 30. Vimeo.com |
| 14. HelloWorld.com | 31. vMix.com |
| 15. IFilm.com | 32. vSocial.com |
| 16. Jumpcut.com | 33. YouTube.com |
| 17. Motionbox.com | 34. ZippyVideos.com |

✓ Online Video Editors

Sometimes, the quality of your video clips might not be up to scratch. Well, video editors were created to fix them and upgrade your clips to a much better standard.

But a superior video-editing package can often cost you hundreds or even thousands of dollars. Besides, it usually takes up to weeks to finally figure out how they work.

Fortunately though, plenty of new generation video-sharing sites that come with free video-editing tools are now popping up all over the Internet. And here are a few good ones to help you get started:

- Eyespot beta (<http://www.eyespot.com>)

- Jumpcut (<http://www.jumpcut.com>)
- Brightcove (<http://www.brightcove.com>)

✓ **How To Make Free and Legal Soundtracks For YouTube Videos**

<http://www.youtube.com/watch?v=zPtSUp3eWq8>

To your video traffic success!

Todd Gross & Mark Call