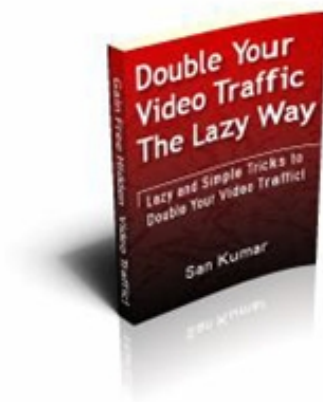


# Double Your Video Traffic The Lazy Way™

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**How To Turn Your YouTube Viewers Into Website  
Visitors**



By  
**San Kumar**

**[www.articlevideorobot.com](http://www.articlevideorobot.com)**

## About The Author

### San Kumar



San Kumar is the Director in Day and Night Solutions LLC - [www.dayandnight.in](http://www.dayandnight.in) - which is a group of 5 IT companies, one of which has a sales force of 10,000.

San has had an illustrious Marketing Career over the last 12 years. From owning and Operating Insurance Agencies, Venture Capital Companies and Leadership Positions in several Network Marketing Businesses. His hard work and determination has helped build Teams in the Tens of Thousands and catapulted a two man operation into a 19 Million Dollar-38 Employee Firm in only 13 months.

His recently popular software called [www.Toufee.com](http://www.Toufee.com) has featured on many popular websites like **Mashable**, **AOL**, **Techcrunch**, **Discovery Channels' Educators Network (DCEN)**, and **Adobe's Flex showcase**.

However, San insists that past accomplishments will pale in comparison to how new ventures like Toufee, ArticleVideoRobot, MangalMilan, etc that will impact Thousands of Individuals and Businesses in the "New Era of Internet Marketing."

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## How To Turn Your YouTube Viewers Into Website Visitors

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Okay so you are all excited to roll on with the bandwagon of YouTube and tube the YouTuber into your own site? Hey but first beware that not all Tubes will get You there!

### Basically you should avoid these types of Videos altogether!

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I am talking here about videos that don't work! Do I have you attention? **Videos that should be AVOIDED!** Sorry for shouting loud :)

Never ever (okay, lets be a bit nice, try your best not to) put simple plain boring COMMERCIALS videos!

Thanks.

You do not have to make a video showcasing the exciting stuff that your product has to offer in a mundane infomercial Or documentary Or LECTURE.

Mentioning benefits of your fantastic product and expect it to get noticed properly, let alone being enjoyed and referred. Nopes.

For example in Television or any such medium, nobody likes the ads. Yuck! Some of the ads are funny (I sometimes love the ads shown in between soap operas that my mom watches).

However the truth is nobody watches TV or other such medium for "watching commercials!" Though commercials are necessary, to help reduce the cable TV prices (for example). So commercials have a place in this world (they will stay!). But even the interesting and funny ads will become boring after being repeated a dozen times in between a 2 hour movies.

**So take care your video does not look like a commercial ad.** You are allowed to keep the commercial aspect but don't make, an out-and-out commercial video, with no interesting content. Let the commercial touch come as a side effect of it.

Okay now lets talk what you should be doing (by all means) in your video to make it a visitors magnet (sort of).

## Key Features in a Video that will unlock your user base yeah!

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There are only a few types of videos that are really, really, really (okay, you got the feelings) enjoyed by the tubers (you guessed it, top of it is, all type of sex related stuff). Other than that there are a few more sober types (can be seen with family and children) of videos most enjoyed on tube. They can be, out and out funny types, something really weird or shocking, or plain childish, sweet behavior or cute stuff. All other types of videos are there but mostly rusting in backyard (kinda). I have seen a lot of videos that do not fit in my above mentioned types of highly watched stuff (but hey, I am kinda weird at times :)

- **Put something hilarious/funny/comic**

People are most vulnerable while laughing (no you can't rob them without a pistol though). It's such a harmless emotion. In this out-stressed time of the planet (I can't say a particular time you know, you may be from any part of globe) people need refreshment. We need to let out all our tensions/stresses and some other types of (mostly physical) stuff (oh well skip that). After a whole day time spent under pressure nothing is more pleasurable than a quick, a deep, a loud, an uncontrollable Laughter! Basically the world is scarce of laughter. Supply. Add your contributions.

What better way to serve the humanity and remove that misery in people's life than creating an out and out funny video for you product. Well, at least you will get people stress relieved and attract visitors. Easiest way to create a viral marketing campaign or Money!

