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## Tube Traffic Tactics

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### WHY USE YOUTUBE?

When you create a new website or try to promote a new website, you are joining a huge throng of hundreds of millions of other websites and blogs that are all competing for attention.

In short – they are all competing for possibly the most important thing on the net – *traffic*.

Going out and trying to convince people to come visit your website can seem tedious and discouraging.

Advertising your products and services via pay per click or banner advertising

can get very expensive and often doesn't yield high quality results, yet until recently this was probably the most popular way of trying to get visitors to your website.

But now with the huge popularity of social networking sites, things have changed a little.

There is a better way.

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Going on to extremely popular, high traffic websites and posting there, with a link back to your site, gets you in front of a huge audience and lets you borrow some of the traffic from that site.

One of the most popular, regularly visited sites today is YouTube.

According to Quantcast.com, they are now averaging 73.5 million visitors a month. That's a lot of visitors, even by astronomical internet standards.

People who do business on the internet are increasingly adding YouTube to their marketing strategy. It's a medium that's difficult to ignore. However, there's a right way and a wrong way to use YouTube, and we are going to tell you how to take advantage of YouTube's massive traffic correctly, so you can steer some of it your way.

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## CREATING A YOUTUBE ACCOUNT

Creating a YouTube account is as simple a process as can be. On the top right side of the YouTube home page you will see the Sign Up link:

For branding purposes, it's a good idea to either use your name or the name of your website, as your User Name.

You could also create a user account with the name of your product if you have one product that you are going to be promoting heavily.

Below is an example of a video posted using a business name:

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Also note in the example given above, it says "More From Laycock-Publishing", which is helpful because you are going to want to have more than one video on YouTube.

To be honest though, one video alone is not going to get you the amount of traffic that you desire.

Driving traffic is a numbers game; the more videos, articles, and content you have on the website linking back to your website, the more chances you are giving for visitors to find you.

Once you have signed up, you will get an email sent to you with a confirmation link. Click on the link, and then when you go back to YouTube, on the top right, you will see:

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Click on *Account*.

This will take you to a page where you will have the option to "edit channel" - a yellow button on the left side of the page that you will click.

When you click on this, you go to a page where you will get to write the details of your own YouTube Channel.

To get more traffic: Write a short but compelling description. For instance, you could write: "Jane Doe specializes in helping women look their best with a series of how-to makeup videos," or "John Doe creates websites that are both attractively designed and Search Engine Optimized".

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Make sure that you leave “display comments on your channel” checked. You want people to comment on your video. And also leave it so “everyone can automatically comment”.

The more interaction that you allow, the more visitors will want to come back to see how people have responded to THEIR comments - just like on a blog.

Also on the “My Account/Edit Channel Info” page, on the upper left hand side, is a link which says “personal profile.”

Click on that link. and you will come to a page which has the following form.

7

The most important information for you to fill out is on top. DEFINITELY include your URL. Write a brief “about me” description which highlights your qualifications.

You want to entice people and make them interested in visiting your website or blog.

If you have a blog about eco-travel, for instance, you could say something like “John Doe’s blog helps ecologically aware travelers save money and reduce their carbon footprint. Green travel is not an oxymoron!”

If you have a website selling horseback riding instruction videos, you could say “Jane Doe, who has 20 years experience teaching Western Style riding, offers helpful tips on all aspects of horse care and horse riding.”

You want to give visitors a reason to visit your site, so stress the useful, informative nature of your site when you put in your “about me” description.

It doesn’t really matter if you put your age and relationship status on your profile, but do fill out the “companies” and “occupations” sections as well.

8

## CREATING YOUR VIDEOS

So now that you have created a YouTube account, what type of videos should you create?

Well, when people go to YouTube they are looking for one of two things: information or entertainment.

Making a genuinely entertaining video is a good way to get a lot of views and potentially even go viral, but it is also much, much harder to do, especially if you are also trying to sell something.

