How to Get More Traffic

From blogs, to joint ventures, to buying traffic with pay per click ads, to building a team of affiliates, there are dozens of proven ways to get traffic to your website and market your product. A good online business never relies on just one source of website traffic (after all, if you lost that traffic source, you'd be back at square one).

So here's the evolution of traffic…starting with small, easy sources of traffic, and building up to more advanced methods that can send you massive amounts of visitors.

By the way, once you are able to send lots of visitors to your website and get them to take action, then you'll have no problem getting lots of affiliates and joint venture partners eager to send traffic to your website as well.

But remember, without traffic, you could have the best sales letter, the best product, the best customer service, the best membership site, the best everything, but still make no money, because if you don't have traffic, you don't have customers. So let's get it!

Beginner Ways to Get Traffic

Let's start with easy, beginner, *free* ways of getting some traffic to your site. To be honest, the first few are not going to result in a gold rush of traffic, but it's better than nothing. Don't brush these off, everything helps.

1. Friends & Family

Today, you can get your friends and family to recommend your website/newsletter via Facebook, Twitter, Myspace, their blogs, and any of the other social networking mediums they are using.

Word of mouth is as powerful now as it has been throughout history. Ask them to refer their friends to your site (if their friends are interested in your content, of course!). But don't be spamming anyone of course. Just make sure you are posting good content and then post a link back to your blog – because people are less hesitant to visit a blog.

This is a good place to start because it will get you in the right frame of mind for communicating with your list. If you think of your mailing list as friends and family, you'll make a better judgment about how hard to push and promote – and instead focus on relationship connections and building trust.

2. Forums

After I finally put my first website online in 2001, I started posting advice on the Men's Health magazine website forum. In each post, I left a link to my website and I developed a small number of fans – some of whom are still even with me today.

Forum posts won't provide you with thousands and thousands of visitors per day, but if you currently use a forum and provide good advice and help others, it can be a low-cost way of getting targeted traffic to your website. Just make sure you play by the rules.

Don't be rude or obnoxious. Don't get in fights on the internet. Don't spam. Don't post sales messages. Instead, just follow the golden rule and be a good person posting helpful advice and building relationships.

At the end of each of your helpful posts, leave a link back to your website and don't be shy about telling them they can get a free report. So for example, if you posted some helpful gardening tips on a gardening forum and had a free report on the top 7 tips to avoid killing your houseplants, your forum post would look like this…

****
Don't forget to give your plants fertilizer when you transplant them into a bigger pot.

Jack Smith
Get your free report on the top 7 tips to grow healthy houseplants here:
=> **www.FreeHousePlantGardenReportWebsite.com**
****

Again, forums are an okay place to start, but don't spend hours and hours on them, and never ever get into an argument with someone on a forum. That is a complete waste of your time. Just be nice, give good advice, and offer more free info on your site.

3. Article Submission Directories

Submitting articles to directories isn't going to make you rich overnight, but it's another free and easy place to start. But don't expect to submit one article to Ezinearticles.com and have 1000 visitors to your site the next day. I've yet to see that happen and I've submitted over 300 articles to Ezinearticles.com.

So far this year EzineArticles.com has sent me 11,577 visitors, over 340 newsletter sign-ups, and about 40 sales (for an average of 10 cents per visitor). So it's made me about a buck per article. It's not going to make you a millionaire, but it does send quality traffic and provides you with a few one-way links back to your website (see the SEO section for the importance of one-way links).

By the way, I've tested article submission software and services from SubmitYourArticle.com to ArticleMarketer.com, and frankly, the only article submission site that really sends me a significant amount of traffic is the free site, Ezinearticles.com.

If I ever find something that starts working like gangbusters, I'll let you know! Until then, if you are on a tight budget, just stick with EzineArticles.com. Now let's look at…

3 Tips to Get More Traffic From Article Submission Sites

1) Use a great title/headline for your article
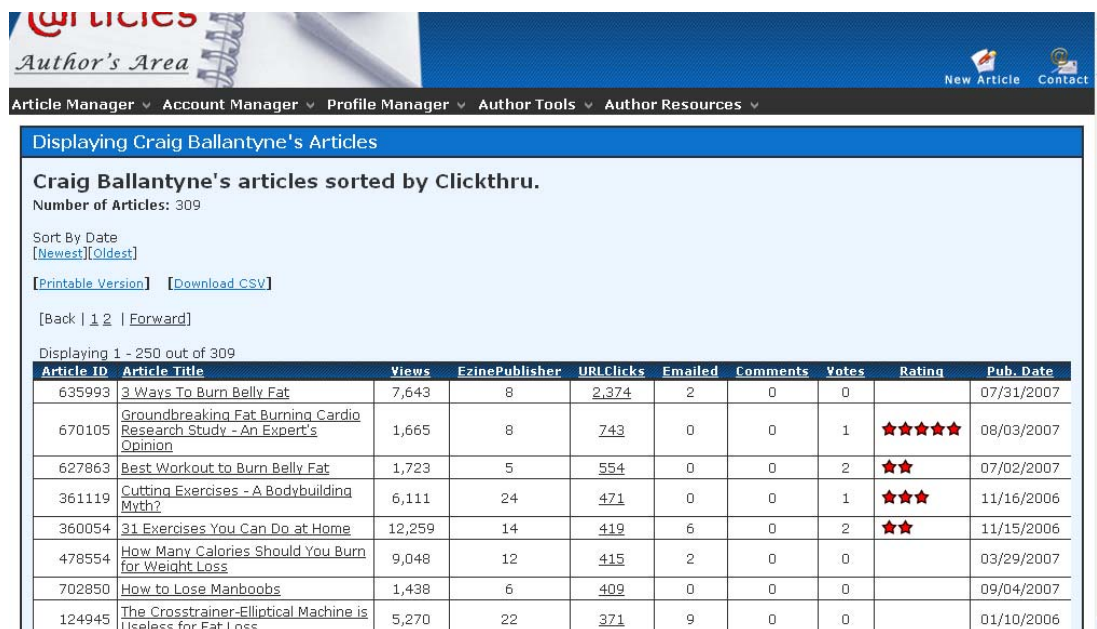
Like anything else, from your ad copy to your email subject line, if you don't have a great title/headline, people won't be interested and won't read on.

