

# Internet Marketing Primer

Engaging customers online with  
Blogging, Twitter, Facebook & YouTube

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# Introduction

This report is intended to provide you with an introduction to Internet Marketing, including a sample of some popular tools and tips to get you started. It is no way intended to provide you with a complete, step-by-step roadmap but rather raise your awareness and familiarize you with some of the options to consider when developing your Internet Marketing Strategy.

An Internet Marketing strategy, like any strategy you adopt, must be flexible - able to change over time to adapt to the evolving landscape of the Internet. Without a strategy, the tools we discuss here will be just that ... “tools”. To effectively implement these tools they must be part of the bigger strategy that ties them together with a process that supports your mission.

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## Internet Marketing . . . So What?

By definition, Internet marketing, also referred to as web marketing or online marketing is the marketing of products or services over the Internet. No kidding, right? Well it's also the place where customers connect and talk about themselves, what they like and . . . you!

### **LET'S BREAK IT DOWN**

Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sale. It also refers to the placement of media along different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, e-mail marketing, and Web 2.0 strategies.

Internet marketing is relatively inexpensive when compared to the ratio of cost against the reach of the target audience. Companies can reach a wide audience for a small fraction of traditional advertising budgets. The nature of the medium allows consumers to research and purchase products and services at their own convenience. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly.

Furthermore, Internet marketers also have the advantage of measuring statistics easily and inexpensively. Nearly all aspects of an Internet marketing campaign can be traced, measured, and tested.

However, Internet marketing requires customers to use newer technologies rather than traditional media. From the buyer's perspective, the inability of shoppers to touch, smell, taste or "try on" tangible goods before making an online purchase can be limiting.

Nevertheless, Internet marketing has had a large impact on several previously retail-oriented industries including music, film, pharmaceuticals, banking, flea markets, as well as the advertising industry itself.

### **YOUR OBLIGATION**

Ultimately, it's your job to appreciate and leverage the impact of Internet Marketing on your industry, niche and business. Whether you're just getting started or well on your way, we hope you understand the importance of continuous learning on this topic as it surely will continue to shape business models and customer engagement for decades to come.

Honestly, it's your choice to learn now or later, but this may very well define your position in the market as a leader vs. follower. This is true now more than ever.

### **A WORD ON SOCIAL MEDIA**

In just the past year, we've experienced the incredible explosion of Twitter and Facebook. More impressive, I've seen a handful of people grasp the opportunity and become a leader within their niche . . . all online. It's happening right here in Charlottesville and in every town across the US as well.

The real news is that this online market leadership, a voice within the community on behalf of their individual niche, has translated into business opportunities online & offline. If you speak with these people, you'll hear stories of success, incorporating an effective Internet Marketing strategy into their business plan and reaping the rewards in a new and different way.

Online social media is ruling the airwaves, from Oprah & Ellen to Jimmy Fallon & Larry King. But did you know that Ashton Kutcher actually has the most “followers” on Twitter with over 1.6 million people actively listening to his every word. That’s pretty powerful considering he has **more followers than CNN and even Barack Obama!**

You may be thinking “so what” . . . but the real question is . . .

## **Who’s Leading Your Local Online Social Media Scene?**

If it’s not you, be worried!

If you don’t even know what I’m talking about, be very worried!

The **good news** is that online social media is just one part of any successful Internet Marketing strategy. Furthermore, it’s not too late to get started and it’s actually easier than you might think once you have the right tools and process in place.

### **Four Tools to Jump Start Your Internet Marketing Strategy**

In this special report, we’ll cover four essential tools that leading Internet Marketers are effectively employing to reach, engage, and retain customers: Blogging, Twitter, Facebook & YouTube.

## Blogging

Blogging has been around for years and is still one of the most popular and influential means with which to communicate on the Internet. It remains a relatively efficient and effective way to share your message with a large number of people, it's free in most cases, and it's easier than you may think.



In essence a blog is a website that allows the author to “post” articles on a regular bases, similar to a diary - quickly and without the need for super technical knowhow. Blogging platforms continue to develop that make this easier and more effective over time.

The beauty is that these blogs also include RSS (Real Simple Syndication) feeds that can enable your “posts” to reach a much broader audience with little effort on your behalf.

### **DON'T LET FEAR PARALYZE YOU**

The most common objection to blogging is “I don't have time”, “I don't know what to say”, and “no one is listening”. Let's tackle each one of these objections now.

