

Video Traffic System

Drive Loads of FREE Targeted Traffic to
Your Site



By Bogdan Anastasiei

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Introduction

Congratulations on choosing the Video Traffic System, and I assure you that you are going to remember this day. Sound over the top? I assure you it is not. I expect you got this guide hoping that you may at least get some nugget of information, that will help you find out how to get more traffic.

I am sorry to disappoint you, but this isn't that sort of guide. I really am going to teach you how to drive hoards of traffic to your website, but it is vital that you listen and understand what I tell you. I expect you will want to read this guide several times because some of the information is going to be new to you, and lots will be using things you already know of, but in new ways.

I have spent years perfecting these techniques, and for me it is a big thing to share them like this, but I understand that this particular market cannot possibly be flooded. I will try and walk you through the whole process, but bear in mind this will take a certain amount of effort.

I will also provide you with all the information you need to outsource this plan, and as soon as you start making money from this, I highly recommend this is what you do. This does not mean you cannot complete the methods I will teach you by yourself, but I am a firm believer that what I can do myself, 20 people can do slightly better. After all the more paths leading back to your videos and website, the more customers you will have.

I will also be teaching you some techniques for helping your video go viral, and this is a great way to improve your reach without further effort. Viral marketing is often associated with spam, due to the methods so many marketers use. I will show you how to do it properly, as the plan is to boost your credibility and grow your customer base, not to ruin your reputation.

So if you are wondering whether video is really a great way to market your website, then you need to consider these facts. You probably already know that the biggest search engine is Google, but do you know that the second biggest search engine isn't Yahoo and it isn't Bing. The second biggest search engine is the Youtube search engine, and it gets this title because of the amount of people using it daily. That isn't all though because, did you know that Google always displays the top 4 listings from the Youtube search engine in its results. So in actual fact you could say that whether you are on top of Google or Youtube, you are still in effect on top of Google.

Choosing Keywords and Tags

When you are getting ready to upload your video to which ever video website you use, it is vital you think about the keywords and tags you plan to use. Your video is not found because of your brilliant content, or your fantastic offer, but merely because of your keywords and tags. This does not mean the content of your video is unimportant, as it is this that determined whether a viewer will click through to your website. However the process of them arriving at your website in the first place is entirely determined by your keywords and tags.

Do not forget that your keywords are how your video is categorized by both Youtube and Google. If you pick good keywords your videos will show up often, and to targeted viewers who will be interested in your video, and by extension your website. Alternatively you can use any old tags, and forget about traffic. It really is that important that you learn this section thoroughly.

Here are the two main online tools you should use to find killer keywords.

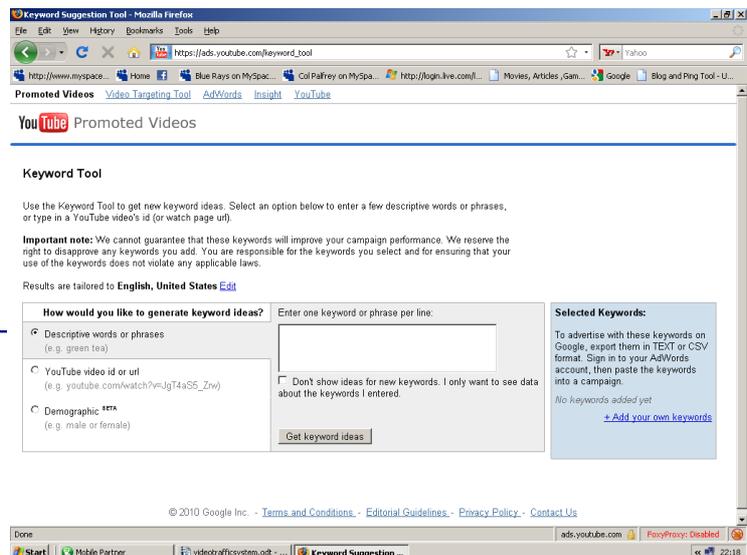
- *Youtube's Keyword Tool*
- *Google's Keyword Tool*

Youtube's Keyword tool is surprisingly unknown even amongst avid video marketers, and I think the reason is that they simply don't realize how powerful it is.