2) Insert a call to action in your resource box/author bio

You need to tell them to visit your site in order to get more info or a free report. Bribe them to head over to your site.

3) Be consistent in submitting articles

You can't expect miracles from 1, 5, or even 10 articles. Add at least one each week, preferably 2-3. Here's my EzineArticles.com account…take a look at the headlines of the best performing articles (in terms of getting people to click-through to my site)…hope that gives you some ideas.

Article ID	Article Title	Views	EzinePublisher	URLClicks	Emailed	Comments	Votes	Rating	Pub. Date
635993	3 Ways To Burn Belly Fat	7,643	8	2,374	2	0	0		07/31/2007
670105	Groundbreaking Fat Burning Cardio Research Study - An Expert's Opinion	1,665	8	743	0	0	1	★★★★★	08/03/2007
627863	Best Workout to Burn Belly Fat	1,723	5	554	0	0	2	★★	07/02/2007
361119	Cutting Exercises - A Bodybuilding Myth?	6,111	24	471	0	0	1	★★★	11/16/2006
360054	31 Exercises You Can Do at Home	12,259	14	419	6	0	2	★★	11/15/2006
478554	How Many Calories Should You Burn for Weight Loss	9,048	12	415	2	0	0		03/29/2007
702850	How to Lose Manboobs	1,438	6	409	0	0	0		09/04/2007
124945	The Crosstrainer-Elliptical Machine is Useless for Fat Loss	5,270	22	371	9	0	0		01/10/2006

4. Article Submission to Other Sites (Non-directories)

If you can find websites that are looking for or would benefit from one of your articles (but isn't an article directory) then go for it. Keep your eye out for sites that get a lot of traffic in your niche that also accept guest articles.

Email as many potential sites as you can and build a relationship with the editors. In most cases, sites are looking for quality content, so make sure you have some good articles on your site or blog that you can refer editors to for review.

If you can score a few articles on other websites, not only will you get the benefit of traffic and credibility but you'll also get the bonus of an incoming link to your site. That's part of your SEO (Search Engine Optimization) strategy that we'll cover later.

As a personal example, about 4 years ago I contacted a popular website called, EarlytoRise.com. I'd been reading their daily success email newsletter for about a year and noticed that my friend Matt Furey, a popular fitness author, was frequently contributing articles or health tips.

So I emailed the editors, provided my Men's Health credentials, and asked if they'd take a few submissions from me. And it turned out they gave me a shot. Eventually, I learned how to write for their audience and now I contribute on an almost weekly basis.

All I did was ask politely if I could help them out. In fact, that's how I got into writing for Men's Health magazine as well. I truly believe that there is a lot of opportunity out there for experts to get more of their articles published online, but not enough experts are looking or networking hard enough. **So get out there and contact someone today!**

So add "contacting other websites" to your online strategy and contact at least 2 new sites per week. In fact, it would be better if you contacted a new one everyday.

In addition to big sites, you should also be looking for new affiliate websites that post affiliate articles for your competitors. For example, there are a lot of product review websites that post articles from other fitness experts. So whenever I find one of those, I contact the editor to see if I can be of help by giving them some of my articles.

As you grow, you'll even want to outsource this task to an affiliate manager so that you are able to spend your time on more important aspects of your business. But when you are just starting out, you should be networking – online and offline – as much as you can in order to get published everywhere to increase your visibility in the marketplace.

Don't spend too much time on this…simply re-write articles that you've already put on your blog…or re-cycle the content you have created for magazines and other websites.

5. Teleseminars

Arrange for a free teleseminar (use www.freeconferencecall.com) and host a 1-hour interview with another expert. Get this expert to promote the teleseminar to their list. In order to access the teleseminar, build a sign-up page where you collect emails in exchange for the phone number and access code to the teleseminar phone lines.

So basically, you are getting some of their traffic and leads.

Also, plan to repurpose the transcript content via an eBook or with audio, etc.

Now here's a quick tip on doing better teleseminars. If you've spoken or listened in on a teleseminar before, you'll notice that 99% of them are random, unscripted, rambling messes. Teleseminars should be planned out in advance and follow this structure.

- The interviewee should know what questions are going to be asked.
- Sales messages should be planned at specific intervals in the call.
  - o Use a soft sell 20 minutes into the teleseminar & then a sales pitch at the end
- A reason to stay on until the end of the call should be incorporated into your marketing for the call and into the call itself.