To make a video that is really entertaining you need to be able to throw in some humor and it doesn’t hurt to have fairly high quality

video editing skills. Not Hollywood quality, but along the line of people like Frank Kern, who have other people - professionals - shoot and edit their videos for them.

It's much easier to create a video whose primary purpose is to inform. There are countless "how to" videos on YouTube and a lot of people would rather get their information in video form than in written form.

9

You can make a how to video for just about any type of product or service.

The key is to give away some good, helpful information to show people that you are knowledgeable in your field.

For instance if you are promoting a cookbook, shoot a series of videos showing how to prepare some favorite dishes.

If you are teaching golf, shoot some videos demonstrating some golf tips.

If you have a product about designing a website, you can create a slideshow with audio, showing some of the steps that you would take designing that website.

It's a good idea to start your video with a very short jingle - no more than 5 seconds - and to use transition effects between shots, along with a few titles.

People have short attention spans these days, and showing them one long monotonous shot will bore them.

Some programs that allow you to create slideshows and capture screenshots are:

[www.photozig.com](http://www.photozig.com)

[www.camtasia.com](http://www.camtasia.com)

[www.keynote.com](http://www.keynote.com) and [www.imovie.com](http://www.imovie.com) (for Macintosh computers)

[www.camstudio.com](http://www.camstudio.com) (free)

10

[www.hypercam.com](http://www.hypercam.com) for Windows - free trial

[www.jingproject.com](http://www.jingproject.com) (free, for Mac and Windows!)

11

## LEARN FROM YOUR COMPETITORS

YouTube hosts millions of videos. If you are making videos about anything that people want to learn about, in any market where there is profit potential, it is guaranteed that other people have already created videos that cater to that market.

Don't worry about it – it's good news.

First of all, if there were absolutely no other videos at all about your subject area...it would mean that you were making videos that would not likely appeal to many people.

If there is an audience out there, someone has made videos that will appeal to that audience.

And it also means that you can learn from other people's successes, and other people's failures, on YouTube, and use that knowledge to make better videos of your own.

One of the best ways to learn how to shoot good YouTube videos is to spend some time on YouTube browsing through other videos that cover the same subject that your videos will.

Pick out which ones are informative and enjoyable to watch, and do what they do.

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You especially will want to check out the videos (in your same subject area) which have the most views. Clearly, they are doing something that people like!

Read the comments on other people's videos. See what people liked and didn't like.

The way that you are going to find videos to study and learn from is by using the search box that is at the top of every YouTube page.

Let's say that you are promoting a video series of golf lessons that you are selling through your web site.

And you are going to create some YouTube videos offering viewers some free tips, to show them the quality of your work.

Giving away some high quality free information - but not everything that you've got! - is the best way to create grateful, loyal customers.

So, before you even create your videos, you should see what else exists in that field and which videos are most popular, and then you can figure out why.

Some people refer to it as "reverse engineering" - examining a successful product or website and figuring out how it was created so that you can do something similar.

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So, you would go to the search box and type in something like "golf tips" and you would come up with a list of videos like this:

At the top of the page, you would see that there are some suggestions for other searches: how to hit a driver, swing golf, golf lessons driver. It would be worth typing in those phrases and doing a search

on them also.

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All of these videos get a decent amount of views. Notice that the video listed at the top, which has an enormous amount of views, also has a very specific title telling you the exact, desirable result you are going to get from watching this video.

What can you take away from this?

You should pay attention to the title of your video and make sure that it is enticing and also informative.

Rather than “Eye Makeup Lesson No. 1”, you could create a video titled “Use Mac Makeup to Create Sultry Eyes For An Evening Out.”

Rather than “Ab Exercises For Men” you could create a video with a title like “Go from flab to six pack abs with these three moves.”

You get the idea. Be specific, and create a video which promises the viewer a benefit, and then deliver on that promise.

Viewers are allowed to “favorite” videos and recommend them to their friends, and if you create a high quality video, they will want to do that.

It’s also a good idea to look at some of the videos that got the least views, and try to figure out why.