First of all go to www.ads.youtube.com/keyword_tool and you will see the screen on the right.

You will see that it has a big text box on the middle, and this is where you enter the name of your niche. When you click "Get Keyword Ideas" you will see a list of keywords and the amount of times people type them into Youtube each month. This is a great way of making sure that the keywords you use, attract the most views.

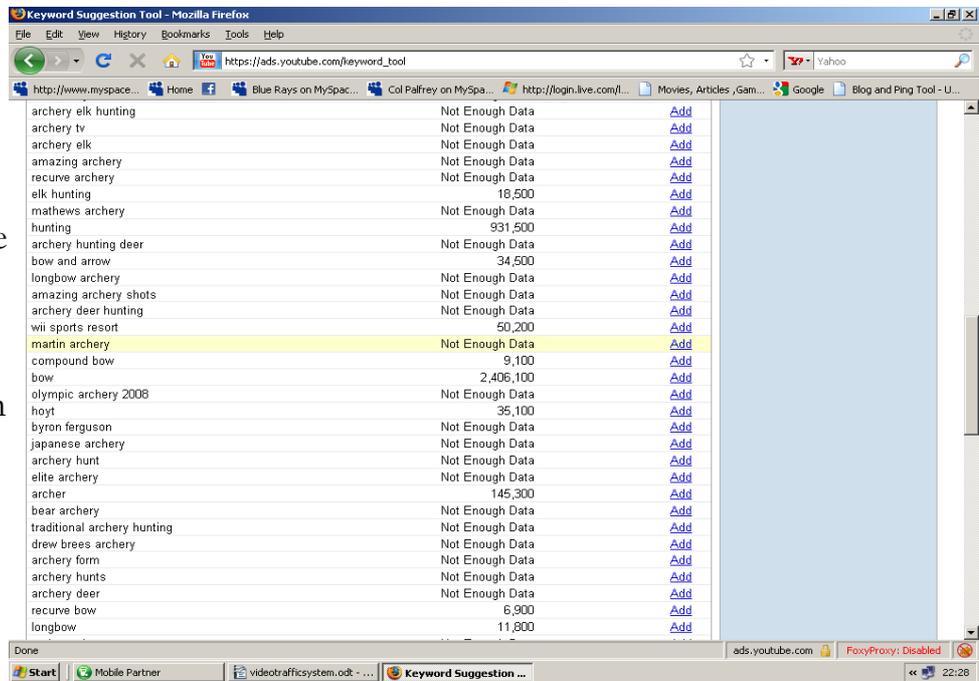
By using Youtube's Keyword tool we can very quickly see that if we were promoting archery products, the longbow has more searches per month, than the recurve or the compound bow.



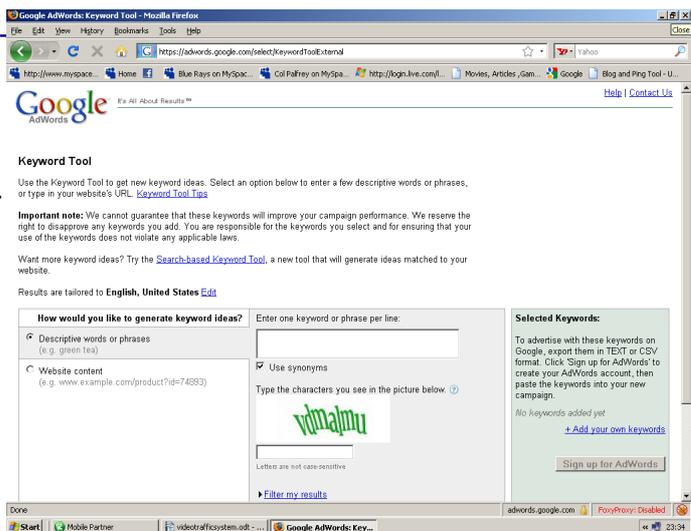
This is surprising, as you would think with all the gadgets available it would be the compound bow, but this is why we use this tool. We now know a video based on this keyword will be more popular than one of the others with less searches.