#### **I don't have time.**

Honestly, running a blog does not need to take much time. Articles do not need to read like fine literature and people will not criticize you if you're honest, to the point and brief. I see so many people getting caught up in writing a perfect blog post that they fail to actually publish the post in fear that readers will criticize them.



We're not perfect and blogs are not perfect either. If you can get over this fear of perfection you'll be on your way to successfully blogging and people will actually respect you for being human in your approach.

### **I don't know what to say.**

I find this objection somewhat humorous, because if you're like most people, you have thoughts running through your heads all day. The best thing you can do is start writing those thoughts down.

If writing is a problem and gets in the way of your train of thought, try grabbing a tape recorder and speaking your thoughts. This technique is great because it helps you brainstorm ideas and document the good ones. Over time, you'll build plenty of ideas to blog about.

New tools to make this even easier are being introduced every day. For example, the Pulse Livescribe is a pen that records your writing and audio in one shot. The audio can be played back instantly or shared with others to listen. The writing can also be shared whether as a video or pdf. It's brilliant.

### **No one is listening.**

Depending on your topic that may be true at first. Furthermore, without any marketing, it's given that initially your blog will have no readers and therefore, yes, no one is listening.

But be confident that over time and with some simple online marketing technique people will start listening. And when I say marketing don't misinterpret that as some expensive marketing campaign that requires gobs of resources. I'm referring to Internet Marketing and you'll learn specifically what that means later. Trust

me, you can attract hundreds of readers for free with some very simple tools available online.

One thing you can be certain of is that Google and other leading search engines are listening. And in most cases, these search engines serve as the single most important channel for others to find your blog. Soon enough, people will be listening.

### **BLOGGING TOOLS**

There are several blogging tools or platforms to choose from, both free and paid. What is a blogging platform? It's basically the client or conduit with which you submit your posts, which then appear on your blog. Wordpress and Blogger are two of the most popular platforms and they both have free options to get started right away.

#### **Wordpress.com**

[Wordpress.com](http://Wordpress.com) is the free version of Wordpress. Visit the site, sign up and you'll have immediate access to your own blog. The catch is you will not have complete control over the URL and some of the layout features of the site, but it's free and the end-product is still considered one of the best options available.

Wordpress is great for many reasons. One, the structure of the admin dashboard is very user friendly. Want to write a new post? Click Write, give it a title, write your post and hit Submit. It literally takes minutes to make a daily post. You could even submit your post via email if you wish.

The second great benefit of Wordpress is that , by default, Wordpress sites are HTML and CSS compliant. What does that mean? Basically, this drastically improves the chances of your site being properly displayed on a variety of browsers and getting properly indexed by

search engines. This is not something to be taken lightly and a great benefit for those with little or no programming experience.

The third advantage of Wordpress is the outstanding community of users and developers. There are literally tens of thousands of users, both casual and professional, that provide each other with new tools and tips to improve your Wordpress experience. It's in my opinion that Wordpress has one of the most active set of users - a great benefit for those just getting up to speed. Wordpress help documentation is also very good as well, which is always a bonus.

### **Wordpress.org**

[Wordpress.org](http://Wordpress.org) is also a free version of Wordpress; however, it requires that you have your own domain and a host to publish your site. Basically, you download all the files and install them on your domain server. The benefit is that you have complete control of the domain and all files that make up the site.

I usually recommend this version for several reasons, but it will cost you extra for the domain and hosting package. These are both relatively inexpensive these days @ about \$10 per year for the domain and \$6-10 per month for the hosting. Obviously, the longer the term of your contract, the better deal you can expect to get.

Some popular hosts include:

[BlueHost](http://BlueHost), [HostGator](http://HostGator), [GoDaddy](http://GoDaddy)

### **Blogger.com**

[Blogger.com](http://Blogger.com) is one of the original blogging platforms, now owned by Google. It's completely free and has some great advantages.

One great feature with Blogger is that it's probably the easiest to get started. Pick a name for your blog, pick a template, and start posting. you can literally get started in about 5 minutes.

Blogger also comes with a great set of Widgets which allow you to customize your blog without any need for programming. Add a search bar, include pictures, link to another website or show your favorite YouTube videos. It's all very simple in Blogger.

The downside is that Blogger templates are more difficult to customize should you wish to do so in the future. Wordpress has a leg up on Blogger for sure in this regard.