Those videos will be towards the end of the list.

Another way to potentially get a lot of views and visits to your Youtube video is to post “video responses” to popular Youtubers videos.

There are some rules though.

First of all the person who posted the original video that you want to create a “video response” to has to approve your video reply.

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So think about that when you are creating a video reply. Don’t create a video response that is a rant or an argument. Be humorous if possible. Being flattering doesn’t hurt.

Also your video response can ONLY be used once. You can’t create the same video reply, and post it to dozens of other people’s videos.

You can pull your video reply from one person’s video comments area and use it as a reply to a different video, however.

So, we have talked about searching for other people’s videos that are in related fields.

But when you enter search terms, how does YouTube know which videos to pull up and list for you?

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## USING TAGS

YouTube knows how to find the videos that you are searching for because when the videos were created, the person who uploaded them was allowed to add in Tags, or keywords, which describe the contents of the video.

It is very important to include descriptive tags so that when people are searching for dog training lessons, or web design lessons, or portrait painting lessons, or they want to know how to find a stud in a wall and put up a shelf...or whatever type of video you are putting up...they will be able to find you.

So make sure that you type in as many tags as possible.

Try to think how the people searching for videos in your subject area would think.

17

For instance if you have a cooking video showing how to grill a steak, imagine what you yourself would type in if you were looking for such a video.

You might type in something like: how to grill a steak, how to grill flank steak, grill flank steak, grill ribeye steak, grilled steak, grilling a steak...

If you were creating a video on pesticide free herb gardens, you might type in natural pesticides, pesticide free herb gardens, how to kill garden pests naturally, kill garden pests without insecticide, insecticide free gardening, green gardening, organic herb gardens...

The more descriptive tags that you put in, the easier it will be to find

## GETTING VIEWERS FOR YOUR VIDEOS

So you've created an account, and made some excellent videos, and you have uploaded them.

18

You've written enough descriptive tags for your video that people who are searching for a video in your subject area should be able to find it fairly easily.

However, you don't just want a little traffic from your videos, you want MASSIVE traffic.

And you don't want to wait for it.

That means that you are going to have to put some effort into promoting your videos.

How do you find viewers?

Remember how at the beginning of this ebook we talked about taking

advantage of the fact that YouTube gets massive traffic? And the way you do that is by going to YouTube and presenting your videos in to all those viewers, which means you are standing in front of all that massive traffic, showing your wares.

Well, you're going to continue employing that principle.

Don't just go out and try to find little bits of traffic and drag it back to your site.

Go where the traffic is.

In this case, that means go find the most popular videos that are aimed at the same market that you are looking for.

In addition to studying and learning from those videos, and employing the same techniques as they do, as we had mentioned in the previous chapter, you will want to leave comments on the popular videos.

19

These comments should be helpful and positive, and should make people want to click on your user name, which will lead them back to your YouTube home page.

Now, don't be negative or competitive in any way, because the person whose video you are commenting on has the option to block your comment.

Say you are commenting on someone's video about how to make a chocolate mousse.

You could say something like "I love that recipe! Here's what I do to make sure that I can lift the mousse cleanly from the pan", and then explain it in a sentence or two.

Always start out by saying something complimentary about the video you just saw, and then add a sentence or two that gives a different twist or offers some additional information.

Leaving comments on the most popular videos is a great way to get your name in front of a lot of people.

Of COURSE you would only do this on videos that appeal to the same market that you are in. There is no point in commenting on a hugely popular entertainment video if you are trying to get more customers to your cooking website.

20

## MORE TRAFFIC TIPS

You don't need to just stay on Youtube to drive traffic to your Youtube videos.

Here are some Web 2.0 tips to steer traffic to your Youtube videos: On your blog or website, you should link to your Youtube videos or



embed them on your site.

2 1

You can create a Squidoo lens, at [www.Squidoo.com](http://www.Squidoo.com), that links to your Youtube videos.