Next we want to look at Google's Keyword Tool, because Google show

results for Youtube in their search results. What this means to you, is that a keyword that isn't searched for often on Youtube, may be searched for far more on Google, and this could yield just as much traffic to your video as a High traffic Youtube keyword.



Go to [Google's External Keyword Tool](#) and you should see the screen on the right. Just like Youtube's keyword tool you will notice the text field where you should enter the name of your niche. Run a scan of your niche and look at the number of searches that each keyword receives. What you really want are to find, are the keywords with a medium amount of searches. If you do this the competition won't be too fierce, but the traffic will still be great.



Now you have your list of keywords I want you to write them down and keep them safe. I recommend you use 5 good keywords from Youtube, and 5 medium ones from Google. When you upload your videos you will need these keywords, and also for other promotional purposes.

Titles and Description

The titles are an important part of how people find your video, and an even more important part of whether they decide to watch them. A good title needs to include several things if you hope to use it for traffic purposes.

First of all you need to decide which keyword from your list is most relevant to the video you are naming. Next you need to find a way to make that keyword sit nicely in a 3-5 word sentence that sounds interesting to your niche. For instance if you were promoting dog food, your main keyword may be “Dry dog food,” but for a title there are a number of possibilities. You could just call your video your main keyword, and this will help to get the maximum amount of search engine views, but don't forget you also need to get people to click on it.

To create a title that people will actually click on, I suggest starting with your keyword/s and then adding something afterwards to make it appealing. Possible titles for our example “Dry dog food” could include “Dry dog food - 5 Tips” or “Dry Dog Food – Important information” and you will see either title is more likely to be clicked on, than just the keywords alone.

Your title will be the used by search engines as your keyword, as they don't look at Youtube's keyword section. As you know this is the case, I highly recommend you look at what keywords don't have a video listing in Google's search results, as if your video is the only video result for a high traffic term you can get a flood of traffic.

Next you are going to write a description of your video, as this is what we use to get video watchers to click through to your video. Don't forget that these click-throughs are a vital part of the whole system. If the people just watch your video and then leave, you may as well not have bothered uploading in the first place.

I recommend that for your description you should include a transcription of your video, and above that at the top a link to your website. Do not forget that Youtube is a very high PR website, so as well as the traffic from the video you are also receiving a great backlink. Make sure that your link is right at the top of the description, as you want this to be visible without people having to click “more info...”

Another think to add to your description is as many keywords as you can manage into a proper description. By this I mean don't just keyword spam the description, but if you can describe your video in a way that uses keywords, that will help.

Making a Youtube Account

You may have noticed that I have mentioned Youtube quite a lot, and it is for a very good reason. Youtube received over 6 billion views in 2009, and being able to tap into that market is a huge opportunity.

So your first task if you don't already have one, is to make a Youtube account. Don't worry as this isn't hard, and if you follow the instructions you should find it quite simple. However it is important to pay attention, as you may be unaware of how your keywords interact with your user name.

