



Module 5 Handout

Action Items:

1. Create a 30-120 second video and submit to YouTube
2. Then submit the video to the list of video directories
3. Submit 1 more article to Ezinearticles.com and post them on your blog
4. Submit the article to 5 other article sites (after Ezine approves it)
5. Create 5 NEW social media (Web 2.0) sites

FAST TRACK ACTION: In addition to the above items...

1. Submit 1 more article to Ezinearticles with links to subpages
2. Post new text content on 5 of your social media (Web 2.0) sites

Why Are Videos So Great?

- Google loves videos.
- Videos can rank in the top ten by themselves if you do it right
- Some people prefer watching videos over reading text
- Submitting videos giving you a variety of incoming links for SEO

Make Sure Your Video Description Is Keyword Optimized

- Under the settings area, make sure the description is set
- Use your website at the beginning of the description with http://
- Use 2 or 3 of your keyword phrases in the description

The screenshot shows the YouTube video settings interface. At the top, there's a notification: "Video details have been updated!". Below that are tabs for "Info and Settings", "AudioSwap", "Annotations", "Captions and Subtitles", and "View on video page". A "Save Changes" button is visible. The "Video Information" section includes:

- Title:** Housekeeping Seattle
- Description:** <http://www.Topjan.com> Top Jan Janitorral and Housekeeping in Seattle Washington
- Tags:** animoto
- Suggestions:** + notebook + trailer Add All
- Category:** Film & Animation

The video player shows a thumbnail of a website with a "\$75 OFF" coupon. Below the player is the "Date and Map" section with a "Date:" field and "Today" and "Clear" buttons.

The "Video Thumbnail" section shows three thumbnail options. The first is a dark image with a play button, the second is a screenshot of the website from the video, and the third is a dark image with the text "Get \$75 off Your Next Cleaning". Below the thumbnails, it says: "Choose a video still from above to represent your video in search results and other displays. You can choose a different still image by clicking on it. Note: it can take up to 6 hours for your image to be updated."

The "Broadcasting and Sharing Options" section includes:

- Privacy:** Radio buttons for "Public (anyone can search for and view - recommended)", "Unlisted (anyone with the link can view) Learn more", and "Private (only specific YouTube users can view)".
- Comments:** Radio buttons for "Allow comments automatically", "Allow friends' comments automatically, all others with approval only", "Allow all comments with approval only", and "Don't allow comments".

The "Map Location" section includes:

- Input fields for "geo:lat=47.59875528481801" and "geo:lon=-122" with "Search" and "Clear" buttons.
- An "Altitude (in ft)" field with "Set" and "Clear" buttons.
- A map of the Pacific Northwest region with a red pin on Seattle. A speech bubble says "This location has been recorded." The map includes labels for cities like Nanaimo, Surrey, Abbotsford, Victoria, Port Angeles, Everett, Edmonds, Bremerton, Tacoma, Olympia, Longview, Yakima, Kennewick, Walla Walla, Pullman, Cheney, and Spokane. It also shows "Wenatchee National Forest" and "Washington".
- Map controls: "Map", "Satellite", "Hybrid" buttons and navigation arrows.
- Footer: "POWERED BY Google" and "Map data ©2010 Europa Technologies, Google Terms of Use".

Optimize Your Video to Show Up in the Searches

- Locate your city on the map in the settings area
- Create links to your YouTube video page from other sites and articles

Submit Your Videos to Several Video Directories

- YouTube is NOT the only video directory