However, another great advantage of Blogger is the ability to integrate your blog into another website. So, for example, if you already have [www.mysite.com](http://www.mysite.com), you can easily add a blog at [www.mysite.com/blog](http://www.mysite.com/blog). This is great for those of you that have a site that's difficult to update but you want to add blogging functionality but not pay a huge sum to get it up and running quickly.

### **COMMON BLOGGING QUESTIONS**

#### **1. How often should I blog?**

This is really up to you - weekly, daily, hourly. What's more important is consistency. Readers will appreciate a certain rhythm to your posts. It's also easier if you can establish a schedule and set time to post articles. For example, every morning before you kick off the day.

#### **2. What are Categories and Tags?**

Think of these tools as a way to organize your blog posts. Think of Categories as something more broad and Tags as keywords specific

to your post. For example a post on New York Deli's may be in the Food Categories with NY, deli, casual as Tags.

### 3. **What is an RSS feed?**

An RSS feed is used for web syndication by news websites, blogs and a number of other sources. Short descriptions or long descriptions can be syndicated. This information is delivered as an XML file called RSS feed, webfeed, RSS stream, or RSS channel.

By adding an RSS Feed to your website or blog, you are basically sharing all or a portion of your blog posts with anyone who wants to syndicate it. This can be very powerful in that your content is now easily shared with multiple sites across the Internet. This is great for building traffic and has serious implications on search engine optimization.

RSS is also a key ingredient in creating an efficient and effective Internet Marketing process. With the right tools, RSS can save you hours of work every day. There are some fantastic ways in which you can leverage your feed to automatically populate Twitter, Facebook and other popular sites, thus driving users back to your site.

### 4. **What are Comments?**

Comments let anyone, anywhere, offer feedback on your posts. You can choose whether you want to allow comments on a post-by-post basis, and you can delete any comments you don't like. Depending on your niche and style of blog, allowing comments may or may not make sense for you. If you're nervous about getting bad comments, turn them off initially - you can always turn them on later.

## Twitter



The New York Times calls Twitter "one of the fastest-growing phenomena on the Internet."

TIME Magazine says, "Twitter is on its way to becoming the next killer app," and Newsweek noted that "Suddenly, it seems as though all the world's a-twitter."

True ... Twitter is growing by leaps and bounds, but what is it exactly.? By definition, it's a micro-blogging platform where users post short messages up to 140 characters. But the real meaning of Twitter is much more than that depending on whom you ask.

### **Twitter to connect with friends**

For some, Twitter is just another tool with which to chat with friends. Some use Twitter on their phones or online instead of text-messaging because you can send messages to several people at once, unlike text-messaging. In this regard, it's similar to Facebook to a degree, but less private unless you lock your account so that only your followers can read your posts.

### **Twitter to build community**

Probably the most popular use for Twitter among Internet Marketers is to build a community of followers that are interested in similar topics. For example, if you write about crochet, chances are other people who are also interested in crochet will follow you and/or join in the conversation. It's a great way to connect with these people, get answers to questions and contribute to the community.

For business owners, this is particularly powerful. For example, some companies use Twitter to monitor and engage customers to provide customer support. Seems like a lot of customers post their

complaints on Twitter and smart companies are on Twitter to help put these problems to rest. In the process, they learn a lot about market perceptions, increase customer satisfaction, and help reinforce the brand. It's a great tool in that regard.

### **Twitter for Search Engine Optimization**

Because Twitter is constantly being updated by millions of users, search engines are frequently crawling the site to index new content. Some users understand this and use keyword strategies in their posts to drive search engine results.

It's not difficult to get ranked on Google for a long-tail keyword phrase using Twitter. We'll get into that in more detail later, but consider this a valuable strategy that when used appropriately can be very powerful.

### **GETTING STARTED WITH TWITTER**

Setting up an account and getting started with Twitter is pretty straightforward. Visit [twitter.com](https://twitter.com), pick a username and password and you're good to go.

You can further customize your profile with a link to your site, a short bio, location, and a picture of yourself. Some users prefer to use their logo or other graphic, but it's the opinion of leading social media experts that a picture of yourself is best. People want to connect with people on Twitter. If you represent a company or brand, that's great, but it's to your advantage to remain human on Twitter.

I also recommend you create a custom background for your [Twitter.com](https://twitter.com) profile page. There are some standard backgrounds to choose from, but with a custom background you can add additional information about you and/or your company such as your Facebook

page URL, your phone number, email address and additional graphics and images. Of course, as with anything you put on the Internet, don't give away personal information unless you truly want to make that public.

