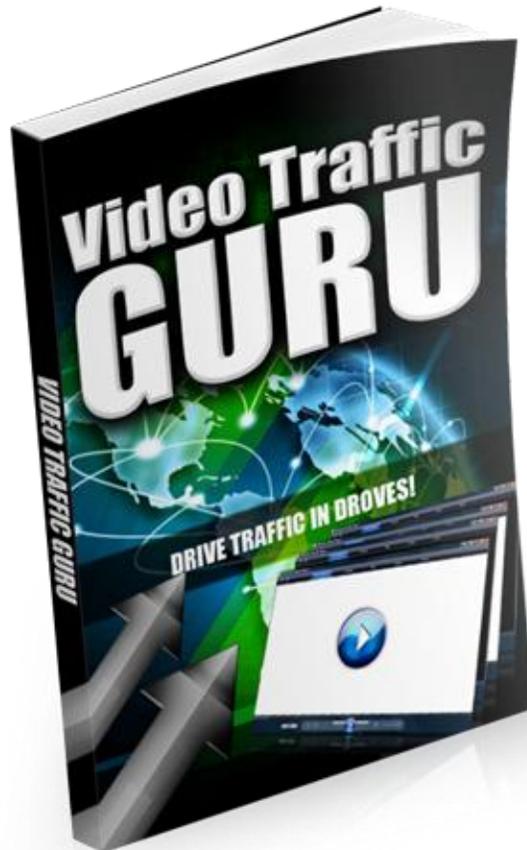


# Video Traffic Guru

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## Introduction

Video is the way of the future- period. Even though written content isn't going away, people LOVE the being able to watch a video.

Just look at the mega-giant YouTube. Every day thousands and thousands of videos get uploaded.

Or look at Netflix- millions of people stream movies and television shows from them every single day.

Video is huge, it keeps growing, and it's here to stay. That's why you need to jump on it NOW.

How do you do that? First let's talk about finding a niche.

## Finding Your Niche

Let's face it- this is covered in just about every internet marketing course out there, so I won't go too far in depth here.

Basically, you have 3 options to choose from:

- 1) A niche that you personally know and love
- 2) A huge evergreen market (health, wealth, relationships)
- 3) A small niche that you can dominate

Each has its advantages and disadvantages. For example, you'll have a lot more fun promoting products within a niche that you love. If you love World of Warcraft (like I do...), you can probably make great videos about it all day long and not get bored.

On the other hand, WoW will eventually die off. Meanwhile, a huge market like weight loss will NEVER go away. In fact, it gets bigger every day!

A small niche that you can dominate might be something like helping college girls lose water weight within 2 weeks for spring break or something.

Just make sure that whatever market or niche you get into that people are spending lots of money!

Here are just a few examples to consider-

- Investing
- Weight loss
- Embarrassing illnesses (gout, Chlamydia, etc.)
- How to pick up women/guys
- How to repair a marriage
- Build muscle
- Massive Multiplayer Online Games (World of Warcraft, Rift, Star Wars The Old Republic)

- Computer repair
- Make money online

Again, all of these can even get broken down. For example the make money online market can be broken into affiliate marketing, video marketing, product creation, list building- all kinds of stuff!

**\*\*HINT\*\* I personally think that the best niche for video is computer games. Millions of gamers log onto YouTube every day for tips, tricks, strategies, and walkthroughs for popular games.**

And since the computer game industry is worth billions of dollars, it's a HUGE market that isn't going away anytime soon.

Once you've chosen a niche, it's time to do research into people's problems within that niche.

## Niche Research

How do you find out the problems that your potential clients have? Hang out where they hang out. Read what they read. Watch what they watch.

For example, you can go to related forums. This is where they not only hang out for fun, but also help each other out.

Go to related YouTube channels. See what your competition is doing.

Look for related Facebook groups.

Check out blogs that are devoted to the subject. You'd be surprised at how many niche blogs are out there!

For an example, let's say that you've chosen the Rift niche. This is a huge computer game that has over a million players.

First, check out the game's main website. Do this by going to Google and search for "Rift game". Look around, figure out the main idea of the game, and just learn.

Now, go to YouTube. Use the search function to look for something like "Rift game strategies", or "Rift game tips". These will bring up videos to watch and help you understand the game even better.

