Hot Video Traffic

by Lee Cole

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Introduction

I do a lot of video marketing, both in my offline business, and as an affiliate marketer.

Recently, I stumbled on a really cool method for creating videos that get a lot of traffic automatically, without backlinking, and without having to even rank the video in Google.

Right now, I'm doing a few things with that traffic, although, with a little creativity, I'm sure you could do more.

I'm...

1. Monetizing the whole channel with ads through YouTube.
2. Via links, sending the traffic to relevant affiliate offers.
3. Via links, sending the traffic to squeeze pages to collect emails.

Creating this traffic is really easy to do.

Also, I think I've just scratched the surface, here. I'm sure there's a lot more ways to "skin this cat"! :)

Let me show you what I'm doing!

Step 1: Find Hot Trends

This whole thing depends on your being in a super hot niche. Super hot niches in YouTube get traffic naturally. There are often hundreds of thousands, if not millions of people searching for videos through YouTube on these topics. Not only that, but once they look at a video, they'll often look at some of the suggested videos. YouTube has things set up to naturally encourage people to look at related videos and to stay inside YouTube. All I'm doing is taking advantage of this.

So, step 1 is finding hot trends.

Watch this video to see how I do this...

http://www.screencast.com/t/ice1F2Aoe

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So, we chose “Wolf of Wall Street” as our topic.

Of course, we want to make videos so that people can find them. So, we need some keywords to use.

Here's how I get the keywords:

http://screencast.com/t/Wm2UHyrO

Next thing we need is a place to send traffic. I'm not going to shoot a video for that, because it's pretty easy. Here are the steps.

1. Buy a domain, hosting, and create a WordPress site.
2. Create a page on your site. Use a keyword related to your topic. So, for us for this example, I would create... mywordpresssite.com/wolfwallstreet .
3. Just leave that there for a while. Later we'll redirect that to various places when we monetize.

Next thing we need is a YouTube account and then create videos.

Here are the steps...

1. Create a new gmail account using the main keyword...So, for us, I would create wolfonwallstreet@gmail.com. What if that's taken? Just use your head! Please don't over think this. You don't need to.
2. Using that, create a new YouTube account.
3. Name the channel Wolf On Wall Street, or something similar.

This will all work, whether you optimize the channel or not. So, don't worry about the details!

Next, we're going to make some videos.

Watch this video to see how I do that.

http://screencast.com/t/5cQ2E00IplMO

I also make unique and new videos about topics by 1. grabbing an article about the topic,

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and 2. videoing me reading a few sentences from that article. Remember, the video only needs to be 45 to 1min+ long.

Don't over think! :)

The reason I put the other videos of me in is to protect the account, should someone flag it and it gets a manual review. I don't want it to look like a bunch of self-serving, generic spam. Which it is...but I don't want it to look like that! :)

Next thing is to optimize the video.

Watch this video to see how I do that.

(Note! In the video, I forgot one thing. :) Put the link to your web site at the top of the description. Make sure you use the full address....http:// or http://www. Or it won't work.

http://screencast.com/t/Gtg5GDyvYh

Summary

This is a really easy way to generate a lot of traffic. You'll get a lot of views on your videos with no other work at all. I don't even check to see where my videos stack up in Google. I don't care. The YouTube traffic is plenty for me.

No matter what the niche, a surprising number of people will click through. I really don't know why, or care. You can say something like...for more info on Wolf on Wall Street, click the link below...or something like that.

Personally, I would make sure the link actually goes to where you tell them. You really can have more info on Wolf on Wall Street on that page you're sending them to...and a bunch of CPA ads, for instance. Or, if applicable, ClickBank links.

Also, as I said above, you can just take advantage of YouTube's advertising in the YouTube channel itself.

There are some nuances to YouTube's program. It's not going to work for all niches. But I do have it rolling on a few of my newer niches.

To learn more about it, you can click this next link.

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https://support.google.com/youtube/answer/82839

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Conclusion

Hope you enjoyed this! There's a lot more to this than a simple, inexpensive report can handle. I would encourage you to jump in and start making this happen. With a little out of the box thinking, I'm sure you'll come up with some cool tweaks of your own!

If you need support, please use leecoleonline.com/support

Lee

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