If you put a little thought into it, you'll get better results. Many Internet marketers take it a few steps further and script out the entire call – almost word for word.

6. Free Content Viral Traffic

Everyone wants to create a viral video or free report these days. They've heard of websites getting thousands of visitors from a video or free report and want to experience the same success. I've also had the good fortune to have some of my videos watched by over 1.1 million people while tens of thousands have downloaded my free reports.

Getting viral traffic means that you've created a free resource and are allowing others to share it with anyone they want. This could be through creating a free report or making a free video (and putting it on your site or on youtube). I'm a big fan of giving away free content on my blog and in my videos, but only because I have so much of it. When just getting started, stick to giving away one free report or video – filled with great content.

Let's start by looking at the best free content you can give away.

You must create something that is REMARKABLE and worth spreading around. You need to come up with something that people will link to. You must also be prolific, creating more and more content so that you always have stuff you can give away for free.

One of my favorite tools for sharing free content is a "PDF ReBrander" program found at **ViralPDF.com**. This allows you to create a free e-Book for other people to give away and they can put their affiliate links in it. You could also give your prospects a free report or video and ask them to share it with everyone they know.

This is viral marketing. If you make the free report great, everyone will want to read it and share it. Plus, a great report will build authority and credibility for you, and people will want to visit your website to learn more.

But if you don't have money to spend on the PDF Rebrander and you only have a small number of affiliates, that's fine. What you can do is simply manually insert the affiliate link of each affiliate into the free report, create the PDF, and let them give it away.

7. Networking for Traffic

We'll cover affiliate and Joint Venture partnerships in chapter eight, but you should always be looking to connect with other experts and business owners to discover opportunities to get more traffic to your website.

With the Online Second Paycheck traffic system, you need to out there increasing your share of the online real estate in your niche market. That includes adding content (including articles and videos) to as many sites as possible. Your goal is to have your website show up "everywhere" your prospect goes online. People shouldn't be able to visit a website in your niche without hearing about you or your product.

In order to do this, you need to be unique – and you might have to go all the way back to chapter two in order to do the research that will lead you to a part of your niche market that you can dominate. It also helps to be controversial, funny, and exciting. If you can do that, your readers and potential affiliates will be excited to share your website with other people. But if you're boring, you won't get a lot of recommendations.

By being exciting, you give people a reason to promote your product or do joint ventures for you so work on refining your hook and angle so that you aren't just another "same old, same old" type business in your marketplace.

When networking, don't sit at home waiting for people to come to you – go to seminars, strike up conversations with influential people online, and be positive, powerful, and remarkable. Another great tip is to seek to help others first. Can you go to a power broker in your marketplace with a really cool, unique bonus that they can add to their product?

By giving, you'll build strong relationships with others and people will be drawn to working with you – so you'll get lots of traffic, attention, and affiliates. For more information on using Facebook, Twitter, and Youtube for traffic, make sure to read the bonus report on "Social Media".

Advanced Traffic Sources

The biggest sources of free website traffic are from search engine optimization (SEO) and affiliates (I'll explain how to get affiliates in chapter eight).

1. SEO – Search Engine Optimization

First, let's define what the heck SEO really means. From Wikipedia…

"Search engine optimization (**SEO**) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results for targeted keywords. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site."

Here's a screen shot of the natural search rankings (on left) for the search phrase, "fat loss workouts". On the right side of the page is a column with "sponsored links" (i.e. paid ads). As you can see, my website Turbulence Training is the third natural link for the search term, "fat loss workouts" and that brings me free, qualified traffic.
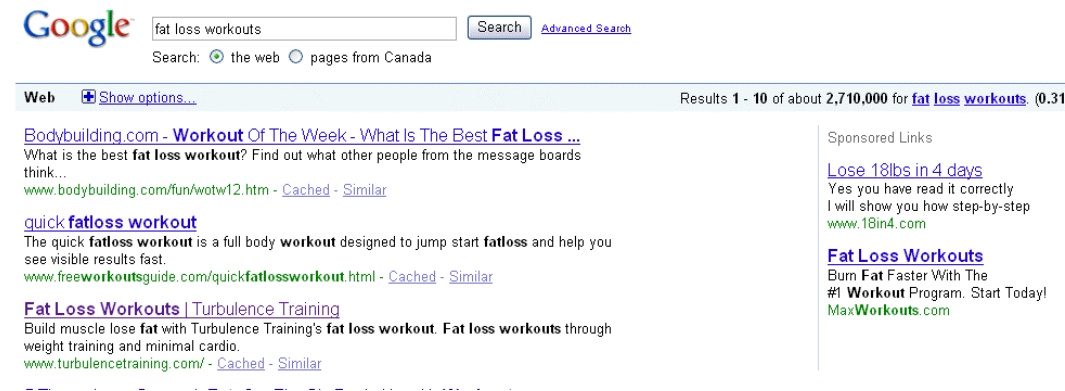
In theory, Search Engine Optimization is quite simple. You simply need to write relevant keyword-rich content and get lots of people to link back to it. It's that simple. Therefore, researching your keyword list is the one of the most important things you need to do to get more traffic to your website.

One of the great things about the Internet is that Google rewards the good guys…people who have a lot of good content and get lots of quality links back to their website. It's that simple. You don't need to worry about much else.