### **WHY IS TWITTER SO IMPORTANT?**

Twitter is still relatively young, but it's already proving very important to building a successful Internet Marketing strategy.

For one, it's free access to a targeted niche of customers. Because of the search capabilities in Twitter, chances are people will read your messages and follow you if they find them of interest. The reverse is also true - you can search other people's messages, join in the conversation and follow them as well. At the end of the day, it's a great way to get the word out and engage with your customers.

Second, it's realtime. Say you have an important message for your followers. You can get the message out now or at a specified time rather than depending on the timetables of 3rd party media. This has proven especially critical during natural disasters, such as the Australian brushfires in early 2009.

Third, Twitter is great for covering events. Imagine attending your industry's annual trade show with potentially 1,000's of attendees. With Twitter, people stay connected throughout the event and have the ability to modify their agendas on the fly through social networking on Twitter.

Companies sponsoring the event can also easily communicate with attendees, such as "raffle begins in 10 minutes in SE corner of main showroom" or "we're about to unveil our newest product, first 7 people who show up win a free ..." Starting to understand the power?

## TOOLS FOR TWITTER



[Twitter.com](http://Twitter.com) offers core functionality to use Twitter, but there are many 3rd party tools available for Twitter that add value ... it's worth your time to understand which one's are best. On your PC, Mac, Blackberry, iPhone - you name it, there's a tool if not several.

Tools are also being constantly released to improve Twitter's functionality and provide new features not inherently available on [Twitter.com](http://Twitter.com). The development community is very strong and users are benefiting.

Some of the most popular tools ...

**Tweetdeck** (<http://tweetdeck.com/beta/>)



Tweetdeck is one of the most popular desktop clients for Twitter. It has so many features, including the ability to simultaneously monitor different aspects of those you follow. For example, you can monitor all the tweets from those you follow and/or specific keywords within their tweets. You can monitor specific keywords across all of Twitter

to see what's being said on a particular subject. You can also monitor incoming messages, both public and private. The latest improvement is that Facebook is also integrated so you can monitor status updates as well. Tweetdeck is available on PC and Mac and is one tool I highly recommend you get familiar with from the start.

### **Tweetie** (<http://www.atebits.com/tweetie-iphone/>)

Tweetie is one of the most popular Twitter applications for the iPhone and iPod touch. There is also a Mac desktop version that has some great features, such as the ability to append video to your tweet. This is really great, especially as more and more people are gravitating toward online video. Tweetie offers some great features, such as the ability to attach a photo, see who tweeting nearby and save common searches. Of all the iPhone applications, it has the most robust set of features, and for \$2.99 it's worth the investment.



### **Twitterberry** (<http://orangatame.com/products/twitterberry/>)

Twitterberry is a popular Twitter application for BlackBerry users. It has many of the same features you'd expect on a mobile version of Twitter and integrates well with the functionality of a BlackBerry device.



## COMMON TWITTER QUESTIONS

### 1. What are tweets and tweeks?

There is a long list of terms associated with Twitter slang, but this will get you started. Tweets are the actual 140 character messages you post to Twitter. “Tweeks” = people on Twitter.

### 2. What does re-tweet mean?

A re-tweet is when you copy someone else’s tweet (including their username) and tweet the message again. This functionality is built into most Twitter tools and is a great way to share someone else’s tweet with your followers. It’s also common to add your own comments to the tweet as well.

### 3. Can you post images, audio & video to Twitter?

Twitter is strictly text based at this time but you can post links to anything you want. So in essence you can post a link to an image, etc. There are many tools, such as Twitpic, that have been integrated to make file sharing easier. For example, when you embed an image on Tweetie for iPhone, by default it uses one of the many image sharing services to host your image. This can also make images go viral rather quickly. Audio and video tools are also making their way into Twitter. For example, Audioboo and TweetMic are two popular iPhone apps for audio and Tweetie for Desktop offers video embedding. This is only going to improve over time.



### 4. Is there a lot of spam on Twitter?

As with any online media platform, you will encounter spam. The

good news is that you can block users if you wish and since you only see messages of those you follow, the chances of being bombarded by spam are greatly reduced. A good rule of thumb is that if you find a user with very few followers but they are following thousands of people, they are probably somewhat spammy. There are exceptions of course.