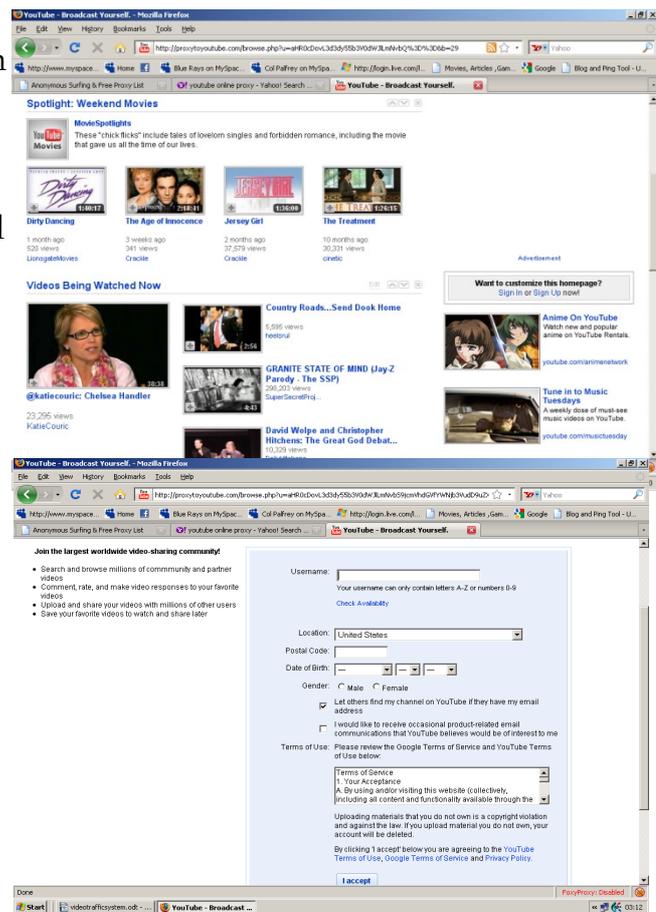
First go to Youtube.com and click "sign up" and this will take you to their sign up page.

Here you will be asked for information such as location, gender, postal code etc... but the really important part is the user name.

Your user name will become the extension to your Youtube profile, and the reason this is important is that it links to all the videos that you put on Youtube. By entering a keyword as a user name, you will effectively create a keyword anchored backlink to every one of your videos.

As well as the back link, you will also have the fact that your Youtube Profile itself will then rank in search engines for the term used in your user name. Don't forget that each video also links back to your profile, and this gives you a good chance of seeing your Youtube channel ranking well in the search engines.

The rest of the process of setting up a Youtube account is very simple so I will let Youtube show you the way. However, it is important that you keyword target your user profile if you hope to get as much traffic as possible.



Uploading Videos to Youtube

To start with you have to make sure your video is under ten minutes and 2GB. Provided it is then it should be relatively simple to upload your video.

First of all you need to go to log in to your Youtube account. Once you have done that you should see this button on the screen.



If you click that button on your own Youtube profile you will be taken to the upload screen. Now click "Browse" and select the video you which to upload, and then click "Upload."

While your video uploads you will be able to enter the information in the title, description, tags and category field. Once you have filled in the relevant information click "Save changes."

There are lots of video formats that Youtube accepts, and these are: .MOV, .MP4, .AVI, .3GP, .M4V, .SWF and WMV. You will find the file formats from most video cameras and mobile phones will be compatible with Youtube, but if you do have a strange file format there are plenty of free converters online.

Don't forget to apply the information you learned above concerning keyword targeting your tags and title, as it is a wast to learn the information and then ignore it.

The Digg Masterclass

Great your video is on Youtube, and it will get some good traffic on its own, and a percentage will be fed onto your website. However, this is certainly not all that can be done.