So one of the keys to SEO is to make sure you have a lot of unique content on your site focused on keywords specific to your niche. In the past 9 months I've added over 100 new articles to one of my websites and that has increased my SEO traffic by over 25%. Getting quality content on your own site is MORE important than submitting content to article directories.

Of course, *technically*, SEO is a little more complex and you need to:

- Optimize the Title Tag for keywords.
  - That means including your chosen keywords in the title tag of the webpage.

- Optimize the content for keywords
  - You need to use your chosen keywords naturally throughout the content of the webpage, but not too much.

- Get One-Way Links back to your site with the proper keyword anchor text (this is probably the #1 factor in getting good SEO).
  - One-way links, where a website links to you without you linking back to them, are much more powerful than reciprocal links (where you link to another website and they link back to you).

Okay, let's say I have a website selling foreclosure real estate in Miami, and I want to get found naturally in the search engines for the phrase, "Miami foreclosure sales". Here's what I would need to do…

1) The first thing I'd need to do is write unique content for my website about Miami foreclosure real estate sales.

2) Second, I'd need to name the webpage "Miami Foreclosure Sales" to optimize the title tags.

3) Third, I'd need to optimize the keywords in the content so the phrase "Miami Foreclosure Sales" occurs once every 100 words or so in the article. This should occur naturally when you are writing quality content, and you shouldn't have to force it, but keep this target in mind.

4) Finally, and most importantly, I need to get one-way links back to this webpage, preferably with the links having "Miami Foreclosure Sales" in the anchor text.

What's anchor text? Anchor text is the words or phrases you see in a hyperlink when it is not written out as the actual website name. For example, let's say website link for the page we created above was: **www.SouthMiamiRealEstate.com/foreclosuresales**

That's the regular URL of the page. But if someone placed a link to that page on their website, we'd want it to look like this instead: **Miami Foreclosure Sales**

Now we have an incoming one way link with our chosen keyword as the anchor text. Of all the steps, #4 is the most important for improving your SEO ranking. Why? Because in most cases, it is difficult to get a one-way link back with anchor text unless you have provided amazing quality content on your website. Google rewards websites with the best quality content by giving them the top positions in the Search Engine rankings, so that Google users find what they are looking for. That's why everyone wins with this system.

To be more specific, the best incoming links would be from websites with a Google Page Rank (PR) of 3 or more. You can find out a website's Google Page Rank by downloading the Google Toolbar. It will show you at the top in a little green bar. A page rank of 3 or above means it's getting some decent traffic.

Having a popular blog (or in my case several blogs) can help because you can link back to your main site from your blog using anchor text. That will help improve the SEO of your main site.

To figure out your best keywords for unique content, please go back to the second module and review the section on finding keywords using Google. Build your keyword list of the most important keywords for your target market and then start writing articles for each of the top 20 keywords (at least, if not 50 keywords or more).

Content Creation

Writing content probably seems like a daunting task to you. After all, you've already written your product and sales copy and now I'm asking you to write even more! Don't worry because I have a few ways of making this easy for you.

The first is to tell stories rather than write articles. So what you need to do is choose your keyword and then write a story that includes the keyword as naturally as possible.

Let me explain using an example from my website. In the image below you'll see an article I wrote for my website using the story format, while focusing on the keyword phrase, "Quickest way to burn fat".

You'll see that we used the keyword as the title and then I wrote about one of my clients, using his success story as the text. This made writing the article both faster and easier than a "formal article", while also making for a much more enjoyable article for the prospect to read.

(You'll also notice I've added a sign-up box in the middle of the article to add prospects to my email list. Plus, there are a few SEO tips in there as well; you should notice that there are hyperlinks to other keyword articles – for example, the hyperlink for "lose fat" goes to an article titled, "Lose Fat". Linking within your site is one of the SEO strategies for helping increase the popularity of your website pages.)

I can write one of these story articles in about 15 minutes, thanks to practice and having an easy to follow formula. After I pick the keyword, I write down five subtopics for the article, and then I fill in the subtopics with a story.

I aim for 500 words, and thanks to having taken a keyboarding class in high school, I'm able to zip through that article in 15 minutes or less. I do one of those every morning and was able to add over one hundred articles per year to my website.

As a result, I have increased the amount of search engine traffic to my site by over 10 times what I was getting one year ago. Of course, you can always go to websites like Elance.com and Odesk.com and find overseas help to create content for you for as little as $5 an article.

In addition to using that written content on your website or on your blog, you can also repurpose the content by creating video and audio versions of the article (and you can take audio and video and turn them into articles, too).

For example, whenever I discover one of my articles has become popular, then I create a video explaining the content and we post it on Youtube. In addition, each month I create new workouts for one of my websites and we film this video and post it on Youtube. We also take the Youtube videos and have those transcribed to create new articles.

For audio, I do a podcast each week and I create written summaries of the podcast that then go on my blog as unique written content. And finally, whenever I do seminars, I have those filmed and added to youtube and I have my assistants write up summaries and create original written content for my blogs and website.

There is an almost endless number of ways to re-purpose your content, thanks to all the different learning mediums. And while you'd be crazy not to do video (thanks to its ever increasing prevalence in our lives), you'd be even crazier to skip creating written content. Written content is still the best way to get found in the search engines these days.

