

YOUTUBE TRAFFIC RUSH

DISCOVER HOW TO LEVERAGE YOUR VIDEOS
TO DRIVE MASSIVE WEBSITE TRAFFIC



YouTube (<https://www.YouTube.com>) is the second most visited website on the entire planet according to Alexa (<https://www.Alexa.com>) right after its parent company, Google.

Google is the world's biggest search engine, and YouTube is right on its heels with millions of people typing in search queries every single day. YouTube has more than a billion people logging in to the platform each month, accounting for almost a third of total Internet users.

Videos Will Continue To Dominate Social Media

Many studies have found video marketing to be highly effective. If you're not producing and uploading videos on YouTube for your business, you're missing out on a ton of potential traffic!

For your social media marketing efforts to be considered successful, you need to use a variety of visual elements to get people to view and share your content. You can use high-quality images, infographics, and of course, videos.

With the ever-increasing popularity of YouTube, Facebook Live, Snapchat and Instagram Stories, people are using videos to engage with their audience directly.

There are plenty of benefits to watching someone you follow go live on social media – you get to see them in their natural state, you can chat with them in real time, and so much more!

If you're not yet ready to go live in front of your audience, that's okay. You can pre-record yourself, edit it and then upload it to YouTube. Your

followers are not going to complain especially if you offer a lot of value in your videos.

A simple technique many marketers use is they upload a high-quality cover image to go along with their YouTube videos instead of choosing from one of YouTube's default video screen captures.

This helps grab people's attention and encourages them to click through to watch their video! Of course, you'd have to take the time to design some eye-catching cover images, but the results will be more than worth it!

Why YouTube Is A Great Platform For Your Business

There are many reasons why your business should be on YouTube. Here's a few of them:

Videos make you more real and authentic to your audience

One of the most visited pages on a website is its About page. People simply want to know more about who's behind a brand or a business.

Sure, you can put up a nice-looking photo of yourself or your team on your About page, but what do you think will happen if you add a video of yourself talking directly to your audience? I'm pretty sure they'd love that!

This is mainly the same reason why funny cat videos and adorable baby videos are so popular on YouTube. It brings out warm and fuzzy feelings in us.

Now, depending on the nature of your business, you may not want to bring out those kinds of feelings in your viewers. Instead, you may want them to trust you and get to know you on a personal level.

Later on, they'll be more willing to sign up to your mailing list or your services, and purchase your products and follow your recommendations.

Videos make it easy for you to demonstrate and show the world how your product or service works

Videos are also great for showing people how your product or service works. They don't need to read a 5,000-word article with screenshots on it. They can simply go on YouTube and watch your tutorial videos.

Recording your videos should take you far less time than writing the same content. Make sure you have a list of possible questions people may ask about your product or service. Then answer these questions in your video.

Videos like this help your audience decide if it's worth buying your product or not, so make sure you demonstrate not just the product's features, but its benefits as well!

YouTube is the second biggest search engine

You work hard to get your website's SEO right so you'll rank high up on Google for profitable keywords. But have you given YouTube any thought? Millions of people search for videos each minute. You can't NOT be on YouTube especially if it makes sense for your business!

If you're taking the time to work on your site's SEO, then you may just as well add YouTube SEO to the mix to further expand your reach and grow your business in the process.

An insane number of hours of videos are watched every day on YouTube

More than 500 million hours of YouTube videos are played by millions of viewers on YouTube every day. Yes, you read that right. In a 24-hour span, over 500 *million* hours' worth of videos are streamed on YouTube!

Imagine if you can just get a very small percentage of those views! That will mean a lot for your business. If you can position your brand in a way that will encourage your audience to share it with their followers, then you may just witness the 'viral' effect!

Uploading videos to YouTube is free

You can upload any length of video to YouTube. You can also upload any number of videos to your account. And you don't even need to pay a single dollar. This right here is one of the top reasons why your business should be on YouTube.

You're not spending money to have your video posted on YouTube, but you're going to benefit hugely from this free platform! Unless you want to pay for YouTube Ads of course.

But even then, paying for YouTube Ads is not going to put a large hole in your pocket if you get your targeting just right.

YouTube videos are indexed on Google

You may have noticed that when you search for something on Google, you'll often see YouTube videos ranking at the top of search results.

