EFFECTIVE VIDEO CURATION FOR MASSIVE TRAFFIC

By Hugh J. Hitchcock

CEO / Chief Software Architect, Web Dimensions Inc.

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INTRODUCTION

Hello and welcome to this ebook on how to easily and effectively curate videos to your blog for maximum traffic.

In this ebook, I am going to show you how to find laser-targeted content for your niche blog, and how to effectively post it so that you can gain the maximum results for your keywords or niche. I will show you step by step how to obtain the content, how to insert the video into your post, how to create the minimum of text content around your video, how to format that text, and how to address the various on-page elements that will squeeze every drop of seo goodness out of your post.
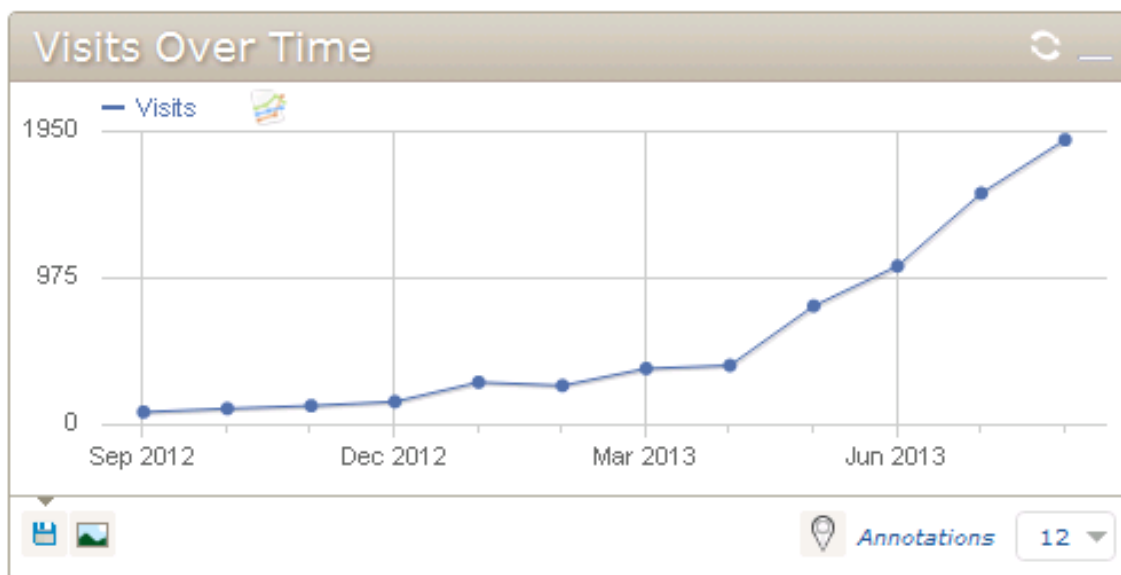
By following these steps you will learn how to effortlessly create vital, keyword-targeted content for your blog, resulting in more traffic, more opt-ins, more sales and page views than ever before.

While this e-book does go into each step in some depth, I assure you it's a very simple process. And at the end of the e-book we have a tip that makes it completely effortless to get these kinds of results – read on.

All righty then, let's get started!

THE STEPS TO EFFECTIVE VIDEO CURATION

1) YOUR BLOG'S SETUP

Certainly this can work on any blog and any blog configuration. However, we recommend setting your blog up a certain way in order to maximize your traffic channels under just a few keywords.

Following our guidelines, we suggest that you have your keywords programmed into your blog as categories and your menus set up with those keywords.

Please watch your inbox for my full training on this topic coming soon.

2) THE FOUNDATION – YOUR KEYWORDS

Please make a list of all your blog-related keywords. The smaller and more closely related the range of topics, the better. The reason this is true is because of the way search engines work.

Search engines are just computer program routines that follow a certain set of instructions. In the case of Google, there is a lot of talk about Google's "algorithm". Yes there is an algorithm, but the basic logic behind it is to just display things that are related to the keyword being sent as an input to the program. This "algorithm" has a lot to do with trying to out-think spammers and people who use auto-posting software to create backlinks.

