The YouTube
Catalyst

You Tube

- Website Creation
- YouTube SEO
- Product Promotion
- And Lots More!

The Moral Blogger

**Fire Up Your Marketing
With The YouTube Catalyst!**

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Disclaimer

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In other words, this guide can be given away, but not sold. If you do give this guide away, be sure not to change any part of it, including links, strategies and text. It is forbidden.

With that being said, we can now move on to the very simple issue of optimizing and uploading a video to YouTube that includes a clickable link inside the video to your website or product.

There are no affiliate links in this guide.

Authors note:

Welcome to my little guide about how '**I**' optimize videos for YouTube that include a clickable link inside the video to my websites, products and affiliate offers.

This is the **Catalyst** that fires easier conversions!

There are many, many ways to make, upload and optimize videos to get the best position in YouTube and other Search Engines, particularly, the Big G.

This guide will hopefully go some way to showing you how to, at least, stand a better chance of ranking your videos and getting more conversions by getting that all important start.

I've been marketing online since 2009 and still pick up bits of excellent advice from other marketers as well as finding out for myself what works and what doesn't in today's, often cut-throat, Internet Marketing world.

So if you're new and a bit confused about all this optimization stuff, video marketing, affiliate marketing or whatever, don't worry!

Every marketer, including the experts, are still learning new stuff every day…we have to because it's an ever changing game where the goalposts move almost every week. What works today may not work tomorrow.

I have changed strategies more times than you can shake a stick at and sometimes it can get pretty frustrating, but it's part of the business. At the end of the day, you have to tow-the-line, or else you may as well give up and do something else.

My advice? Do what works…often. Stop flitting around shiny objects, roll your sleeves up and get on with it.

It will come.

The YouTube Catalyst guide is about getting, at least, a good chance of ranking your video in the search engines with imbedded clickable links to your promotions.

Clickable links inside your videos make conversions easier, simply because the viewer doesn't have to scroll down to the description and then find your link, they can just click the video instead!

As for ranking videos, just be aware that a little common sense is needed with keywords; you won't rank a video called '*Dog Training*' for instance, but you may have a chance of ranking '*Jack Russell Terrier Puppy Problems*'.

I have taken the liberty of presuming you already have a website, or are willing to get one just for this guide (all will become clear why we need a website later on).

You can use an old one that's been stuck on your hard drive gathering dust, or a shiny new one for a couple of bucks.

So, to reiterate, you will need a domain name and hosting for the purposes used here. Again, I presume you have those two items.

If not, go get them. If you don't know how to set up hosting or buying a domain name, shoot me an email from the contact page on the [Moral Blogger website](#), I will tell you what to do.

Or, if your prefer, go to our best friend, YouTube, and search for '*setting up hosting*' or '*buying a domain name*' it's really easy and won't take you more than 10 minutes to do both.

This guide will use lots of images of every step, starting with your website set up, then moving onto choosing a product to promote, then on to the video, and finally optimizing that video, with clickable links inside, and uploading it to YouTube.

I would advise a **new** website, and a **new** Google email account so we can set up our YouTube channel, Google analytics, Webmasters Tools, AdWords account, G+ and Gmail.

I would also register with Clickbank (if you haven't already) as I will be using it as an example in the guide. You don't have to, but they are a pretty big fish to have in your aquarium!

I will be starting from scratch with the beginner in mind, but if you already have a website, Google accounts and a YouTube channel you can go ahead and use those for The YouTube Catalyst guide.

I've deliberately done things a little over the top in this guide. Some more advanced marketers may say I've complicated matters by doing it so methodically, but I really wanted to be thorough.

Advanced marketers may do things a little differently, cut corners and not use some strategies I use, but they might also leave out a cog that makes all this work.

The end product will have the basic things you will need to start Video Marketing properly, so feel free to add items on such as WP Plug-ins, a different WP theme, more backlinking or whatever you think can improve the end product.

I hope beginners will learn something valuable and intermediate and advanced marketers find something new to add to their arsenal.

Enough blabbering…let's get to it.

What's inside The YouTube Catalyst Guide?

Part 1…Website Creation
How to get the right look for a website that will not only be a back-up to our videos, but will also be our 'human' touch.

Part 2… Setting up Google Accounts
Setting up a bunch of essential Google accounts for tracking, keyword research, using YouTube and other matters.

Part 3… Choosing a Product to for our Video
Finding a product we can sell that pays well and is likely to convert.

Part 4… Finding the right Key-phrase
We look for a keyphrase that will give us a chance to rank in YouTube, Google and other Search engines.

Part 5 … Part 5 – YouTube Video Optimization
Giving your video the best chance of ranking and also inserting a clickable 'Call to Action' *Inside* a video.

Part 6… Simple Backlinking
Nothing too demanding here, just a very simple backlinking guide using social sites and the odd Fiverr gig.

Part 7… Resources
A list of free resources to get you started in promotion of any product you feel can fill your bank account with moolah!

Doing this will give you the Catalyst to start getting the conversions you deserve.