Then make sure that you go find other people on [www.Squidoo.com](http://www.Squidoo.com) who are in your market, and post comments on THEIR Squidoo lens. This is how it works in any social networking community. When you interact and comment on people's writing, or posts, or pictures, they will often visit you and go to check out your website.

And people who are visiting the blog or Squidoo lens will see your comments, and the link to your Youtube video or website or both, and go to check them out.

The more you interact, the more connections that you will make.

Hubpages.com is another great place to interact and meet a lot of people in your field. Again, create your own "hubs", and go comment on other people's "Hubs".

Another great place to do this is on Twitter.

You can create a Twitter account, and sign up to follow people in your field. Many of them will follow you back.

To find a targeted market on Twitter, you can [use www.summize.com](http://www.summize.com), to search for what people on Twitter are talking about.

You can also go to [www.Twittermoms.com](http://www.Twittermoms.com), which has lists of mothers who Twitter, broken down into subgroups like mothers who scrapbook, mothers who are into green living, work at home mothers, et cetera, if any of those are in your market.

2 2

Another place to find a very targeted list of followers is <http://twitterpacks.pbwiki.com/>

Again, use it to find people in your market, follow a lot of them, and they will follow you back.

Once you have created a Twitter account, every time you create a new Youtube video, make sure that you post a Tweet that says something like "I just posted a new video on how to train your dog to heel" or "I just posted a new video showing how to add plugins to a Wordpress Blog" - and then be sure to include the link the video.

Also, every time that you create and upload a new Youtube video, be sure to "social bookmark" it.

You can submit a social bookmark link to sites like Stumble upon, Delicious.

com, [www.digg.com](http://www.digg.com), [www.reddit.com](http://www.reddit.com), [www.Propeller.com](http://www.Propeller.com),

[www.newsvine.com](http://www.newsvine.com), and many others.

It saves time to create a whole lot of accounts at social bookmarking sites, and use the same user name and password at each.

You can then just zip through and submit your Youtube video to one after the other.

You can use [www.onlywire.com](http://www.onlywire.com) to shorten the process.

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You can also use wordpress plugins or plugins for other types of websites, which will add a bunch of social bookmarking site icons on your wordpress blog (or other site.)

This means that not only can you bookmark your site every time that you create a new entry, but your visitors can too. So

with luck if you create a good, entertaining, or useful video, a lot of your visitors will submit the videos to these sites on their own.

Here is the link to a Wordpress plugin which does this:

[Wordpress Ninja Plugin](#)

Here are the icons it currently can provide: (you don't have to choose them all!)

2 4

We've provided you with a long list of Youtube tips and tools, so the only thing left for you to do now is...get out there and start driving traffic with Youtube!

Other YouTube Tactics...

You might have noticed that even the worst YT videos get a number of hits every day.

With this in mind it's worth considering just having your headset and mic plugged in as you go through your every day routine as a marketer.

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If you're uploading a new website, or adding a new message to your Aweber account just record it with camtasia and upload it to YouTube with the appropriate tags.

If you get into the habit of doing this and just commentating as you do it, you can realistically upload a video a day in less than half an hour, with links pointing to your websites or affiliate links.

Better still, if you link from your video to a website of your own then you control that traffic and can change the links on your sales page as

you wish (as long as it relates to the video content or people will lose interest) and redirect or divert the traffic as you go.

If you can make your video interesting, viral or quirky then internet users will do the job for you by passing the link to your video (and of course the links FROM your video) around their friends and customers.

For example if you put together a short camtasia presentation about 'how to upload a simple website using Filezilla FTP software' which might only take a minute \_ literally \_ for you to demonstrate and record, this could effectively get passed round tens of thousands of people by marketers who are asked this question but don't have the time to answer emails.

Instead they could just link to your video as an easy answer.

Putting together a complete internet marketers 'FAQ' set of Youtube videos has long been an idea of mine that I've not yet got around to doing.

I'm sure someone will do it soon if they already haven't.

26

Good luck.

27

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