But the reason I mention this is because the so-called algorithm seems to work best with the following formula. You could replace the word "topic" with "keyword" if you want:

1 blog-> 1 topic-> few closely related subtopics-> laser-targeted content

If you approach your blog in this way, it will tend to pull your rankings up higher for the narrow topic, rather than trying to rank for a lot of loosely-related topics, which is definitely more difficult. However, we've found that specific keywords in a sub-topic can also be targeted very nicely.
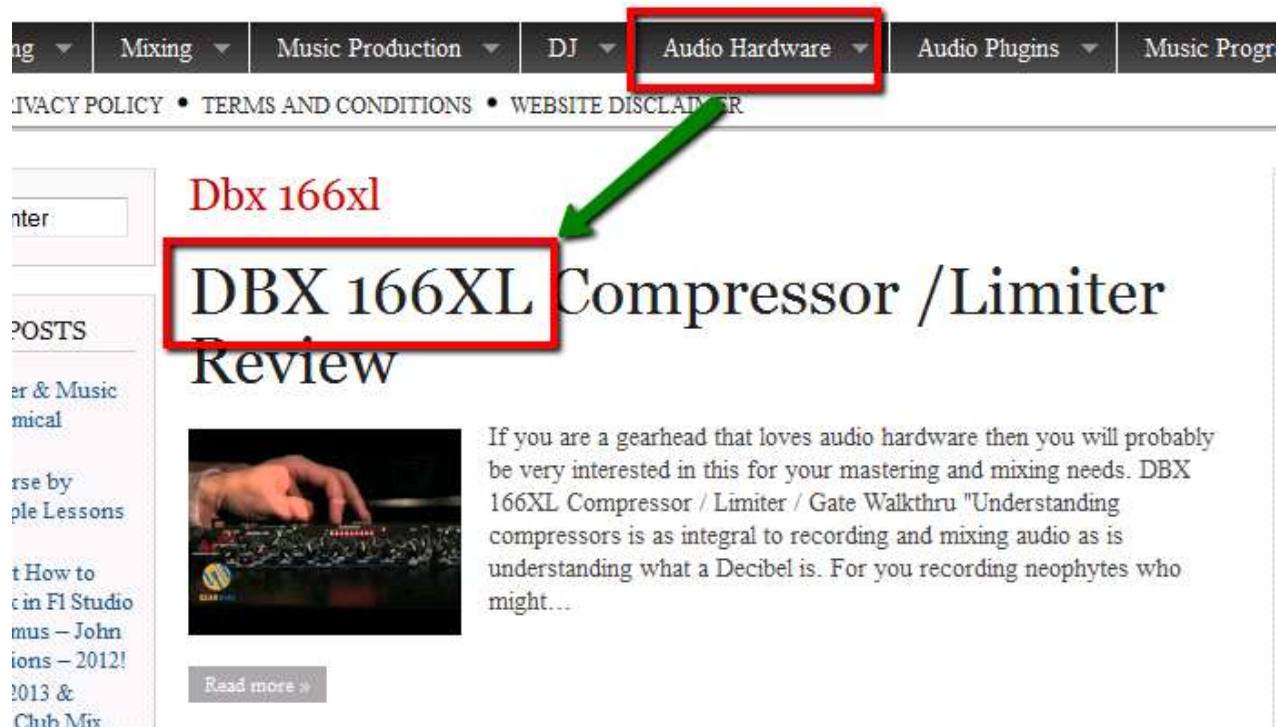
3) GOOGLE AND BACKLINKS

In the case of backlinks, Google needs to know -- if someone is linking to your page, are they a real business or person linking to you for a wholesome reason, or was the link just created by some automated system? There are certain earmarks that Google looks for when evaluating the html code sucked in by a spider that tips them off one way or the other.

In fact, Google's public policy encourages you to make backlinks, but not in an unnatural way. If you make one or two links a day on good sites, they will pat you

on the back. If you make hundreds or thousands of links with software, then they will punish you.

4) GOOGLE AND CONTENT

It's kind of the same way with content. If you publish hundreds of articles around the internet with your link and keyword, the way people were doing in the 2011s, then you will be either punished or just plain ignored. But if you post one or two articles on your own website that are interesting, keyword-specific, and targeted to the blog's message as a whole, then you will be indexed and ranked.

5) VIDEO CURATION FOR MAXIMUM IMPACT

Video curation turns out to be the best example of this principle working for us. There are a lot of good things about video curation that really help us do well with this.

- Very minimal creative input is required.
- There is a huge wealth of rights-free content to choose from.
- Google loves it when you share Youtube, which is their baby.

6) HOW TO CURATE VIDEO BY KEYWORD

There is a simple, yet somewhat strict procedure for effective video curation. I am going to lay everything out for you here in simple step by step procedures.