### **5. Is there such a thing as Twitter etiquette?**

Because this is a social network, etiquette varies depending on your circle of friends on Twitter. Some circles are very professional, others funny, and others may be rather rude depending on your personal taste and perspective. A golden rule is that it's rude to copy someone else's tweet and claim it as your own. If you find something you want to share, just re-tweet it and everyone's happy.

## Facebook



Facebook is now one of the largest online communities with over 225 million members - basically the equivalent to the fifth largest country in the world. The fact is, Facebook is one of the greatest opportunities for Internet Marketers and there are several strategies to take advantage of recent improvements and engage with customers online.

For those of you not familiar with Facebook, this is basically a place to re-connect with friends, relatives and classmates and make new connections as well. Facebook is free and open to anyone to join.

Most users typically use Facebook to share their thoughts, images, and videos with each other. Think of it as an ongoing class reunion where you have the chance to bring everyone up to date at once.

There are also a number of Facebook applications ranging from games and quizzes to RSS feed integration and charity management plugins. It's all very customizable to fit your needs.

### **WHY WOULD I WANT MY BUSINESS ON FACEBOOK?**

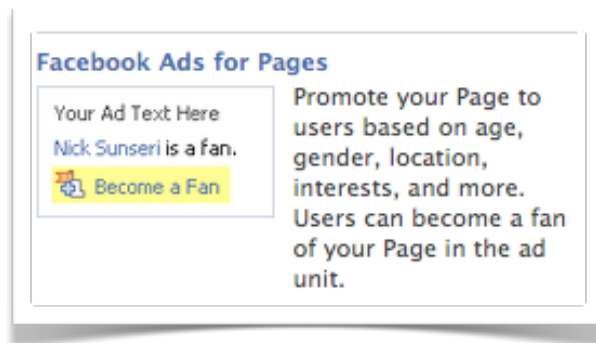
Facebook also has two unique sections that are of particular interest to businesses and organizations. One is Facebook Ads, a Pay-per-click (PPC) Advertising network that serves ads to users based on their biographical listing information. The second is Facebook Pages, a place for users to create a separate profile page for their business, organization or special interest group.

### **Facebook Ads**

Facebook Ads are very simple to set up and basically include an image and some text with a link to any website you choose. There is a Facebook review team that approves each ad within 72 hours, so plan accordingly.

The real power of Facebook Ads is that you can laser target your audience to a degree unlike other PPC networks such as Google Adwords. When users initially sign up for Facebook they answer a series of questions about themselves. This might include location, age, gender, marital status, education, and interests.

All of this data can be used to target your ads. For example, you could launch an ad to single men, 35-40 in zip code 22911 who graduated from UVA. As you can imagine, this provides you with the ability to target different market segments and A/B test various ads quite easily.



A new feature allows for Facebook Ads on Facebook Pages - a great way to pull users from one Page to your Page. The stars are aligning!

### **Facebook Pages**

Facebook Pages continue to improve and the latest round of enhancements present a terrific platform for you to connect with your market. Similar to personal profiles, Pages enable you to post images, video and links that may be interesting to your readers.



You can post simple one line updates or launch an entire threaded discussion. You can integrate Twitter updates to drive cross-platform traffic and even develop your own simple Facebook application for others to help spread your message. You can also automatically import your blog's RSS feed and customize your Facebook Page to appropriately reflect your brand image.

Executed well, Facebook Pages can clearly increase your reach and drive interest in your message.

## **COMMON FACEBOOK QUESTIONS**

### **1. Do I need to hire a programmer to set up a Facebook Page?**

No, most people can set up a Facebook Page on their own simply by following the step-by-step instructions provided. If you want to build a custom Facebook Application, that may require help, depending on your time and programming skills.

### **2. Can I control who sees my information on Facebook?**

For the most part, your profile is private by default. In the Settings section there are several options to modify your level of privacy and I recommend you understand the default settings and your options.

### **3. How can I engage Facebook users?**

First, put a Facebook button on your website that links to your Facebook Page if you want people to become your Facebook "fans". Second, frequently post new and engaging content to your Facebook Page. Mix it up with pictures, video, and discussion topics to get people involved. Invite people to comment, complete a

poll, or enter a contest. The possibilities are only limited by your imagination

#### **4. How else can I use Facebook?**

Facebook also has a chat feature so you can text-message in real-time. You can also incorporate the new Facebook Connect into your site, so that user sign-in and comments connect with that person's Facebook profile.

