

Using Video to Boost Traffic to Your Site

Today everyone talks about video marketing - using videos to promote web site, eCommerce shop, blog or even an offline business. In this article I want to show you that video marketing is simple, effective and fun to do. But first, let's start with some realities.



Good blended search results

If you used Google a couple of times lately, searching for information, you probably noticed images from video results on the very first page! Here is a screenshot of such a search.

The screenshot shows a Google search for "how to fix car". The search bar contains the text "how to fix car" and a "Search" button. Below the search bar, it says "About 81,300,000 results (0.18 seconds)" and "Advanced search".

On the left side, there are navigation options: "Everything", "Videos", "News", and "More". Below these are "The web" (Pages from Israel, Custom), "Any time" (Latest, Past 24 hours), and "More search tools".

The main search results are as follows:

- DIY Auto Repair Help - Car Maintenance, Troubleshooting, How To ...**
You can do your own auto repairs by following out easy step-by-step do-it-yourself tutorials which show you how to diagnose, troubleshoot, repair, fix, ...
Fix It Yourself! - Troubleshooting - DIY Repairs - Get a Repair Manual
autorepair.about.com/ - Cached - Similar
- Fix It Yourself! - How-To Auto Repair Guides**
There's no reason to get out the debit card every time your car needs a little ... The more you fix, the more you know, and the more you know the more you save!
autorepair.about.com/od/fixityourself/Fix_It_Yourself.htm - Cached - Similar
- Videos for how to fix car**
 -  **how to fix car air conditioning expert advice**
15 min - 18 Jul 2008
Uploaded by Davidsfarm
youtube.com
 -  **How to Fix Car Air Conditioning**
7 Dec 2008
5min.com
- Car Repair Questions Answered Free by Professional Mechanics Online**
Professional car repair mechanics answer your questions free with information that can help you solve your problem quickly. Our online database contains ...
www.2carpros.com/ - United States - Cached - Similar
- How to Fix a Car That Stalls - wikiHow**
28 Jul 2010 ... wikiHow article about How to Fix a Car That Stalls.
www.wikihow.com/Fix-a-Car-That-Stalls - Cached - Similar
- What's Wrong With My Car?**
On-line do-it-yourself repair information for your car. Where to find Repair manuals ...
Additional answers can be found on our Car Repair Forum ...
www.familycar.com/carrepair/ - Cached - Similar

Most of the times the videos came from Youtube.com and sometimes from other video sharing sites, like MetaCafe.com, eHow.com, 5min.com and others. Amongst them, YouTube is number one - a monster, containing millions of videos uploaded for free, bought by Google some years ago and now actively promoted by them via the organic search results.

It is paramount to understand that today video marketing can bring you more traffic than articles marketing used to just a year or two ago. That's why putting some time into learning the ropes of this method can pay off very handsomely in the immediate future.

But I don't know how to make a video!

If you are completely new to video making and marketing, I can totally understand the worry and even unwillingness to go into this new realm of knowledge and experience. But, guys, making video today is something eight years old kid can do, using tools and services available on the web. Let me show you some of them. And don't forget that you can always film yourself on a nice home digital video camera and use that for your video marketing campaigns.

Screen capturing

Probably the easiest way to create a nice video is by capturing the screen of your computer, while you show something and explain it through your microphone. Check out and download free tool called [CamStudio](#). It allows exactly that, producing in the end a nice AVI file (that's a common video file format), that you can upload to any video sharing site.

PowerPoint presentations

If you are familiar with creating interesting and appealing PowerPoint presentations and have a nice selection of music, then creating a video is also a snap. Download either [E.M. Free PowerPoint Video Converter](#) or [iSpring Free PowerPoint to Flash Converter](#). One, two, three and you have a very nice video presentation to share with your potential customers.

Uploading videos

Now that you have a video under your belt to share with the world, it's time to put it to use. If you upload it only to Youtube.com, you already did very well. But there are dozens of video sharing sites on the web today with their own traffic of video watchers. To save you a lot of manual labor, use video uploading tools and services, like free [TubeMogul](#).

To make sure your work is not for nothing, remember to use correct keywords in the title, description and tags of your videos. Why bother at all, if people won't find them using the keywords you are promoting, right? And last but not the least - you are advised to promote the videos themselves, using blogs, social bookmarking and social media sites, so that your view counts grow fast. The bigger view count, the more your video would show up both in Google search results and in the search facilities of the video sharing sites themselves.

Many of these sites, including YouTube, allow putting your URL in the description, making it clickable. Don't forget to remind your viewers to click on it, in the end of your video, to go to your web site for more information or a product to buy.

In case you use an advanced site building software, like [Inspire Shopping Cart](#), that allows you to embed YouTube videos as part of the pages on your site - your efforts indeed very well invested. First, your video would bring traffic to the shop and second - smart and emotionally engaging video can greatly increase sales conversion on the product page itself.