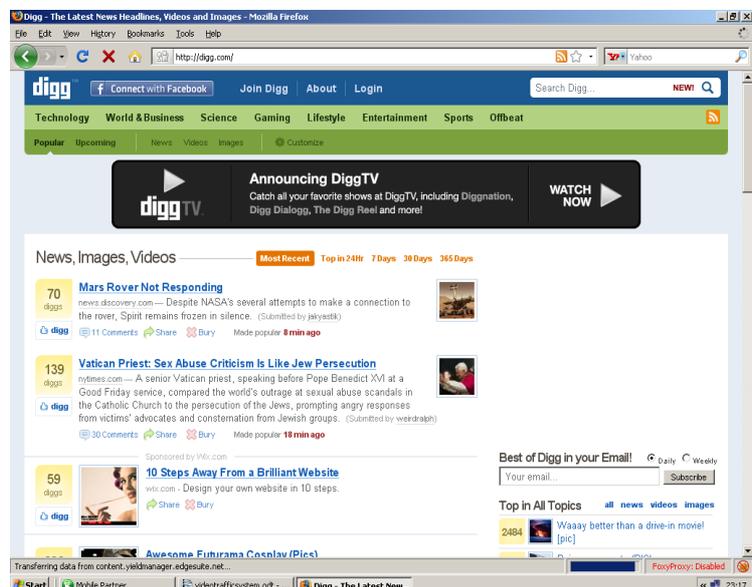
I will teach you a technique I have used for a few years, and this is a previously unreleased twist on an old favorite. I call this the Digg attack, and if you are used to social bookmarking this should come easily to you.

The Digg Attack Overview

The overview of this system is simple. First you bookmark your website using [Digg](#), and then you bookmark your [Digg](#) bookmark at other bookmarking sites.

Why This Works

[Digg](#) is very well respected website that Google absolutely loves. They are not so keen on passing on the link juice to your website as you would hope, but the bookmark itself can rank very highly. What this system tries to do, is not simply use the Digg bookmark to help your website rank well in the search engines, but to get the Digg bookmark itself ranking well.



Your Digg bookmark page is a PR7 webpage that is regularly crawled by Google. If you could make the only words in your Digg bookmark your keywords, it will rank incredibly well in its own right.

To make a Digg bookmark rank very highly (first page) you need to pick one keyword and enter it in every field you are asked to complete. What happens next is that Google find your bookmark page through Digg, and see that the only words on the page are your keywords linking to your video. At this point Google decides that this is an ultra keyword targeted page, but trusts it due to the fact it is on Digg.

The problem I have found is that Digg bookmarks done in this way bring in huge traffic for one week, as when the people get to the bookmark there is nothing to click but your video link. The problem is it only lasts three or four days. Now you could spend a very long time trying to find out how to keep this incredible source of traffic going for years, or I can just tell you as I have already spent the time solving this.

OK, so to make your Digg bookmark stick at the top of the search engine you need to bookmark it, and yes I know the idea of bookmarking a bookmark seems silly, but this works. In my experience thirty bookmarks are usually sufficient to keep your Digg bookmark on the front page, but if you have a difficult keyword to rank well for, simply make another thirty bookmarks pointing to Digg one week following your previous lot.

Eventually you will find your Digg Bookmark does start to slide down the ranking, but this will take a month or more if you have done this correctly. Unlike when your Digg bookmark would have slide before, this time you will see that when it does, your video jumps significantly in the search results. You see, what has happened at this point is that all thirty bookmarks worth of importance has been passed on to Digg, and then on to your video.

The reason this system is so incredibly effective is because both Digg and Youtube are high PR websites, that Google know are usually reliable for containing quality content. Well it is a matter of opinion whether this is actually true, the fact this method gets traffic is not.

Using the Digg attack method I often see my stats telling me that 1000 people have arrived in a day from Digg, but if you really want this method to be really great, I advice you to repeat the technique ten times for you ten best keywords. When you have ten or more Digg bookmarks each funneling 300-1000 people per day to your videos, you will see an incredibly large number of click-throughs arriving at your website.

To Recap

The only bookmark that points to your video should be your Digg bookmark, as all the other bookmarks point to your Digg bookmark.

Social Bookmarking

Another method that can be used and is far more common, is simply to point all your bookmarks to your video. For this to work well I have found it is very beneficial to have a proper plan in place.