To find forums, go into Google and search for "Rift forums". You'll find a few that you can check out to learn more about the game. People will be asking each other questions and providing answers based on their own experiences.

Look on Facebook for a Rift group (or several). Join any of the ones that you find—chances are they'll have regular updates, screenshots, and more about the game.

### **Do you see what you're doing?**

You want to think how your potential clients think! You should be asking yourself the same kinds of questions, and then finding the answers on YouTube and forums.

Without knowing the problems that people have, how can you expect to help solve those problems for them?

Once you've learned a lot about your market- including the problems they have and how to solve them (aka the product you're promoting), it's time to find some good keywords.

# Keyword Research

The good news about keyword research is that if you've already done niche research, you're almost done!

What you'll find is that a lot of the keywords people are typing into Google and YouTube are about helping them with their problems.

For example, let's talk more about the Rift computer game. In that game, one of the character classes is called a Mage. You would have learned about this (as well as other game terminology) when you started your niche research.

If you go into the Google Keyword tool and enter "Rift mage", a lot of relevant results will come up:

The screenshot shows the Google Keyword Planner interface. At the top, there are controls for 'Download', 'View as text', 'Sorted by Relevance', and 'Columns'. Below this, there are two sections: 'Search terms (1)' and 'Keyword ideas (100)'. The 'Search terms (1)' section shows a single result for 'rift mage' with a competition level of 'Low', 90,500 global monthly searches, and 40,500 local monthly searches. The 'Keyword ideas (100)' section lists 15 related keywords with their respective search volumes and competition levels.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> rift mage	Low	90,500	40,500
<b>Keyword ideas (100)</b>			
Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> rift mage pvp	Low	9,900	4,400
<input type="checkbox"/> rift mage souls	Low	720	390
<input type="checkbox"/> rift mage forums	Low	880	480
<input type="checkbox"/> rift mage spec	Low	12,100	6,600
<input type="checkbox"/> rift mage builds	Low	14,800	8,100
<input type="checkbox"/> rift mage specs	Low	2,400	1,300
<input type="checkbox"/> rift mage pvp build	Low	4,400	2,400
<input type="checkbox"/> rift mage forum	Low	590	210
<input type="checkbox"/> rift mage guide	Low	5,400	1,900
<input type="checkbox"/> rift mage build	Low	27,100	14,800
<input type="checkbox"/> rift mage leveling build	Low	4,400	2,400
<input type="checkbox"/> rift mage pets	Low	210	110
<input type="checkbox"/> rift mage healer	Low	1,300	720
<input type="checkbox"/> rift talent	Low	22,200	8,100
<input type="checkbox"/> rift mage leveling	Low	6,600	4,400
<input type="checkbox"/> best rift mage build	Low	4,400	2,900
<input type="checkbox"/> rift mage dps build	Low	3,600	1,900

As you can see, a lot of them pertain to tips, PVP tips, and builds. These are going to be good keywords to target, so they will ultimately be the titles of your videos.

They also give you a good idea on what to make your videos about. You can make one video on Mage PVP builds, another on Mage PVE builds, etc.

These keywords that people search for will also be the tags you use for your video. Tags help YouTube identify what the video is about, so you want lots of relevant tags in there.

Besides just video titles, these keywords will also be used to help you determine article titles. When you start submitting articles to sites like ArticlesBase, Scribd and Squidoo, the better your keywords, the more targeted traffic you'll get.

Once you've got your keywords, let's go set up your website.

## Setting Up Your Website

How you set up your website depends on what you're trying to do.

Are you promoting a product as an affiliate? If so, buy your own domain, put it on your own hosting account, and then build a squeeze page to build a list.

Are you trying to promote your own product? If so then your video is going to ultimately point to either your sales page or a squeeze page.

Are you just trying to brand yourself? Maybe you'll just set up a blog, and have your videos point readers to your blog.

Whatever you're trying to do, **I HIGHLY recommend** not using free websites like Weebly.com or Blogger.com. Instead, purchase a domain and put it on a hosting account like HostGator or BlueHost.

Then, install WordPress, the blogging platform. WordPress is EXTREMELY flexible and easy to use, and you can do just about anything with it! Squeeze pages, sales pages, blogs- and everything in between.