- **It is Weird that people love to see Weird stuff.**

It's also weird that I can never remember the correct spellings for the word "weird". Anyways weird/shocking/crazy/unbelievable stuff comes next. The crazier the better. The more unbelievable the more attractable. Wanna know some examples of weird stuff? Close your eyes and imagine stupidest stuff. People love to watch that. Sometimes even shocking disclosure of shocking stuff is even more shocking. Okay, so people love silly stuff. Crazy mishaps. Drunk peoples' weird behaviors, something unbelievable like Alien traces or Ghost sightings (I usually go for their revelations, may be I am too much of it to fool around) and stuff like that. The weird stuff is a big puller. People view them and wish to forward to all their friends to have their taste of jaw dropping aw.

### **Every man is a child (Women included)**

This means everybody has a soft side to their heart. They get excited by sweet stuff. By children acting stupid in front of camera, even the most mature of persons become child. Animals doing something unrelated to their natural instincts (eat and drop!) is also a big attraction for tubers.

People all over world love small children. Babies doing (whatever they are supposed to do) is just so exciting for some, it takes them back in time. Such types of videos are also enjoyed the most and there are many, many parents and animal lovers in the world.

So what you need to do? No no don't bear a child. No, don't shelter an animal either. Just make sure your videos have some type of cuteness in it. Be it animals or children. Easy formula!

### **Target the free word spreaders!**

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There are always people who just love to share. Be it an interesting picture, song, video, or email. They will tirelessly forward the stuff to any and every (not the spammers, they are your friends mostly) person they know. They are the real advertisers of your product too. Be certain that such people do you a favor by spreading the word (without ever expecting anything in reward!).

I know a few such in my circle (one is my colleague, other is a person whom I never see, we met on chat). So be sure if such persons happen to be in your knowledge (by any means), you should make sure they get to see you videos as well (they like it or not is second concern, be sure they see, at least).

## Are you over your YouTube fever? Already? Looking for alternatives?

**A side point.**

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Surefire! Always keep an eye for new stuff. Who knows you get a better (excellent may be) medium which requires no efforts and does way better than a YouTube promo via a lengthy video (expensive may be). After all YouTube was also unnoticed thing (back in time). Google was no body (way back in time!). You are not gonna get new crazy ideas of site promotion unless you keep you eyes, ears (and arms) open! But be hesitant! Do not put all you "apples" in the same basket, never for a new experimental idea. Be sure to always keep enough of tested and tried mediums under your belt. You can mix and match. Can give a 50-50 (I prefer 30:70 for new:old) chance for new-old (tested stuff), this will do you no harm, and will always keep you on edge. Always ready with new stuff, even before people get aware of it.

## What were you thinking when you made that video?

**Your purpose.**

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Topic! The purpose. In soccer terms - set your "goal" before you kick hard that poor air filled piece of rubber!

You will be lost. Your video maker will be lost. Your viewers will be lost.

That is if your video does not seem to make a point of it. Why the hell it was created? People will watch/enjoy/laugh/amaze at and Forget! Unless it happens to have a purpose hidden with all that crazily exciting stuff. Be sure it conveys that our end goal is to impress the viewers so much so that they come to our site. Not just entertain them for free(!).

Okay so you have made a goal. No problem if you can't think of much. Do it slow. Just make sure to let out something as a purpose of your video. So people will relate better. Your purpose is reflecting in the video people notice it and they come to site for more. So no need to tell everything about your product. Better keep them curious. But be sure they relate the stuff in video to your product and get excited.

Once you hit the right stuff in your video you will start getting tubers on your site :) you can experiment further (should always keep changing your video, to avoid repetitive mundane stuff out of the tube).

## Ears! Ears!! Ears!!!

### Music for your ears!

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Sure you've taken care of eyes! You designed an excellent looking video. Brains have been taken care of as well! You put a purpose, made it interesting. Now what about the ears?

You sure going to put some type of music in your video. Do not say you did not think music was needed(?). Make sure you put music. What kind? The one that matches best with your product. The one that matches best with your video content. Okay it may be hard at times to find a best match. What you do instead? Go for a mediocre match? Nopes. Better put something in absolute contrast with your music! Yes it works (like in clothes, matching stuff works, so does the contrasting).

A bit technical details. You can have WAV files, MIDI files for background music. You may get other formats as well. Be sure your format is the most popular and is supported by all leading browsers media plug-ins. I change my MIDIs to WAV for Windows Media Player.