First of all you should make a folder in your favorites called “bookmarking,” and then book mark the following websites inside that folder.

www.digg.com	www.stumbleupon.com	www.del.icio.us
www.diigo.com	www.barksbookmarks.com	www.blinklist.com
www.bookmarkall.com	www.dropjack.com	www.reddit.com

You will have to create an account at each of these bookmarking websites, or as many as you want to use. Once you have accounts at these places and are logged into them, you should make sure your browser is set to store cookies. This means that when you close your browser and open it again, you will still be logged into all your bookmarking sites. You will also need to have your browser set to remember passwords, but this will be of use in any case if you are trying to do a business online.

Now when you post a new video on Youtube, you will be able to open the bookmarking websites in your folder and bookmark your video much quicker.

But What is Bookmarking ?!?

Just in case you aren't clear about what bookmarking actually is, I will give you a brief overview of its purpose.

Bookmarking websites have been around for a few years now, and their purpose was for people to have an online list of websites they like. This quickly evolved into lists that other people would also see within the bookmarking community, and led to a ranking system of importance based around the amount of bookmarks a site has by different members. The advantage of a bookmarks is that they contain an anchor text backlink to the site that has been bookmarked. This is very useful as it counts as a vote of confidence for your website in the eyes of search engines, whilst also telling them what your site/video is about. Every bookmark you make helps you to get that little bit closer to the top of Google for your keyword.

Video Response Marketing

Video response marketing is a method of getting targeted viewers to your video. Don't underestimate the importance of the word “targeted” as this means people who are actually interested in your offer, and untargeted views have a virtually zero percent click through rate.

If you get targeted views of your video you will get buying traffic. It really is as simple as that, and video response marketing can generate you that targeted traffic easily.

First go to Youtube and do a search for your videos keywords. You should see a big list of potential videos, and next to the descriptions you will see how many views they have. Obviously there will be a bias towards videos that have been on Youtube longer, but you will usually see a few videos at the top that have had a really high number of views.

Open up the three highest viewed videos and look under the videos. On some of them you should see people have posted video responses, and these will usually not be actual responses, but similar videos. As you can only post a “Video response” link once, I recommend looking for a video that has few or no video responses, as this means viewers are more likely to click on your link.

You may think that this method wouldn't get much traffic back to your video, but I assure you it does. Don't take my word for it though, just try it.

To post your already uploaded video as a response you click “Post video response” and choose the video you want to use. Don't worry about this having an adverse effect on your video, as your own viewers will not even see that you have posted your video as a video response, and this doesn't effect your actual video page at all.

If there are no videos with high views and no video responses, I suggest you try another keyword from your list. If you go through all your main keywords and still fail to find a video that fits the criteria I have mentioned, then just go for the best number of views regardless of whether they already have video responses. You will still receive some traffic, and it is traffic that you wouldn't have had, and all for free.

Blog Commenting To Boost Your Video

The bottom line is that the more links you have pointing at your video, the higher Google will put it in the results. As it is a video it has a great head start on normal websites, but it still needs those backlinks if you want to get to the top of the search engines.

The quickest way to build up a large amount of backlinks pointing to your video is to use blog comments.

So How Does Blog Commenting Work ???

To use blog commenting to create links, you find blogs and leave a comment about the blog post you read. Your comment name links back to your video, and this not only gets you backlinks, but occasionally the people who own the blogs will go and watch your video also.

So now you have the general idea it is time to explain how to actually do this. First go to www.google.com and search for your keyword and the word blogspot. I recommend running your search with these terms in quotation marks like this: “keyword blogspot.” You can also replace the word blogspot with “Wordpress” and this will show you many more blogs.