The reason I recommend doing this over using free websites is simple- **you have control**. If you build up your business on a free service like Blogger, they can shut down your entire business anytime they feel like it!

Make sense?

Okay- so let's get into the video side of the report- creating, uploading, and marketing your videos.

## Creating Your Video

There are 3 basic ways to put together a good video. Which one you choose is up to you, and you may find that one method works better for your niche than the others.

The 3 main methods are

- 1) Screen capture videos (with someone narrating)
- 2) Slideshow videos (with music- no narration)
- 3) Webcam videos

Let's start with screen capture videos.

### Screen Capture Videos

This type of video is probably the most common among internet marketers. You basically just record what is being shown on your computer monitors and narrate what you are looking at.

For example, most marketers will create a PowerPoint presentation and go through it on camera. Each slide will have some text and photos, and the narrator explains in depth what is being discussed.

Here is an old- but still applicable- video showing you how this works:

<http://www.youtube.com/watch?v=Kiug3H3c4gk>

One great way to make these videos is to basically just copy-paste an article into a slideshow presentation. Try to keep it to less than 50 words per slide. Then you basically read the slide to the viewer.

If you really know the content, you can also just make short bullet statements in the slides. You then explain each bullet statement in detail so the viewer understands what the slide is talking about.

To record these videos, you'll need 2 things: a microphone and a screen recording program.

For the program, I HIGHLY recommend Camtasia. It's by far the best product I've used- which is why it's a bit expensive.

If you don't have the funds to invest right now, consider CamStudio. It's absolutely free, but I don't think the quality is as good as Camtasia.

For your microphone, you basically just need any mic that can plug into your computer. One marketer I know uses a Turtle Beach headset used for gaming. Personally I have a \$30 headset and microphone combo that works just fine.

If you don't mind narrating the video, this is the method I personally recommend.

Now let's look at a slideshow video.

## Slideshow Videos

With this method, you aren't going to be narrating anything. This is basically just a few related images or PowerPoint slides related to your niche.

There's a great sample for what this can look like on [Animoto.com](https://www.animoto.com)

There are a few ways to do these, but I've always used Animoto.com. They have a free service, so that's a good way to start.

Here's how this process works:

- 1) Create the PowerPoint slides or download photos you're using
- 2) Turn the PowerPoint slides into images
- 3) Upload them to Animoto.com
- 4) Move them around into the order you want
- 5) Add music from Animoto's selection

That's it! Realize that it will take a few minutes for Animoto to create the video, but your part doesn't take much time at all.

Another good website to use is Video Hive. Here you can purchase video templates, and all you have to do is edit the template to say what you want. Personally I think that this is a better way to go than Animoto, but it does require an investment for each video template.

Either way- when you make slideshow videos, make sure your last slide has your domain name on there. Have that last slide play for a few seconds before the video cuts off, to make sure that they see and remember it.

Also- try not to just throw up a bunch of poor, unrelated images. Animoto lets you throw in "Text" slides, where you can describe the last photograph, introduce the next photo, crack a joke, share a tip, etc.

Change it up- don't let your viewer get bored!

Now let's look at the last type of video- webcam vids.

## **Webcam Videos**

The idea here is pretty simple. You turn on your webcam, talk to it for a few minutes about your topic, then turn it off.

Here's one example made by a girl that does a lot of webcam videos:

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

This is a good way to go for some reasons, but generally I think the other 2 methods are better. The main reason you want to use a webcam is to help people get to know who you are. If you are trying to brand yourself as an expert, webcams are the perfect way to do that...

**As long as you do it right.**

Most people, however, have no idea what they're doing. Getting good at talking to a webcam takes practice. You have to know exactly what you're saying, keep looking straight at the camera, have good lighting, etc.

If you're going to do this, consider making a few practice videos first. Record, watch, see what you did wrong, fix it, and repeat.

Keep recording new videos until you get it right! It won't be perfect, but you want something that's pretty good.

This is actually good advice for every kind of video, but it's especially important for this "talking head" method.

## Uploading Your Video

Yup- making your video is only step one! Now you have to start uploading your video and creating your channels.

The best place to start is simple- YouTube.com. As long as your video isn't scammy or spammy looking or linking directly to an affiliate link, YouTube is likely to approve it.