This site contains rich music content (in case you are too lazy to make your own music) and it is totally free for use so you don't have to worry about copyright:

<http://www.ccmixter.org/>

Because a right kind of music can really improve the video, don't hesitate to spend more time for picking the best

Lets say you have some funny stuff in your video. Play funny music? Yes! It can be meaning less rap, not so musical beatings of tin cans. That's like going with the flow and matching the content. What if play a sad song when it really strikes a contrast at the same time it is still in context with the content? Excellent!



## Motion or slide?

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A video is (after all) a video! And a slide is just a slide show. I've seen slide shows like videos being posted on YouTube. They have their usage for special type of videos. But not all videos can be slide-shows and not all videos can avoid the need for slides having useful information. **Mix and match would be ideal in such cases when you can't do with one type of content in your video.**

If you are doing a video for step-by-step guide for something like say "delicious dish recipe", the slides are ought to be there. You can't just run the video of the women cooking the dish. You need to describe important parts in it.

The video should allow the viewers to basically cook along as well. All the ingredients need, the precautions, the side tips, the health information is better provided with interesting slides. In this example I can even say that video need not be a true motion picture at all.

## READ ME NOT! NO you DON'T NEED!!

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Well you still reading it! **Even before people hit the link to open your video, and even before they hit play. They see your Title.** They try to figure out from description the worth of your video. So here we are catching the glimpse. Tubers will just scroll through the long list of videos list, we need to catch that less than a second glance! What better way to put some catchy title. Titles are short. Take a second to read. And that's the amount of time that we can hope to get. So be clever and convey the best in your video (at least hint at that) through your title. Even if the video did not have a great title, it is still possible to get it tossed around. But a great title will catch the unwary tuber, without having any presumptions about the content. The title just makes it stand out of the crowd. But never ever lie in your title. I have seen false (yet really really impressive titles that immediately urge me to see the video) titles like: How to magnetic levitate! I was cheated of course and like every other viewer I posted only curse for the poster.

You can experiment with exciting titles. Just make sure they are expressive. Not like a project report title. You can put a title like "Boring jokes!" for your funny stuff. It will catch the eyes. People love self disclaimers. Give their brains a little guess worth.

Okay so always keep it like if you were supposed to put it for your near dear ones. Don't make it look like etiquette following formal "titles". Please do not get carried away, and, avoid abusive or racial stuff altogether, though!

## Your video should suck the tuber like a vacuum tube!

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Okay so here it is, you uploaded many videos. Sadly some are not pulling the tubers. Some are doing okay. But a few are really getting lots of attention. You see the views count rocketing. But hey your site is not getting anymore visitors than past 2 months. What's wrong? You may have any purpose for users to come visit your stuff. All that matters is that they come! Heck! No use if they don't even visit your site. Right? So lets consider what purpose you may have and how to make sure people come to your site after they get attracted to your video!

Mostly you may be looking for branding (plain advertising of your product, making more people know something is there), or just more and more traffic to your site, or may be leading more people from your site, or the users must buy something that you have to offer.

- **Creating a name, a well known name!**

So all you want is let more and more people know that your product is excellent for something and when they need they should remember your brand, in a splash!. What you should do is create a really memorable video. Shocking. Funny. Really nice cute stuff. Whatever. Make sure it lasts longer in their memory. If the video stays in their mind only then they will remember your brand. **Just splashing at the end the name of your "brand"**. People will relate the brand with the exciting stuff in video. They will always think of another when thinking of one.

Although you may consider that putting your brand at first may sound appealing. **But before starting to watch the video, the user is not impressed by your video (at all). So the brand name will go unnoticed.** Be sure to put at last. Some may prefer to always show it in each frame. But that's too much of commercial approach. I advice splashing at end.

- **Sucking more and more tubers**

If your needs more and more instant visits, for example you may be hosting Google ads, and you want people to come and possibly click those ads. Then again you are gonna introduce your site at end but need to give them a real good reason to come visit your site instantly.

**So you also can just say, "tons of more videos: visit now mysite.com".**

Suppose they come (being excited by the current video) to your site and your motto is get them click the ads on your site. Make sure you have all the exciting offers coming up in the ads. The ads should be

presented in a way to make visitor sure of finding a heck lot of similar stuff at best quality and rates.

- **Want people to join you?**

Suppose you have a forum, or a mailing list and naturally the more users the better. This needs you to convince them to join you. You want to create a large user base, which is registered to you.