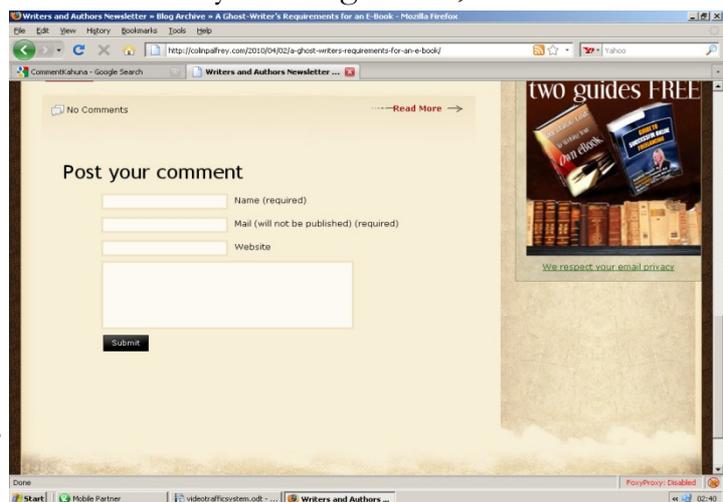
Now you know how to find Wordpress and blogspot blogs, you need to know how to create your backlink in a way that wont annoy the blog owner, and will work to help your search engine rankings.

When you go to their blog you will see four text boxes that you will need to fill out, and these are:

- Name
- Email
- Website
- Comment

You should enter your name as the keyword you want your video to rank better, as the information you enter in the name field will be the text of your anchor link.

You should enter a real email address, as blog owners will vary rarely contact you, and when they do it is often because they are interested in your video.



Under the field website you enter the website address of your video.

When thinking about writing a generic spammy comment, I suggest you think about the fact the blog owner can delete your comment. If you post “Nice blog” you will very likely have your comment stopped, and this will not benefit you in any way. Simply read the blog post at the top of the blog, and leave a relevant comment. If you do this your comments will be posted on the blog, and your backlinks created.

If you had entered your name as “search engine” and your URL as “Google.com,” then your name above your comment would be search engine, but when clicked would go to Google.com. As you can see you do not need to post the URL anywhere in the comment, and doing so will almost certainly mean your comment gets blocked.

If finding the blogs takes you too much time, then I recommend you use a free blog commenter like www.commentkahuna.com. Comment Kahuna will quickly find you blogs in your niche to comment on, and even fill in the information fields for you. I highly recommend you leave the comment section blank in the information for Comment Kahuna to auto type, as this way you can still leave relevant comments.

Starting A Niche Group on Youtube

Starting a niche group on Youtube is a great way to get in contact with people interested in your niche, and the advantage is most of the people who join will watch your video. As your video is highly targeted to their interests they are the ideal candidates to become customers.

First of all go to your Youtube account and log in. Now look at the top of the screen where it says accounts, hover your mouse over this and from the drop down menu select “more...”

Now you will see various options but you need to click groups, and this will take you to the main screen where you set up your group.

You will be asked for lots of information about your potential group, but one of the most important things is the title. I recommend you use at least one of your high traffic keywords in the title, but make sure the group sounds interesting. It doesn't have to appeal to the majority of people, but it does need to be appealing to people interested in your niche.

In the other fields I recommend you write whatever you think will make people most likely to join, but don't forget to describe your group as a community, as this stands a much better chance of appealing to people. Make absolutely sure nothing in your group title, description, etc sounds in any way like you plan to sell them anything. For best results I recommend you make it sound like a group run by an enthusiast for enthusiasts, as this will appeal most to your buying customer base.

After you have created your group you will have an option of sending invitations, and if you have built a list in your niche I recommend asking them to join. If they don't seem keen, which I expect won't be the case, then simply offer them an incentive. Asking nicely usually works, but an ethical bribe of free software or information works far better.

