

# Boost Your Online Traffic With Just One Awesome Video

This cheat sheet provides you with an excellent step by step guide for you to follow, make an awesome welcome video message and see your online traffic explode. Watch the walk through for more detailed guide

Steps:

1. **Record Base traffic** - Record your current online traffic, so you can compare later. Write them down below, and choose all that apply:
  - a. Website \_\_\_\_\_
  - b. Facebook \_\_\_\_\_
  - c. Youtube \_\_\_\_\_
  - d. LinkedIn \_\_\_\_\_
  - TOTAL** \_\_\_\_\_
2. **Brain Storm** - Schedule a time to brain storm with your team and write a script and schedule a time to film a video (See step 3 for scripting advice)
3. **Create your welcome video with the following essentials** -
  - a. *Keep it short* - Maximum 2 minutes
  - b. *Keep it simple* - Use what you have, iphone/ipad. Film in your office etc.
  - c. *Appear in your video* - What makes you unique is you and your team. At the very least appear at introduction and ending of your video.
  - d. *Have a clear introduction* - Introduce yourself and make visitors welcomed by greeting them as you would someone coming into your office for the first time
  - e. *Tell your history* - In the main part of the video tell your online visitors about yourself and why you're passionate about what you do. Briefly mention about your services but don't go into detail. Keep it succinct and short. Main thing is to get them interested
  - f. *End with a call to action* - This is where you can link to other areas of your website or sales page.
4. **Upload to YouTube** - Create a Youtube channel, and upload your welcome video
5. **Embed into your website** – Use the YouTube link to your welcome video and embed it into your website
6. **Upload to Facebook** – Do not simply post YouTube URL, be sure to upload video itself
7. **Embed into LinkedIn** - Use the YouTube link to your welcome video and do an update post on your LinkedIn page
8. **Send e-mail announcement** - If you have a client database with email addresses send a simple email with links to Youtube and your Website, as per above.
9. **Record result** - Wait one week and record your traffic/view volumes. Record Again after one month. If your are not happy with the results then repeat the steps and refine your video
  - a. Website      One week \_\_\_\_\_      One Month \_\_\_\_\_
  - b. Facebook    One week \_\_\_\_\_      One Month \_\_\_\_\_
  - c. Youtube      One week \_\_\_\_\_      One Month \_\_\_\_\_
  - d. LinkedIn     One week \_\_\_\_\_      One Month \_\_\_\_\_
  - TOTAL**        **One week** \_\_\_\_\_      **One Month** \_\_\_\_\_