The bottom line here is to leverage your time and make sure that you are getting multiple uses out of every piece of content you create. Your best content should go on your website in written, audio, and video format, but you should also be creating content for blogs, EzineArticles.com, and video sites like Youtube.

By doing so, you'll establish a greater level of trust and visibility in your target market, and the video will help build credibility for all the traffic you attract with your website content.

You need a lot of content to help build your list, but remember it's easier than ever before to create massive amounts of new material.

And finally, the last thing to say about generating content is that you need to start building more "user-generated" material. That simply means that you can get your prospects and customers to start "doing the work" for you.

You can encourage your list to comment on your blogs (through contests – more on that in a minute), your website forum, by creating their own youtube videos about their success stories with your product, by creating their own blogs to chronicle their use of your product, and even by adding your content or their experiences to their Facebook pages.

More and more of your prospects are out there creating their own websites, blogs, and Internet presences, so make sure you are rewarding folks who help generate content to promote your product.

2. Blogging

Blogging is one of the best tools for lead generation, growing your list, building relationships with your readers, and pre-selling your prospects.

I have three blogs right now and it's growing every month as I enter new markets. In the first seven months of this year my blogs have sent over 55,000 visitors to my sales page and have averaged 27 cents per visitor. (I know all of this by using the free Google Analytics service – we'll talk about that later in the Tracking and Testing module.)

I can't recommend blogging enough. Not only are blogs excellent at naturally attracting high-quality free search engine traffic, but they also help to pre-sell your prospects and make them more likely to buy.

Blogs are built to get a lot of natural search traffic…that means from folks typing search phrases into Google or Yahoo! or MSN and seeing a link to one of my blog articles come up. So each day I get several hundred new visitors to my blog.

In my traffic data that I'll share with you later on, you'll see that my blogs are two of my biggest referring sites…that means, I send more traffic to myself than almost all of my affiliates..

Some of the many other benefits gained from having a blog include:

1. Using it to sell your product
2. Using it for generating links to your website
3. Using it for affiliate sales
4. Using it to improve your YouTube ranking on Google (by linking back to your YouTube videos with keywords – more info on this in the YouTube section)

The key to successful blogging, however, is consistently posting original content. And anyone can do that, so get started today! It will also help your writing skills tremendously to write on a consistent basis. You'll get better and faster everyday.

Most trainers make the big mistake of writing random, almost useless info on their blogs when they should be using the same keyword-focused strategy as I recommend above for writing articles for their website. Pick a keyword phrase for the title and content, write the blog post, and make it remarkable so that other people link back to it.

What is the Best Type of Blog?

I started my first blog using the free service at **www.blogger.com** (owned by Google) and it has served me well and still sends several hundred visitors to my sales page each week at an average visitor value of almost one dollar (so it makes me a few hundred bucks per week and about $1000 per month).

But these days, it's all about the Wordpress blog. Wordpress is simple to set-up, looks nicer, and is built to be search engine friendly (meaning your articles get ranked in the search engines almost immediately). In fact, I like wordpress so much that I put together a bonus report called "How to Blog" and that will be in your download package.

Go through the rest of this chapter first before reading that bonus on how to set up your blog posts to get as much SEO traffic as possible.

So if you are going to blog, here's how to get the most traffic from your efforts. First, make a list of 100 keywords. For example, if you are in the female fat loss niche, your keyword list would include: lose thigh fat, lose cellulite, cellulite workout, etc.

Once you have that list, start writing 500 word articles for every keyword, using the keyword in the title of each article and a couple of times in the article. For example, you could write an article called, "5 Secrets to Lose Cellulite" and use the phrase "lose cellulite" several times in the article.

This will help your blog show up when your prospects search the term, "lose cellulite" (and variations). In fact, following this simple little task, you could increase your blog website traffic by 25-50%, immediately.

The Power of the Blog Contest

As I mentioned earlier, you can get massive amounts of user generated content by having a blog contest on your website. I showed you one example in module two where we had readers post about their desire for the Vegetarian Meal Plans. The first time I tried the blog contest I gave away free memberships to my website to the winners. All the readers had to do was tell me why they wanted to transform their body.

Not only did I get about 100 blog comments, but I also used the contest to generate anticipation about an upcoming Turbulence Training product launch. The blog contest is also a powerful component of the Product Launch system that I cover in the "Catch-22 Killer" bonus report. Here's what part of the blog contest post looked like…

Incentive to comment results in 86 comments

Prize #1 - This will go to the best beginner Transformation Story. Maybe you haven't started your transformation yet. Maybe you aren't even convinced that you will try. But deep inside of you, you know that you want to. I want to hear your story. So that's category #1.

Prize #2 - This will go to the best Intermediate/Advanced Transformation Story. You've lost some weight already, or you've even done a Turbulence Training Transformation Contest before…and you want to share your story to inspire and motivate others to give it their all and transform today! I've heard so many powerful transformation stories in the last year, and I want to hear what the Transformation means to you.

The contest ends Wednesday, Dec 31st at midnight. And I'll announce the winners on New Year's Day.

PS - And when you are ready to Transform Your Body…

…join the hundreds of other men and women in the Turbulence Training Transformation Contest.

Click here to see past winners of the TT Transformation Contests

POSTED BY CRAIG BALLANTYNE, CSCS, MS AT 11:41 PM

86 COMMENTS:

Michael said…

Hey Craig,

I've actually been getting your emails for some time and finally (5 minutes ago) signed up for TT and I am planning on joining the next transformation contest shortly. So when I saw this contest, I figured it was another added bonus (plus it would be cool to film

That's it for this section on blogging for traffic, but make sure you read the special bonus report I prepared for you called "How to Blog".