Let's get onto Part 1 - Your Website:

You can use any domain name you wish, just don't make it sound spammy or dodgy such as *www.buy-from-me-now.com* or *www.you-really-need-this.com* they look like a sellers website.

Yes, I know you are a seller, but these types of domains look shady and will put people off visiting. People don't like being taken for a ride.

You can use a generic name like '*mypersonalreviews*' or '*samswebsite*' but I like to go for real names such as *jamesappleby.com* or, as in the case of this guide, the name I'll be using is callumreeves.com (my Brother-in-Law)

This gives the web address a personal touch and instils a little confidence in the visitor. Searchers these days would rather hear from real people rather than a website they know they will be sold to.

I use almost exclusively use Wordpress websites and I use mostly Hostgator for my hosting because of the cpanel facility which includes a program call Fantastico Deluxe. This allows setting up Wordpress in a matter of a few clicks.

If you don't know how to do this, either contact me or do a YouTube search to see how it's done…again, it's really easy.

Presuming you have your website up and ready, just sitting there, we now go over to choose a theme and set up the basic plug-ins.

You can add more plug-ins if you like, but try to keep them in single figures!

I will start with the really basic theme below and change it to one I like.

As you can see below, this is a brand new website with the latest 2014 default Wordpress theme.

We need to change a few things.
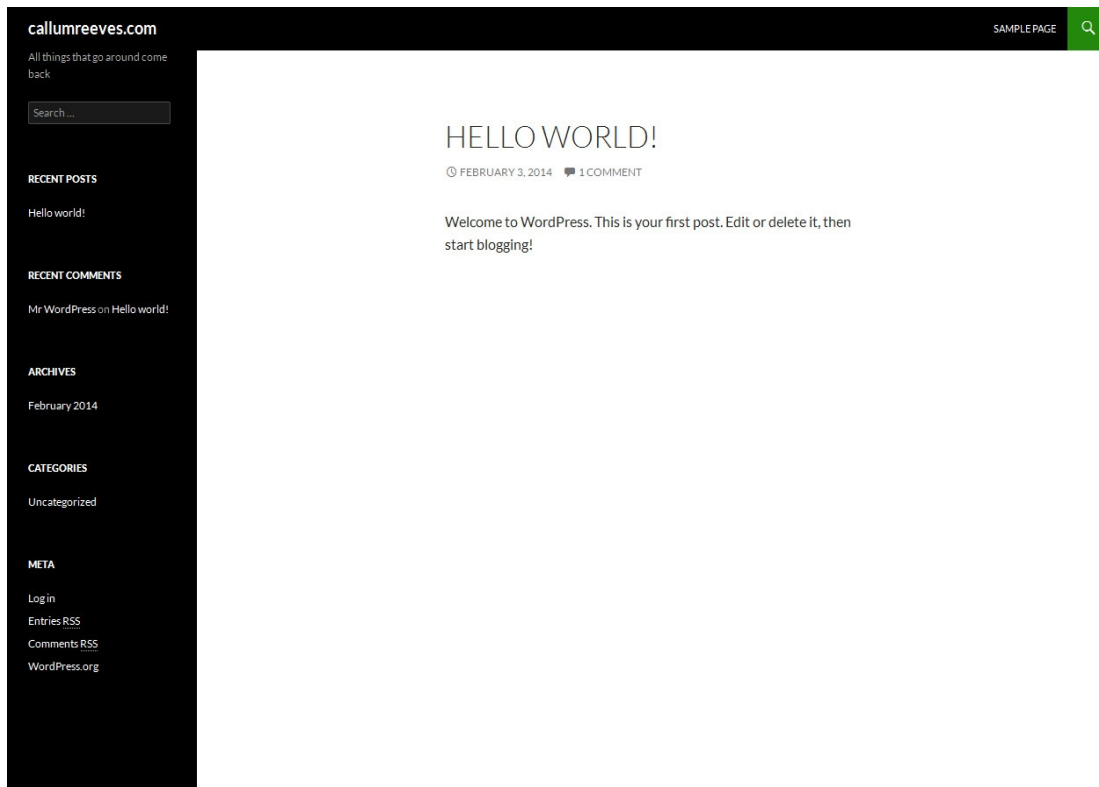
So, log in (http://YOURWEBSITE.com/wp-admin) and to get to the dashboard. Let's get rid of the sample post, sample page and comment.
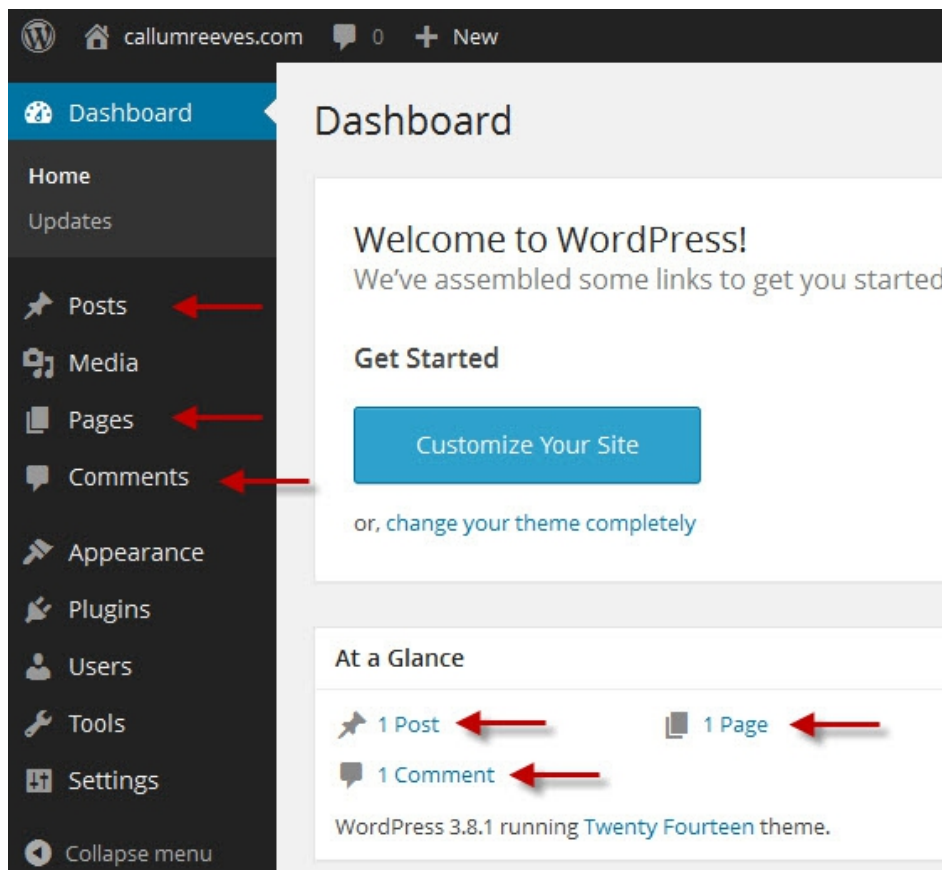
These will be named '**Hello World'** in the posts, '**Sample Page'** in the Pages section and a comment in the '**Comments'** section (the comment might have already gone by the time you've deleted the post page)

