

Chapter 8

How To Get More Traffic To Your Videos

The goal of every successful video marketer is to boost the amount of Traffic that views their videos. This report is a reflection of how you can improve the amount of Traffic that your videos receive. A bit of guidance and acting upon wouldn't hurt the number of viewers that you usually receive, so hopefully, this report will help you maximize and be successful.

The Power Of Thumbnails

It's no secret that the first thing a viewer sees before they decide on clicking on to your video is the thumbnail. That very image is the very factor that leads to the appeal and attraction of your videos to your audience. It doesn't take rocket science for one to understand that they need to work on their thumbnails if they want to increase more Traffic on their videos.

All you need to make sure of is that you use an interesting thumbnail, suit the context of your content and that it has eye-catching keyword edits in it. Try your best to make it colorful so that it stands out from most videos. That visual aspect is very important if you want a viewer to focus on the thumbnail, which will eventually lead them to view your video. This unanimously generates and diverts a lot of traffic to your videos.

Working On Your Titles

Just as it is important to work on your thumbnails, it is just as important to work on your video titles. You might even call it the final touch in getting viewers to view your video. It holds the same appeal and attraction as the thumbnail does, except it is way more significant. The title is what confirms whether a person is going to watch the video or not.

Therefore if you want to convince more users to view your videos, you are going to have to work on the optimization of video titles by using the right keywords. You can use keyword tools that can help you find the trending keywords that are reflective of the content that you are working on. Keywords will help optimize your video that can make it more likely for your videos to be found on Google or YouTube as the algorithm is more likely to promote your video based on the way you optimize your videos. This way, traffic is diverted towards your videos as they are easier to find.

Get Your Tagging On

Since we are on the topic of optimization, using 10-20 tags proves to be helpful when it comes to promoting your videos. It allows your videos to be categorized, and it allows the algorithm to understand the context of your videos better. Therefore with good content and a good keyword system on the way you for your tags can lead to your videos being easily accessed on home pages, suggestions, and search panels. Remember, the optimization of your videos makes it more likely for Traffic to be diverted towards your videos.

Why Are Video Transcriptions So Effective?

When you script a video or get it professionally done, you always end up with captions for the video and transcription for the video description. It will be preferred if you use your transcription when your videos are about 5 minutes. This, therefore, allows the algorithm to get the gist of your video further as it can't watch your video.

This helps maximize the use of SEO, which then allows your video to be ranked, and if it meets the requirements of the algorithm, there is a high chance of your video getting promoted and easily accessed. This will unanimously boost the amount of Traffic that your videos receive.

Share Your Videos On Other Platforms

A successful video marketer knows that they're never going to stick to one platform. The idea behind sharing your videos is to maximize the furthest reach that your videos can go. Try and choose the platforms that usually target your specific audience, and you may see some progress in the amount of Traffic that your videos receive generally. Always allow your subscribers to also share your videos by enabling the embedding of your videos. This way you can increase and move the Traffic to your videos

Try And Create Playlists

If you want to make an impact on the diversion of Traffic towards your videos, then you should make use of playlists. This is probably one of the smartest moves as it creates the idea of a binge-worthy selection. Try and categorize all your similar videos and form a playlist. If your content is well-liked and consistent, you might be golden when you form a playlist. This may boost Traffic towards your channel as it gives an attractive appeal to your audience, which will lead to more views.

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