3. YouTube

In December 2006, I added my first Turbulence Training workout video to YouTube and now less 3 years later some of my Turbulence Training videos have been watched over one million times and I have over 161 Youtube videos averaging over 11000 views everyday. More importantly, I track how many people visit my website and buy a Turbulence Training package after watching a YouTube video.

To see all of my videos and the number of views each has, visit **www.youtube.com/cbathletics.** And the great thing is, you can start posting your videos on YouTube and driving traffic and sales from those videos immediately.

In this section, I'll show you everything you need to know to succeed with YouTube. You can even dominate Google using YouTube. In fact, most people find my Youtube videos by searching for something on Google and my video comes up on page 1 on Google's "organic search listings" for keyword phrases.

If you type in any of the following searches on Google, a link to my video comes up on page 1, often in the top 3 spots.

- ab exercises
- back exercises
- butt exercises
- interval training
- circuit training
- 300 workout

So here's how to dominate Google via YouTube. But don't tell anyone else!

a) Film Your Video

Create a video on one topic focused around a specific and popular keyword phrase.

Of course, the burning question is "What do I put in my videos?" The answer is that you need to provide "infotainment". That's a combination of providing good quality content while entertaining at the same time.

When I first started making Youtube videos, they were kind of boring and dry. But as I've gotten more comfortable in front of the camera, I've added humor and entertainment to the videos, in addition to providing solid content. That keeps people watching all of my videos and connects with them so they are much more willing to visit my TurbulenceTraining.com website and trade their email for my free report.

Think back to the niche market you are trying to serve and how your product or service fills the gap in the marketplace. Once you've found that, bring that same story and attitude to your Youtube videos.

Don't be shy about being controversial or opinionated. Mix in some humor and film in different settings, just to make all of your videos stay unique and fresh. You want to make your viewers be thinking, "What is so-and-so going to do next?" In addition, creating content that continues to solve problems for your readers will build trust and connection, showing them that you are here to help. And they'll trust you and your future product recommendations.

b) Name the Video with Appropriate Keywords

Name the video based on the keyword you want to get ranked for. For example, when we wanted to get found for the search term, "ab exercises", we simply named our video, "ab exercises". This is the most essential step in the process.

This is not unlike naming a page on your website. Say for example, you wrote an article about ab exercises for your website. You'd want to name it, **www.Yoursite.com/ab-exercises** and then make sure you include "ab exercises" in the title tag and keyword tags for the page.

However, due to the volume of other sites doing the exact same thing for their articles, it would be very difficult for you to show up on Google's first page of organic search with such little effort.

But with YouTube, you are "bypassing the line" so to speak, thanks to the heavy favoritism that Google shows Youtube (after all, it didn't pay $1.4 billion dollars not to give it a little love, you know). So if you name your video right, it should show up on page 1 for that search term within days!

And that is huge in this day and age of online video. Because it is so fast and easy to watch video online (compared to 3 or 5 years ago), more people are choosing to learn through video rather than reading.

In addition, a video lesson automatically conveys a greater level of trust between you and your "student", because they can see that a real person – a real "likeable" person, in most cases – exists and is not just a faceless entity offering up another article on the same old topic everyone else writes about.

Okay, so now you've filmed a content-rich video, uploaded it to YouTube (see directions on "how to" later in the report), and named it properly. This alone should get you a good rank, but there are ways to supercharge your search engine position…

c) Get Incoming Links to Your Video with Appropriate Anchor Text

On your websites and blogs, link back to your video using the keyword in your anchor text. Get other people with related blogs and websites to do the same.

Anchor text simply means the visible text on a hyperlink. For example, instead of posting a link to your "ab exercsise" youtube video like this: http://www.youtube.com/watch?v=CI66OJguLSI, you'd post the link as **Ab Exercises**.

By doing this, and again, having other sites do the same, it "tells" Google that your video is relevant to that keyword phrase and your video should soon show up on page 1 of Google. And this isn't restricted to the fitness industry. That's just the example I used.

Here's a real-world example of how I used this to get on page 1 of Google in 48 hours.

On a Wednesday afternoon, I filmed a short walk-through of a friend's gym in downtown Toronto. By Thursday, my assistant had edited the video and uploaded it to YouTube, naming it "Toronto Personal Trainer".

On Friday, I linked to it on my blog using the anchor text, **Toronto Personal Trainer**. By Saturday afternoon, it was in the 4th position on Google's organic search listings for the highly competitive term, "Toronto Personal Trainer" – and it is still there today on page 1 – over 2 years later. Here's what you'll see if you do that search…

There's my video on Toronto personal trainer, as the first listing under the local results. I'm still amazed how there's been nobody else smart enough to copy that technique, even though I've told hundreds of fitness experts in Toronto. That just goes to show you that if you TAKE ACTION, you'll succeed faster than everyone else.

Not only can you use Youtube for your online business, but you can also use it for your offline business to get more clients by "meeting you" online. It's a great way to introduce yourself on the Net, and is a lot better than a static page with just a photo of your facility.