# YouTube



[YouTube.com](http://YouTube.com) is the second most searched site on the Internet, next to Google, so you might conclude that it is the second largest search engine. It so happens that Google owns YouTube so the implications are something to be well understood and taken seriously as YouTube relates to your Internet Marketing strategy.

YouTube is the largest online video sharing site and home to everything from Obama's weekly radio address to corporate sponsored informercials and people showcasing their musical talent. The list goes on and anything you can imagine can be found on YouTube. It's free to sign up, free to upload videos, and free to view videos. Honestly, there's nothing stopping you from taking advantage of this great medium to communicate and engage with your market.

The fact is most people do not understand how to properly optimize their videos for search engines and thus most video get very little attention.

## **OPTIMIZING YOUTUBE VIDEOS**

### **Keywords**

As with any search engine optimization strategy, keywords are critical. Think of them as the combination of words or phrases that people search for on the Internet. Since YouTube videos are frequently indexed by major search engines, it's important to understand some simple steps to make your videos more search engine friendly.

It so happens that you can also call out these keywords in a special Keywords section with every new video you upload. Here's your chance to thoroughly differentiate your video from the pack.

### **Titles**

The title of your video needs to include two things: 1) your keywords and 2) something to hook viewers as they scan through a list of titles. If you fail to include the right keywords, search engines will ignore your video and if you fail to use a catchy title viewers will ignore your video.

For example, instead of using a title such as "Great House on 1.3 Acres!", you might get better results with "4581 Morgan Creek - House for Sale in Roseville, CA". The first example would be fine if the video was for a specific client, but the second video will ultimately draw more viewers since it names the city and uses the keyword phrases "house for sale" and "Roseville, CA".

### **Descriptions**

The second most overlooked section of posting a video on YouTube is the description field. When search engines index your video, the description field is a key element.

First and foremost, if you have a URL that you want visitors to visit, put that as the first item in your description. By default, only the first few lines of the description are displayed above the fold, so you want your URL to be right there at the top in the most obvious position so viewers click on it. Be sure to format the link correctly so it's an active link using "html://www.mysite.com".

The description field is also a great place to pack in your keywords and keyword phrases. Take care not to overdo it - strive for something that makes sense and gets the point across, but still incorporates the keywords where possible. An extra bonus is that YouTube cross-references related videos and people are more likely to find your video if you follow these general guidelines.

### **COMMON YOUTUBE VIDEOS**

#### **1. How do I upload my videos to YouTube?**

There are several techniques depending on your equipment. Most computers today come with a webcam - a simple way to get started. You can also purchase an add-on webcam or import video from your video camera.

#### **2. Can I put my YouTube videos on my website?**

Yes and I highly recommend doing this. YouTube has made it very simple. Pull up a video and you'll see on the right side a little section called "Embed". From there you can copy and paste that code into your site.

#### **3. I'm shy - how can I get over this?**

Do this ... post a new video every day for 30 days, but keep them private. Zero risk and I guarantee that over that 30 days you'll drastically improve your comfort in front of the camera. Do it right now - it's so simple and very effective!

#### **4. Is there a best time or day to upload?**

There are no hard facts on this, but there are some general rules about what works. First, don't upload a bunch of videos at once. Space them out, say, every other day or once a week. This depends on your subject and volume of videos you expect to produce over

time. Second, take your user's schedule into account. If you've just completed your video at 1:00 am, chances are no-one will see it until the morning. That may be OK, but just keep in mind.

Conversely, if you post a video at 3:00 pm, chances are more people will see it, since they are online. The bottom line is it takes time to figure out the proper timing is for you and your viewers, so be flexible as you learn the habits of your subscribers and viewers.

### **5. How long should my video be?**

To start, keep them around 2-3 minutes max. Maybe even just 45 seconds for your first dozen or so. People don't really have the attention for anything longer, especially as they're getting to know you.

### **6. What are your top 10 tips for being on YouTube**

- be patient, this may take some time
- engage your viewers & interact with fellow YouTube users
- don't try to please everyone - stay true to yourself
- seek mentors and roll models
- be kind and respectful
- don't call people "fans" - it's a little insulting
- it's just a video sharing website - don't over-react
- don't let comments get you down (or too high on yourself)
- stay flexible with your format and try something new
- have fun!

For more information on how to build a successful  
Internet Marketing strategy and leverage the  
changing landscape of tools to implement an efficient  
and effective plan ...

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