The first thing you want to do is select a category on your blog under which you want the content to be listed. Select a category with a good keyword that you want to rank for. This will be the keyword that we will target with our new content.
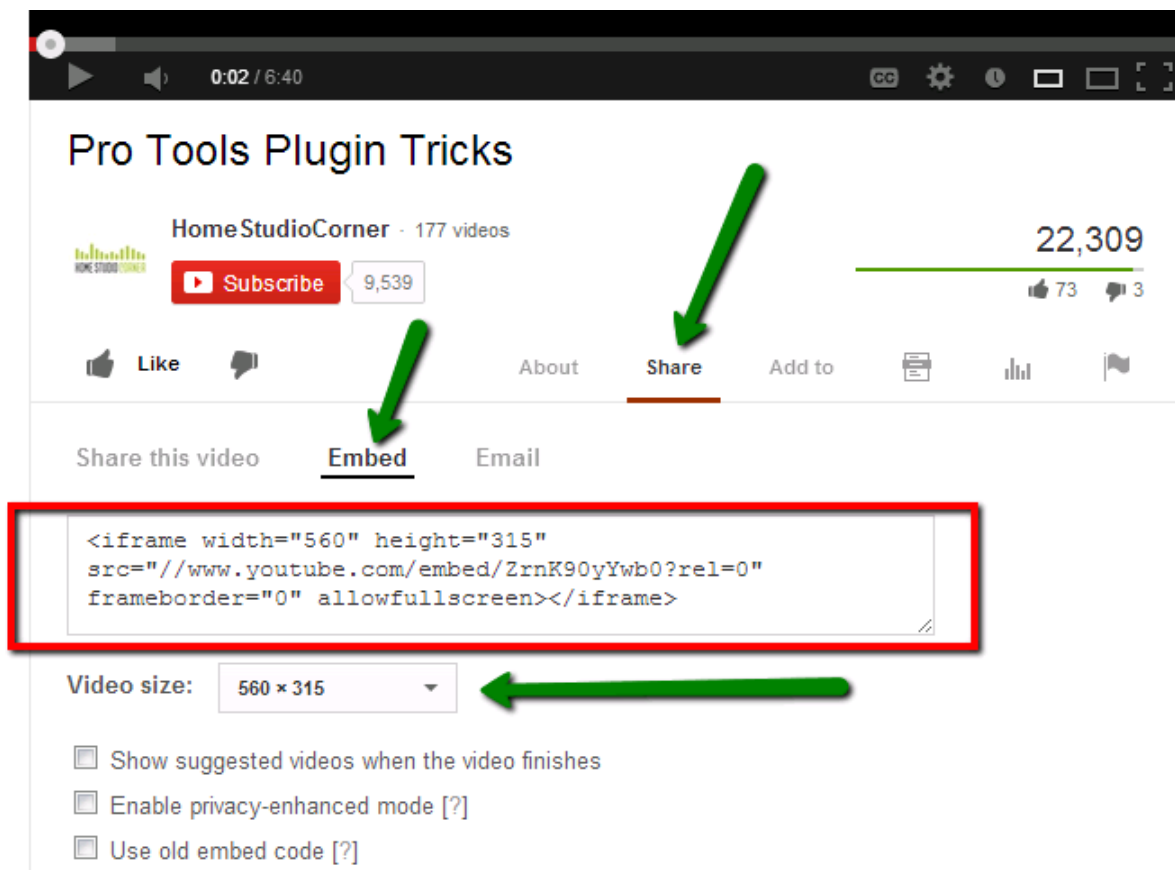
Now, armed with our keyword, let's go to Youtube and do a video search on that exact keyword. Check out the results and go through a few videos, look for one that has your exact keyword in the title and provides some interesting footage about your exact keyword's topic.

7) Getting and Tweaking the Embed Code

Once you find a good video, click the "share" link under the youtube video, then click "embed". This reveals the embed code you will need in order to share this video on your blog. You'll find a dropdown list with different sizes, pick the one that's appropriate for your blog. If your blog has a sidebar, you'll probably want the size that starts around 480px in width. If you have a full width post area on your blog, you can probably take the 720px size embed, or you can create a custom size as well. There are some other options to choose from as well.

Once you have set your embed options, select all the code that's displayed and copy it. Now, go back to your blog's wp-admin console and create a new post. Switch to text view -- this won't work in Visual mode -- click into the editor and add a few line breaks, then paste in the embed code you copied from youtube.