Again, this is not restricted to the fitness industry, and you can use this information if you're a plumber in Fargo, a mortgage broker in Sydney, or restaurant owner in London.

Okay, so this is all great and good, you've got yourself to a top position on page 1 of Google for your search term. But how does this actually help you sell more of your information products?

Here's how to benefit, monetarily, from all the YouTube views you are about to get...

d) Put Your Website On Youtube

In the "About this video" section, post your website name, being sure to include the http:// in front of the http://www.Yoursite.com.

For an example of how we have linked to www.TurbulenceTraining.com, check out this video: http://www.youtube.com/watch?v=LgUsXA4JX0w. You'll see the link at the top of the description box to the right the video. We start by telling folks to visit TurbulenceTraining for a free sample workout.

By doing this, you get a live link back to your site, which will allow you to use Google Analytics to track how many visitors click through to your website, and how many opt-in to your newsletter or purchase your product. (See the "Using Google Analytics" section below on how to set up "goal pages" for Opt-ins and Purchases).

By setting up Google Analytics and goal pages on your site (for opt-ins and sales of your various products), you can track:

- How many people visited your site from YouTube
- How many of those people "opt in" to your newsletter
- How many people buy one of your products

In addition, you should also insert a pre- and post-video slide featuring your website name, or add a watermark of your website name in the video. (See the "Adding a Watermark" section below for more information.). Here's the slide we put at the start of many of the first videos I put up on Youtube. Again, we're doing everything we can to encourage visitors to go to TurbulenceTraining.com from Youtube.

e) Add "Annotations" to Your Videos

You'll notice that both of those videos contain red boxes at the bottom of the video and a blue box at the top of the video. Those are a new feature available in Youtube called "annotations". This allows you to insert text boxes into a video.

The red boxes contain links to other Youtube videos. Unfortunately, the links in the text boxes can only go within Youtube (you can't link directly back to a website outside of Youtube). However, you can use these text box links to connect your videos.

The blue box at the top is used to direct people to our description box where we have the link to Turbulence Training (and where we offer prospects a free workout). So we use that blue box to encourage folks to go from Youtube to our site.

And finally, we add a third type of text box at the bottom of the screen with our website name in it (TurbulenceTraining.com) as another reminder to visit the website.

You can also use annotations to provide additional commentary throughout your video. Here's a screen shot of one of my videos where I do just that…look for the text "bubble" on the right hand side…it helps make the videos more entertaining.

Since using these new annotation features, we've almost doubled the number of Youtube visitors to TurbulenceTraining.com and the number of people that opt-in to the free report. Plus, it has helped build the number of Youtube subscribers to our channel.

f) Get Others To Promote Your Videos

I also think it is a good idea to tell your affiliates to post the videos on their sites too, in order to increase the total number of views for all your videos. The more times your video is viewed, the higher it will rank in Google's search engine.

Remember – Google's main mission is to provide "relevant search content". That's how it maintains its superior reputation among search engines – by giving people what they want. So if your videos are popular with a lot of views and named properly, then Google should reward you and rank your video at the top of your specific keyword searches.

Whew.

How to Set Up Your Videos

I hope all of that was clear. Now it's time for all of the technical support, so we'll show you everything, from how to take a video from camera to YouTube, as well as how to use Google Analytics to track your success.

Video is getting more and more popular everyday, and there is a lot of opportunity out there for experts in every field to dominate their specific niche market by creating fun, entertaining, and informative videos. So get ready, have fun, film your short videos, follow these steps, and you should get 500-1000 views per day in no time.

Good luck with everything. I truly believe this could revolutionize your online business, in a way that might even compare with the potential of Google AdWords – but the great thing is, the YouTube method is practically free.

Please keep me up to date on your successes, and if you learn any little secrets on how to improve this process, please don't hesitate to share them with me!

Below is the technical "how-to" for all of this.

If any questions remain, please contact us and I'll ask Dan (my video assistant) to help us out. Frankly, I don't know how to do any of the technical stuff – I just know how to make crazy videos! I also suggest you setup a similar system – ONLY do what you are BEST at doing in all areas of your business – see the Time Management chapter for more info.

YouTube Technical Support

What You Will Need
1. A digital camera (this could be a "Flip" cam, or more traditional video camera using mini DV tape, DVD, or hard drive to record the footage).
2. A computer
3. USB Cable
4. A basic editing program – most cameras come with their own program.
   a. We use a program called Motion DV.
   b. Windows Movie Maker is ok.
   c. If you have Firewire, you can also use Sony Vegas Studio.
   d. Another good program is Nero Vision Express.

From Camera to YouTube
1. Your camera will come with a cable you need to transfer from camera to computer.
2. The cables will be either usb or firewire.
3. Your video editing program will have a 'capture' function to facilitate this transfer.
   o See below.
4. YouTube can just upload the video file from the computer's hard disk, very much like adding an attachment to an email.
5. Select 'my account'
6. Select 'manage my videos'
7. Select 'videos, favorites, & playlists'
8. Select 'upload a video'
9. Give the file a title, description (add your hyperlink here), and tags
10. select category as 'sports' or 'how to'
11. hit 'continue uploading'
12. after uploading it takes a while to generate a usable image, when it's ready it will show up amongst the other videos on the TT channel