If you do you YouTube SEO correctly, you just may see your videos ranking on the first page of your business' keywords! And that will mean free, passive traffic for you.

Imagine doing the work only once and getting people to view your videos repeatedly!

How To Leverage Your YouTube Videos To Drive Massive Traffic To Your Website

Now that you know the power of YouTube and why your business should be leveraging this platform to help your business grow, it's time to show you how you can use your videos to drive massive traffic to your website!

Do proper YouTube video keyword research

If you want your videos to get found on YouTube, then you need to know what relevant keywords are being used by YouTubers. You can use premium third-party tools to get keyword suggestions, but to start off, you can use YouTube Suggest.

YouTube Suggest appears when you type something on the YouTube search bar. When you start typing "how to", YouTube will suggest 10 possible keywords. In most cases, many people simply scroll down the

suggestions and click on something they like instead of typing the entire “how to” search query.

When you’ve started seeing some traffic to your videos, you will then have some analytics data. You can then see the video keywords that you’re ranking for.

Now, you’ve got two options at this point. You can either create a new video around those keywords OR you can optimize your existing videos’ on-page SEO.

Obviously, the first option will take more work, so the quickest way to get an extra boost for your videos is by taking action on the second option! You’ve already done most of the work – you just need to optimize it so you’ll get more mileage out of your existing videos.

Optimize your on-page YouTube video SEO

In addition to the first tip I shared above, there are other ways you can optimize your on-page video SEO. For starters, you should use your main keyword(s) in your video title, your video description, your video tags, as well as in your custom video thumbnails.

Mention your keywords in your video. If you want, you can also upload your own transcript to make it easy for YouTube to identify what your video is about.

Add your website link at the top of your YouTube video description

People are only going to be seeing the first few lines of your video description so make sure you put your website address and your call to action at the top.

If they want to visit your website, they can just click on the link right away. Otherwise, it's going to be hidden under the *Show More* toggle. People just may not be willing to move their mouse around a bit to click on that, so make it easy for people to visit your website!

What about if you're promoting an affiliate product or a landing page that's not on your own domain name?

Well, you can use a link cloaking service to hide those long and ugly third-party URLs. Two of the most popular URL shorteners are Google (<https://goo.gl>) and Bitly (<https://bitly.com>).

Ask your audience to comment, subscribe, share your video or visit your website

There's no harm asking your viewers to do you a favor by commenting or subscribing to your YouTube channel especially if you know they'll benefit a lot from the videos you publish.

People sometimes forget to add these calls to action to their videos. Their viewers are left scratching their heads wondering what they're supposed to be doing after watching the video! Don't make them think too hard – rather, tell them what to do.

If you want them to sign up to your mailing list, ask them to click on the link in your video description. Maybe even add a screenshot or screen capture of what your site looks like so they know exactly what they need to do.

Share or embed your YouTube videos on your web and social media properties

One of the greatest things about YouTube is that they make it super easy for people to embed YouTube videos on their websites, on landing pages, on emails, even on social media.

Uploading your video to YouTube and embedding it on your website has a couple of benefits.

First, you don't need to upload your video to your own web hosting which could result in your site slowing down. Second, people who have never heard of you before will find you on YouTube, and they'll eventually find their way to your website.

In addition to providing copy and paste embed codes, YouTube also makes it super simple for you and your followers to share your video on social media. Just click on the Share button right below the video title and choose from the list of top social media sites to post your video to!

Lastly, don't forget to link to your YouTube channel from your website. You can add it to your site's footer or on your About page. Likewise, link to your YouTube channel from your other social media sites like your Facebook fan page, your Twitter profile, etc.

Cross-promoting your YouTube videos across your web properties will create a massive network that will not only help expose your brand to more people but will also be good for your brand's SEO!

Are You Excited To Start Getting Free Traffic From YouTube?

Well, you should be! Ranking high up on YouTube can only mean wonderful things for your business, and you should try your best to get your videos on the first page of video results!

What are you waiting for?

Start planning how you're going to approach your YouTube marketing efforts. Think about the kind of videos that will appeal to your target audience. Check out what your favorite YouTubers are doing with their videos and see if you can do the same thing for your business.

Don't worry if your first few videos aren't going to be perfect – it's better to take action and learn from your mistakes as you go along with your video marketing efforts!