There are a couple of extra fields you may want to add to the querystring in your youtube embed code:

autoplay=1

This will make the video play automatically when the user loads the page.

wmode=transparent

This will make the video so that it doesn't blog on top of other javascript popups that you might have on your blog.

vq=hd720

This forces the video to play in hi-def mode. vq stands for Video Quality

modestbranding=1

This removes the Youtube branding and icons from the video.

There are a couple of other ones as well but these are the main ones I concern myself with. When using these, make sure they start with, and are glued together by ampersands, like this:

&autoplay=1&wmode=transparent&vq=hd720&modestbranding=1

so your entire embed code could look like this:

```
<iframe width="480" height="360"
src="//www.youtube.com/embed/wgtdKTjimOc?rel=0&autoplay
=1&wmode=transparent&vq=hd720&modestbranding=1"
frameborder="0" allowfullscreen></iframe>
```

Once you have gotten your embed inserted correctly into your post, you may switch back to Visual mode or continue to edit the html code in text view.

In visual mode, you can click on the embed placeholder, then click the 'center' icon to center the embed. In text mode, you can just add <div align="center"></div> around the <iframe></iframe> element.

8) CREATE YOUR VIDEO'S DEFAULT SCREENCAP LINK

This is a tip that very few people know about, but it's important to a blog, because if you don't do this, your blog post, while having a nice video, will not have a default image associated with it. What you will need to do is construct a link tag telling the spiders where to find the screen cap for the video you are posting, and an image tag for your blog to use as the thumbnail image. What we do is generate two invisible tags to encapsulate that information into your blog post. Here is what those two tags should look like:

<link href="http://img.youtube.com/vi/VIDEO-ID/hqdefault.jpg"
rel="image_src"/>

<img src="http://img.youtube.com/vi/VIDEO-ID/hqdefault.jpg"
style="display:none"/>

Copy that code and go to your post editor, make sure you've switched to text view (it won't work in visual mode) and paste it anywhere in your blog post - and replace the VIDEO-ID with the id of the video on both tags. You can find the video id in the embed code – it's the weird looking string in the url, it's hard to miss.

```
<iframe width="480" height="360" src="//www.youtube.com/embed/wgtdKTjimOc?rel=0&autoplay=1&wmode=transparent&vq=hd720&modestbranding=1" frameborder="0" allowfullscreen></iframe>
```

Take that weird looking string (of course it will be different for each video) and paste it into your two tags, to replace the VIDEO-ID that's in red in the tags code above. If you don't replace that with the correct video id, it won't work.

If you do that correctly, your blog, Facebook, and the rest of the world will know where to find the thumbnail image for that video and associate it with your blog post. Keeping the image tag style set to display:none makes sure that the image doesn't clutter up the page.

9) CREATING YOUR POST AROUND THE VIDEO EMBED

Once you have your video in place, then it's time to add in the curation. There is a complete diagram at the end of this section. Here are the steps you take to complete your effectively curated post.

Click into the post editor at the very top beginning of the post. Now create a sentence about the video in which you mention the exact keyword that we're targeting with this content and make that the first sentence of the blog post. Make it something engaging, something that invites the viewer to watch the video. We suggest that you do watch the video before posting it to make sure it's a good video and also to give you some ideas to talk about in your short narration.

10) MAKE SURE THE POST HIGHLIGHTS THE KEYWORD

In visual mode, select the keyword phrase in your first sentence, and click the "bold" icon to make the keyword phrase appear in bold in the middle of the sentence. Or, in text mode you can also do that, or add tags around the keyword phrase.

11) CREATE A UNIQUE POST TITLE

You need to created a nice title for the post, but do not copy the title of the video itself. Create a unique title which includes the keyword you are targeting, and place that title in the "title" field for the entire blog post.

12) PUT THE VIDEO'S TITLE IN H2

Now go back to the Youtube page for that video and select the text of the title of the video. Come back to the blog editor, do not paste that in the title of your blog.

Instead, put an extra line break after that first sentence you just wrote and then paste the title of the video in there.

Now select that entire title phrase you just pasted in, and format it with Heading 2 or in text mode place <h2></h2> tags around the video title.

Go back to visual mode and make sure it's all formatted nicely, with the first sentence in regular paragraph format and the keyword phrase in bold, followed by the video title in Heading 2 format, followed by the video embed itself.

13) ADD SOME VIDEO DESCRIPTION TEXT

Optional - what you may want to do now is go back the Youtube video page and copy some or all of the description from the video and use that as curated text. Paste this text underneath the video, enclose it in quotation marks and blockquote (indent) in order to show that you're attributing it to the author of the video and not just stealing the text.