**\*\*Be aware that make-money-online type of videos aren't always liked by YouTube\*\***

Here's the basic steps that you're going to take

- 1) Sign up for YouTube.com
- 2) Create a YouTube channel
- 3) Upload your videos
  - a. Use niche-related keywords as the title of your video
  - b. Enter keywords related to the video as tags
  - c. Write a description that explains what the video is about

That's it!

Now remember that you're using this to drive traffic to your domain, right? To do that, you want to have your URL in the video itself AND in the description. Note that if you put the link at the beginning of your description, YouTube automatically turns it into a hyperlink.

All done with YouTube? Great!

Now it's time to upload your video to other websites. Even though YouTube is king, there are a number of other sites that also get TONS of traffic every day. By uploading your video to all of them, you're increasing your exposure. This means more eyeballs on your videos, giving you more traffic to your website, and hopefully more sales!

Here are a few of the best sites to upload your video to:

- Vimeo
- Viddler
- Daily Motion
- Blip.tv
- Yahoo Video

There are tons more, but this just helps you get started.

Note that uploading your videos manually will get old REALLY fast. Instead, I highly recommend that you do one of 2 things:

- 1) Hire someone on Fiverr to do it for you, or
- 2) Use Traffic Geyser or SENuke (automated software) and upload to lots of sites at once

I know that both of these methods cost money, but the alternative is spending a TON of your own time doing it!

Personally, I think Traffic Geyser is the very best option, but outsourcing via Fiverr is a cheaper alternative until you start making more money.

## Marketing Your Video

So far you've got your video created and uploaded to YouTube. You also created your own channel that visitors can subscribe to- not too shabby!

The next step is to start marketing your video. Even though some people will find your video through YouTube's search function, you want to get it in front of eyeballs 10 times faster.

The faster you get people viewing your video, the higher it will show up in YouTube's search engine.

So how do you do that? Basically some of the same ways you would market any website.

You have 2 main options- free or paid advertising. I recommend free at first, because you aren't sure if people will click from your video to your domain name yet. If people are coming to your domain, maybe then you can think about paid advertising.

For free methods, here are a few basic ones to consider.

### Forums

Niche forums have been a great way to drive traffic for years. Even though many of them don't allow signature links, there are still plenty out there that do.

The first step here is to find a forum within your niche. A good way to do that is to simply type in Google "(your niche) + forums", or you can check out Big-Boards.com and search there.

The screenshot shows the Big Boards website interface. At the top, there's a navigation bar with various links. The main content area includes a search bar, a forum directory, and several featured sections. The 'Rankings' section contains the following table:

Rank	Board name and description	Posts	Members
1	Gaia Online Anime roleplaying community	2048580304	26019452
Arhan			

The key with forums is to really be a part of the community. Help people out, make some jokes, and have a good time. Meet new friends and build some trust, so that people start to know you.

As that starts picking up, put a link in your signature to your video. Have a good call to action, saying something like “My favorite 5 tips on how to [solve your niche’s problem]”.

So if you’re in the weight loss niche and your video was on 5 fat burning foods, your signature might say “Check out my top 5 fat burning foods”.

The key is to make sure people *want* to click your sig. If they don’t click, you don’t get traffic!

## Document Sharing Sites

These are VERY powerful sites where you turn an article into a PDF and upload it to this site. Each PDF uploaded here can drive a ton of traffic to your video.

How do you get those articles? You can either write them yourself or pay someone else to write them for you. If you want to hire someone to write them for you, here are a few places to look for good writers:

- Warriors for Hire section of the Warrior Forum
- Elance.com
- Guru.com
- Craigslist.com
- Odesk.com

The key is to provide quality, short articles with a call to action at the end.

Also, make sure that when you turn your article into a PDF, you create a link to your video within the PDF. Unlike the article directories, you don't get a resource box to put your video's link.

Here's a list of a few of the biggest ones:

- Scribd.com
- Docstoc.com
- SlideShare.net
- CrocoDoc.com
- Issuu.com
- Docshare.com
- MyPlick.com

Believe it or not, even 6 and 7 figure marketers still use these sites!

## Web 2.0 Sites

There is one more type of site where you can submit your articles to drive traffic- Web 2.0 sites. This includes sites like HubPages and Squidoo.

