

## [Video Marketing To Create Free Website Traffic](#)

How to get web traffic, especially free web traffic, is always a million dollar question to every Internet marketer and online business owner. After all, no matter how good your products or services that you offer in your site are, they have no buyers if nobody comes to your site. Hence traffic is very crucial for your online business.

There are many ways to use video on the Internet to market your practice. The first is adding video to your existing website and the second is building a direct marketing dental video website from scratch. Every dentist that wants to compete for business on the Internet will eventually have to have some form of video content on their dental websites to maintain the standards that are currently being reached by some on the Internet. By building a dental video website from scratch you will be able to take full advantage of the technology available to you to create a unique and custom website that meets its objectives.

Internet video marketing can increase your web site traffic almost instantly once you post the right video. The best part of video marketing is that except for the cost of producing the video it's all free. You can increase your web site traffic by thousands all for the cost of the video. And some videos are so low tech they can be made with a small digital camera or even a camera phone.

Using an Internet video marketing campaign along with search engine optimization and search engine marketing is the best way to advertise your website and increase your web site traffic. Forget about expensive web advertising that doesn't work.

You can use the free social networking and marketing tools on the Internet to increase web site traffic and take your business to the next level and double or triple the number of hits that you get on your website everyday. A few words of caution though - when you're producing internet videos don't make them too high tech or over produced.

Keep in mind that some people will be viewing the video on a slow internet connection. Make a video that will load quickly and play fast so that people can view it even if they don't have a high speed Internet connection or offer two versions of the video with one optimized for high speed connections and one optimized for slower connections.

Some of the ways that website promotion occurs and that can increase website traffic is through the use of SEO, viral marketing, and internet campaigns which each play a significant part in creating a successful web presence. SEO techniques help to build page ranking and increase website traffic through the use of things like back linking, and directory submissions.

The use of viral marketing, mailing lists, word of mouth and video marketing helps to increase website traffic by reaching out and using existing social networks and structures for website promotion. In addition, Internet campaigns help places ads on relevant sites or keyword related sites in order to help increase traffic, promotion and can create an additional source of revenue from your site.

Obviously it is of no benefit to have a strong web site marketing campaign, including a powerful streaming video advertisement, if your web site has limited internet visibility. Everyone today focuses on search engine optimization which can have significant benefits when done properly. But unfortunately the complexity coupled with the dynamic structure where the rules are constantly changing, make it almost impossible for a business owner to effectively run a successful SEO campaign. Obviously you can hire a firm to do it for you but beware because many of these firms charge an excessive fee while offering little in terms of results.

When it comes to taking your online business to the next level, break free from the chains of one-dimensional selling. Studies have shown that online video significantly increases conversion rate over sales copy alone. Remember? Use the same sales strategies that you use with sales copy. Sell the sizzle not the steak, and end with a strong call to action that gives your website visitor a strong incentive to buy.

Submit your internet marketing videos to the venues computer turn to for videos, such as YouTube, Google Videos and Yahoo! One great benefit to submitting with one or all of these is that your video will be hosted for free, keeping your website bandwidth for your customers.

Videos and video marketing are not just here to stay, they are the future of online marketing. As the larger corporations including TV and movie makers are now using his medium, it makes sense to join the party. Video marketing is one of the fastest growing online tactics with an audience that is hungry for more - so long as it is reasonable good quality and entertaining.

Video marketing can be an excellent way to generate web site traffic. Video marketing is essentially free (other than the cost of the camera to shoot the video) and can be a very powerful strategy in getting targeted traffic back to your site, as well as in other facets of the marketing process like

building relationships and branding yourself.

Proper website promotion is the key to creating increase web traffic results, page ranking, and the increase in revenue that every business desires when establishing a website. Using the Internet as a media to reach a potential 729 and 785 million customers, can be a large boost to any company's consumer reachable market and potential revenue possibilities. Thousands of businesses cannot be wrong so consider what Internet marketing can do for you and your business today.

Video marketing is like a double edged sword. You gain views from people who look at your video and you gain search engine visibility. This is what has every Internet Marketer and online guru going crazy. Online Video Marketing has double impact in a short period of time.

Look at the evolution from where the internet first started. It started out with everything being free. Natural search was first starting. You could actually go to the top of a natural search engine within a day or two of launching a site and start getting traffic almost immediately.

Where you place your video on your website can mean the difference between success and failure. You want to make sure that you put it where it will be seen. It should get prominent placement.

### About the Author

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