14) ADD YOUR CLOSING CURATION

Then add a couple more line breaks and add another bit of curation or narration, make sure it's not blockquoted like the description above. Write another sentence about the video and ask for an opinion or state on of your own. It doesn't have to be much. You can mention the keyword again if it's appropriate to your sentence. Do not bold any words in this sentence.

15) ADD YOUR CALL TO ACTION

Finally, you can add a call to action, such as asking the viewer to share or opt-in or learn more by clicking a link.

Some New Tricks for Users of Pro Tools Plugins!

Permalink: http://mixingandmastering.net/325/ [Edit]

my own title using keyword

[Add Media]

Visual | Text

keyword: Pro Tools Plugins

B *I* ABC ≡ ≡ 66 ≡ ≡ ≡ ⌗

Paragraph ▼ U ≡ **A** ▼ 📋 📋 ⌀ Ω

If you use **Pro-Tools Plugins**, you may be interested in this video in which Joe Gilder shows us some neat tricks to speed up our music production workflow.

first curation with keyword bolded

Pro Tools Plugin Tricks

Youtube video title

Embed placeholder

Youtube description quoted and blockquoted

"http://www.UnderstandingProTools.com Click that for in-depth Pro Tools training. Enjoy!"

We've been able to apply some of these tricks in the studio and it has definitely sped up our work time when using pro tools plugins. Do you use Pro Tools? Try these tricks and let us know if they work for you.

closing curation

Share this and spread the good word :)

call to action

Publish

[Save Draft] | [Preview]

Status: **Draft** Edit

Visibility: **Public** Edit

📅 Publish **immediately** Edit

Move to Trash | [Publish]

○ Audio
○ Gallery
○ Video

Categories

keyword matching category selected

| All Categories | Most Used |

☐ Plugins For Logic
☐ Plugins For Pro Tools
☑ Pro Tools Plugins
☐ Vocal VST
☐ VST Instrument
☐ VST Instruments
☐ VST Plug In
☐ VST Plugin Download
☐ Waves Plugins
☐ DJ

+ Add New Category

16) PUBLISH YOUR POST

When you're sure everything is all set, go ahead and publish your post. Important: make sure you have selected the blog category that matches the keyword you're targeting with this content so that the blog post gets published under that category.

17) SUMMARY

Here is a checklist of all the steps to follow for your Effective Video Curation for Massive Traffic:

- Select Your Target Keyword

- Match it with your Blog Category

- Search that keyword on Youtube and find a video

- Create a new post and paste in your video embed code

- Make your screen cap pic link and paste it in

- Create an opening curation with the target keyword in bold

- Paste in the title to the Youtube move in H2 above embed

- Create a unique title for the post itself including the target keyword

- Paste in some description from video under embed, make sure it's attributed (quoted and blockquoted)

- Create a closing curation using the keyword again but not bold

- Add a call to action phrase at the end

- Select your keyword category and publish the post.

17) BOOKMARK YOUR POST ON FACEBOOK AND TWITTER FOR NATURAL BACKLINKS!

Once your post has been published, navigate to your post and copy the url from the browser. Now, go to your Facebook fan page for this blog and post the link on the page's timeline. You'll see a beautiful bookmark appear on the timeline after Facebook's server goes out and grabs your posts image, headline and text! Now, go to your Twitter account and tweet the url. These two procedures will ensure that Google sees your new post and indexes it immediately.

18) RESULTS & BENEFITS

That's it! Simple, right? Well believe me it works, just look at these traffic statistics just from using exactly this method.

SOFTWARE CAN HELP!

You can do this by hand very easily, as I've demonstrated in this e-book. If you'd like to do it even more quickly, use **Viral Video Curator Pro**, which is fully templated to create content like this in seconds - just do a keyword video search, click on a video, edit the title and curation sections with a few words, click the post button and you're done. Traffic pulling content in seconds!

[Click Here for more information about Viral Video Curator Pro](#)

Viral Video Curator Pro even creates the screen cap link for you and puts it in the code with the embed, which is also automatically created when you choose the video.

CONCLUSION

Video curation, when using the steps laid out in this ebook, can prove extremely effective in pulling traffic and helping you raise, or just get into the search engine results quickly and decisively. To cut out all the back and forth between Youtube and your blog, you can use an effective tool such as Viral Video Curator Pro to really speed things up.

We hope you have enjoyed this e-book. If you have any questions or concerns, please feel free to email us at support@instantcontentcurator.com.

Until next time, this is Hugh signing off!

- August 31, 2013