Technically, sites like YouTube and Blogger are often called Web 2.0 sites. But I'm talking about a different kind- Web 2.0 sites that let you post articles.

Even though these sites have cracked down on marketers over the years, you can still do very well with them. The key is to provide quality content and not do anything against their Terms of Service.

Here's how it works with these sites:

- 1) Sign up
- 2) Create your profile (making you an expert in the niche)
- 3) Create new hubs (HubPages), lenses (Squidoo), or others
  - a. Use niche keywords as the title
  - b. Use your article as the content
  - c. Add modules to make it more interesting
  - d. Embed your video so they don't have to directly go to YouTube
  - e. Include links to your own website

Again, the key here is to provide quality, helpful content. A lot of people have spammed these sites, which then gets their accounts banned.

In addition to HubPages and Squidoo, a few other sites to use are

- WordPress.com
- Tumblr.com
- TypePad.com
- Weebly.com

The more you sign up for an use, the more traffic you're going to get to your video and website.

## Social Media

Websites like Twitter, Facebook, Reddit, Pinterest, and Stumbleupon are GREAT for marketers.

Not only can they help you get direct traffic to your website, but also to your video.

**In fact- if you want your video to get a ton of views, social media is going to be your bet.**

The trick here is to get your video in front of people on Facebook who'd be interested. For example if your video is in the World of Warcraft niche, become friends with WoW players and share the video with them.

Then get onto Stumbleupon and "Stumble" a few other WoW sites. As people notice that you love WoW, they'll start to follow whatever you stumble. Then when you stumble your own video, they'll check it out for themselves.

Remember with social media that NOBODY is going on Facebook or Reddit to be marketed to! They're trying to have a good time, maybe watch some funny videos and hang out with friends.

Don't be salesy, just act cool and share with them your sweet video.

## Blog Comments

Even though blog comments are often abused, they still work REALLY well. If you are contributing to the conversation and leaving a good comment, people will click through to your video.

So if your video is on weight loss, comment on weight loss and fitness blogs. Again, leave good and thoughtful comments on each post.

If your video is on World of Warcraft, hang out on gamers' blogs. Technology blogs can work okay here too, as a lot of people who love technology also play video/computer games.

What is a thoughtful blog comment? First off, it should be on-topic. Talk about specifics found within the post that you're commenting on. Don't just put "Great post", or even something like "That is very thought-provoking. Thank you for that great post." Even though that second one sounds good, it's not contributing ANYTHING to the discussion.

Now let's talk about another great way to market your video- your YouTube channel.

## Creating and Marketing Your YouTube Channel

If you've hung out on video sharing sites like YouTube, you've probably seen people comment on videos about their own channels.

For example, they will comment on someone else's video and say "This is great! I actually just posted a very similar video on my channel- go check it out."

Even though this seems silly, IT WORKS.

Because you are participating in a discussion with people already watching that kind of video, you can get a TON of traffic to your channel this way.

And since you have a channel (and not sure a bunch of unrelated videos unattached to each other), they may end up watching all of your videos in a very short period of time.

The more videos you have, the longer you'll keep people on your channel. The longer they stay, the more they'll like and trust you. The more they like and trust you, the greater the chances that they'll come to your website!

Just like email marketing, the key to video marketing is to build relationships. Having a quality channel with quality videos is the best way to do that.

Also, make sure that you interact with your visitors. When they leave comments, reply to them! You don't have to reply to every single one, but be a part of the discussion.

Remember there that you're trying to build a brand. Don't just put together a few low quality videos. Instead, put together good, helpful stuff and really try to help the people in your niche. Only then will you start to see the money flow into your bank account like clockwork.

## Conclusion

Video marketing is extremely, extremely powerful. Even though it has been around for a few years now, most marketers are not utilizing it nearly as much as they should be!

Driving traffic with video marketing isn't complicated, either. When it boils down to it, here's all you have to do:

- 1) Find a niche
- 2) Do your research
- 3) Find an offer
- 4) Set up your site
- 5) Create your videos
- 6) Upload your videos
- 7) Market your videos

That's it! And chances are, the first 3-4 steps are steps that you have already done, right?

The key from here is to actually follow through with the steps. Maybe you can do one step for day. That way within one week you could be making money.

Good luck, take action, and make some money!