You can point out some genuine reason at end of your video that will make sure the users who join you will ultimately get more benefits, more such stuff and will be really in touch of their interests. For example you can show some cute child videos. Then at the end, you give them your link, stating it's a childcare center - with lots and lots of helpful tips for parenting.

Thus related material in video and a genuine offering for more helpful resources will definitely get them join in and follow links to your site. Also there are some sites that usually pay per lead, every action that a visitor does on their site, based on that you get to earn.

- **You have something to sell?**

Imagine!

People are watching your stuff. Really entertained!

And you say, "Okay ladies and gentlemen it's over now, I showed this video so that I can sell you my excellent product!".

Poof! All fun gone!

It always turns them off, when they get to know that all this stuff you did was to make them buy something. Which makes them feel you are actually asking them to pay for what you had in video, after playing it off. They feel being cheated, because they thought it was free entertainment.

Never do this!

Better yet why not let your brand name be put in their memory, offer them a free subscription, with some free gifts to get, some prize to one. Lure! Not force!

Once they get into it they will eventually buy whenever they need. They are already impressed by your stuff and see you offering them excellent stuff for free. They will be more inclined to trust you. Hence more sale, but later, and indirect!

## A few quick tips for your domain name!

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Too late if you already have decided on your name. But still pick up a better name if your domain name seems to lack what I have to say, and just redirect to your original domain.

- Make sure it's catchy!
- Make sure it's easy to remember!
- Make sure it's easy to pronounce!
- Make sure it's short!

Don't make it too short to lose the sense of any meaningfulness!

## EPILOGUE!

**No magic sticks involved!**

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How to get thousands of visitors in under 24 hours? I've seen people luring visitors to their site, by just giving out links in Yahoo chat! With an excellent description of course!

So while these tricks all work you must make sure never to overdo it. What I mean is like when I say, put a catchy title, it doesn't mean that you can put just about anything to get the visitors to click. It has to be relevant or else you will start losing credibility or worse get your account banned. So, you have to be smart and use your common sense when applying this knowledge to your advantage.

## The Hen that lays golden eggs!

**Bottom line is - deep suspense!**

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Make their interest go high and high. Never let them out the full details. Keep things under cover. All interesting stuff should be in videos but do a cat-tease for more. For what they come to your site. Tease! Lure! **Be real (don't lie), but make it worth while for them to visit your site!**

There are level (chronological steps, stages while they video watch):

**Level 1:** They just started viewing not yet under impression of any kind.

**Level 2:** They are engaged (otherwise no one stops them from clicking the back button and view other video), but hold on, let it grow on them.

**Level 3:** They may be ready for you telling them more about you, but by not being excited about how good is your product, you display a higher value.

**Level 4:** They are dying to know more, to see what you may have. But nopes. You don't have to catch on every opportunity, you can wait. Your product is self assuring.

**Level 5:** Okay they start looking for your links. Let them have it now :)

**Level 6:** Say something like I didn't mean to advertise.

**Level 7:** Okay you seem impatient, let me give you my URL.

**Level 8:** Make them guessing by saying, I am warning you, "it's not needed to go to my URL really!" Here is my domain go visit, you are responsible for it not meee!

The method works. Because it manipulates their psychology! People become curious. They also feel that your product is more worth, given that you were not beating around the bush, or playing the trumpet for your "Best Product".

So you need to put catchy phrases, and display of higher value for your product (indirectly, no bragging!). Make subtle remarks that arise mystery or curiosity.

You can put phrases like,

"Make sure you are not drunk, before clicking!"

"Is you boss around?"

"Make sure you have a rocket science degree before you understand the benefits of my scheme!"

You can also show part of video not full. So they are bound to come for full part. But make sure, never ever ask a user to register, or pay or anything like that before offering them the full part. It's a BIG turnoff. I never view video from such posters.

Just any type of video that has going on content in it and becomes really engaging and has to be watched in full, can be used and shown partially. But I repeat, after they come to you, let them have full version without any type of restriction or requirements. Let them just watch. They will stay if they feel good enough. Do not force!

## Final words

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I gotta go now, my dinner is also ready!

## Oops I missed this (almost):

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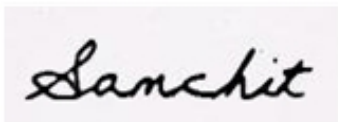
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Anyway, I hope you understood what I said in my report and will apply it to your video marketing campaign however you plan to do it!

Good Luck! ☺



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