How to Capture the Video From Your Camera to Your Computer
1. Before you start
   a. connect USB from camera to computer before you turn on any device
   b. turn computer on first, then camera
   c. make sure camera is in 'tape playback mode'
2. Start capturing video
   a. select 'Input' button/icon on left side of screen, then select 'DV Device Input'
      i. [selecting these buttons on the left side of the screen chooses/changes the operating mode of MDV]
   b. adjust tape to the section that you want to capture
      i. [you can manipulate the tape by using the controls on the camera, or by using the controls under the preview screen in MDV]
      ii. begin video playback
      iii. hit 'Mark In' button when you find the spot you want to start capturing
      iv. hit 'Mark Out' button when you find spot you want to stop capturing

> v. you will notice a clip icon appears in the 'Edit Track' at bottom of the screen – double click on this icon to open the capture parameters window
>
> vi. change the name of the file to customize [then NEVER CHANGE THE NAME OF YOUR CAPTURE FILE AGAIN or your Editing Information files will not be able to recognize them]
>
> vii. click 'Capture', then 'Start' to begin capturing, MDV will then directly manipulate the camera and capture the footage, (this takes time it captures in real time) when it's finished click 'Close' and then 'OK'
>
> viii. your capture chows up in the 'Video' folder on the right

3. <u>Edit Video</u>:
   a. select 'Edit' button on left side of the screen, this puts MDV into Edit mode
   b. drag and drop the capture file (ie; "capture X.avi") from video folder into the 'Editing Track'.
      i. [the Editing Track IS your video project]
   c. you can trim the video as needed:
   d. grab and drag the vertical playbar on the Edit Track. This selects where you are in the timeline of your project.
   e. To trim off unwanted parts select where you want to trim, hit 'Divide' (on the video playback controls in the upper left of the screen) then select (single click) and delete the clip on the Edit Track you don't want.
   f. check your final trim of the clip to make sure it's all good

4. <u>Audio</u>:
   a. If the audio take is good, just keep it, don't mess with it. If the audio take is bad you have to delete it, here's how:
   b. drag n drop any audio file from the audio folder to the 'BGM' track of the 'Edit Track'. Right click on the BGM track and select 'Audio Mix information'. Bring the levels of the Voice and BGM to zero (0), click OK.
   c. once you have set the Audio you should save Editing information: select 'File' pulldown, then 'Editing Information', then save the document as whatever you like (ie; 'leg curl edit copy')

5. Text:
    a. to put text on the clip select the 'Process' button, this opens the text editor (if it shows up black just go back and manually select the clip in the Edit Track, then hit 'Process' again).
    b. go to 'Tools' pulldown and select 'Text', drag n drop text box approximately where you want it and type your text.
    c. adjust the font, size, and colour of the text using the pulldown menus
    d. adjust advanced text properties by right clicking on the text box, this can make outlines, shadows, etc...
    e. to fine adjust the placement of your text select 'Tools' pulldown and 'Select' this is a placement tool. You can centre the placement by right clicking on the text and selecting 'Centering'.
    f. when done you have to save, or the text effects will not be placed on the video
    g. close the text edit window to return to Edit mode
    h. (various fonts render differently so experiment!)
6. Render video / save video clip: (This converts your editing project into a video)
    a. to render and save, select the 'Output' button from the buttons on the left of the screen. You will now save, or 'output' the file as a final product to the video folder in a specific format.
    b. select 'File Output' as your output option
    c. change the file name and specify your preferred formats
    d. hit the little grey 'File Output' button under "Aspect Ratio" this renders the project and saves it in the video file.
7. END!

Adding a Watermark
1. These particular instructions are for the Motion DV software, but you would generally do this in whatever editing program you were using.
2. Select the video clip you want to add the watermark to in the Edit track.
3. Click the 'process' button.
4. Use the 'Text' tool from the tool bar to add text to the clip.
5. Use the 'Select' tool to position the text exactly where you want it.
6. Adjust the font and color accordingly by selecting them from the tool bar.
7. Reduce the opacity by selecting 'Object'>'Text Properties' from the tool bar.
8. Save what you've done or it won't be applied to the clip.
9. Close the 'Process' window to return to the Edit window.

Adding a Slide
-   This is done in the editing program.
-   The title slide is also created in the editing program or another suitable text editor, or just taken from disk.
-   Drag n drop the still file to both the beginning and end of the edit track.
-   Then trim it to a desired length and add fades and transitions as needed.

What to Do With Your Traffic?

Now that you are getting all that traffic, you need to make sure you are getting visitors to take action, by either getting them to sign-up for your free report and mailing list or by getting them to purchase your product. It would be such a waste to send hundreds, thousands or even millions of visitors to your site per month if you didn't have your site set-up properly to capture leads.

1) Put your email list sign-up form in the top right corner of your website (like I do on my blog at **www.MakeMoreMoneyOnline.com**) or use a Popover like we do at TurbulenceTraining.com

2) Give away a valuable free report on your website in return for the customers email to put on your email list.

Your free report should have a great title, and it should be something your website visitors absolutely must have. This is essential to list-building success. You must make this a compelling offer. For example, on **www.TurbulenceTraining.com,** I offer a free report called, "The Dark Side of Cardio" to targeted visitors looking for fat loss information. A good headline and a high-perceived value will increase the number of visitors willing to trade their email address for your report.

Summary Action Steps
1. Start with the simple free traffic tips.
2. Be prolific with content.
3. Get others to recommend your site to their list.