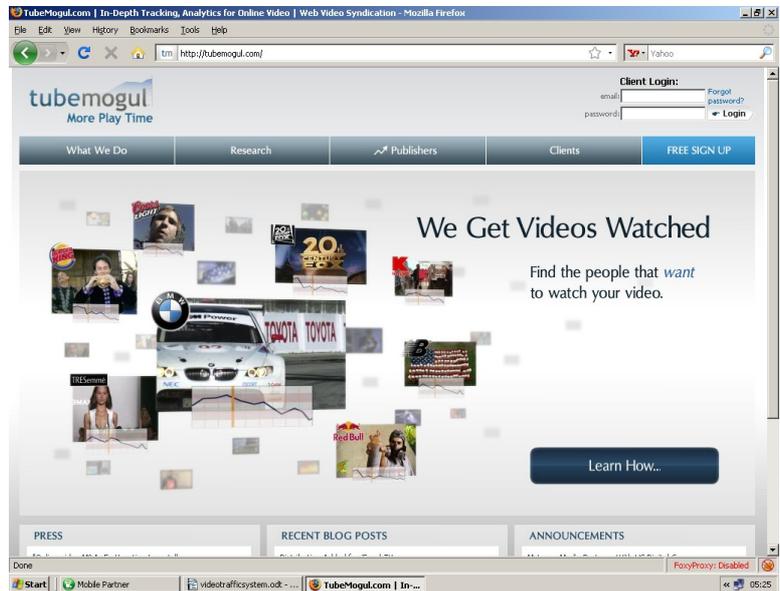
The benefits of having created a group are that people who are interested in your niche will often join, and they are the perfect people to show your visit to.

Tube Mogul

So you have your perfect video, and you have promoted it on Youtube all you can. Is there anywhere else to put it?!? Sure is.

Tube Mogul offers a limited free service that you may be interested in. They take your video and submit it to multiple video hosting websites like Youtube, though the others are smaller.

The point is that while the other websites may not be as popular as Youtube, they still get views. It is important to remember that while a small site might be less popular than a big one, if you have lots of them working for you, they really will help.



With Tube Mogul you aren't limited to the few sites that come with the free version, they also have a paid for version that submits your video to a huge list of sites, however in my opinion the best feature is not having to re upload the video yourself. I spent far to long uploading my video to multiple locations before finding Tube Mogul, so I am a fan. Never assume that something is free because you can do it yourself, unless you value your time at \$0 per hour.

Conclusion

I am sure that at this stage you can see that video marketing is incredibly powerful, and will help to drive traffic to your website superbly well...**but there is just one problem.** For this to work you need to have a kick-ass video, and you don't have one. Luckily I can help here. If you visit...

www.promovideoskingdom.com

...will see a way you can get an incredible video made for you by professionals.

Lastly I would like to give you one last tip, and this one is a great one. Do you want your videos to go viral? Yes I thought so, well post a link on Facebook and ask people to repost it. A great way of doing this is to post a status message saying “One person who reposts this will win \$50 so pass it on, (link). You will find a post like this spreads like wild fire, and for \$50 you could end up with an incredible amount of traffic to your video, and subsequently a huge amount of traffic.

Make sure you do the keyword research as I described earlier in this guide, as it really does make a huge difference. Regardless of how you promote your video its success will depend on its keywords.

Do not under any circumstances forget to add your URL to the end of your video. Youtube is not the only place a Youtube video gets seen, as there are a huge number of syndicated website, that generate traffic purely by showing all videos with a certain keyword tag. While they are particularly bad at generating income they are hugely popular because they are so easy to set up. I highly recommend you add your URL to the end of your video to capture this syndicated content traffic.

Regardless of how you intend to drive traffic to your videos it really is a great way of tipping potential buyers into “buy” mode. The reason I think this happens is because people use places like Youtube all the time, and it plays a role in their life. Whether they are looking for information on how to change their clutch, or repair their DVD player, people trust video. When you start marketing in a format people trust I assure you that you are going to see a huge improvement in click-throughs and sales.

You know it works. So get the tools to do the job.

[Order your own thrilling promotional video now](#)

To your online success,

Bogdan Anastasiei

PromoVideosKingdom.com



Click the picture if your answer is "yes"!