Just click on each entry and '**Trash'** them. They serve no purpose for us, so away they go.

Next, we need a new theme. The Wordpress default 2014 theme does nothing for me and we need just a basic theme that's clean and clear.

You can choose any theme you like just as long as it's not too busy.

I recently found the **Expound** theme pretty good. It's responsive and easy to use. It also has some decent features, but we only need the very basic stuff...we won't be SEO'ing this website too much, it will be just used for, mainly, YouTube purposes, so the cleaner the better.

Go to your dashboard and click '**Appearance'** then click '**Themes'**.

Here you will see the default themes loaded into Wordpress.

Click '**Add New'** at the top and search for **Expound** (or if you've found one you like, go for that instead)

Then click the '**Install Now'** button and then '**Activate'**
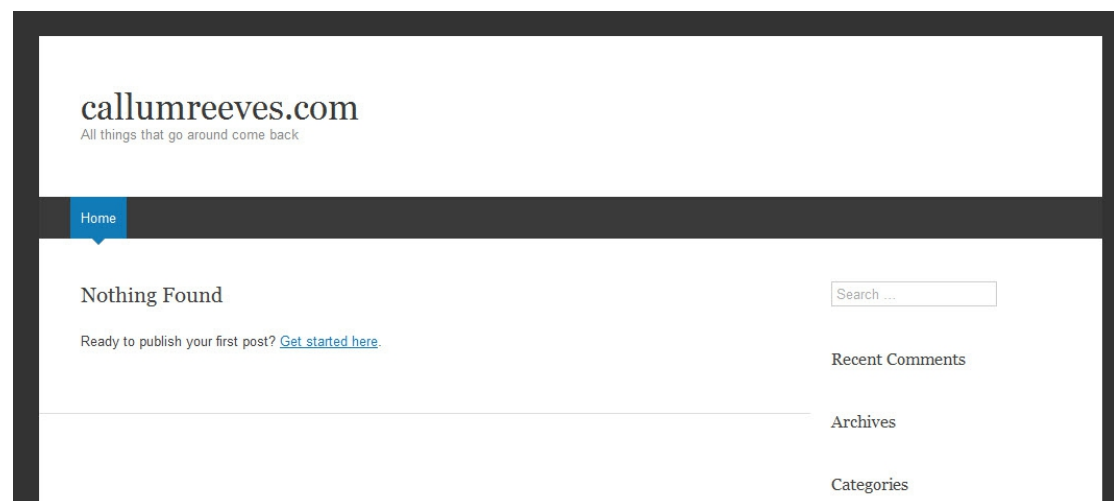
There...how basic is that!

We now need to tidy it up a bit by altering the title, tag line and widgets.

Go over to your **Dashboard** and click '**Appearances**' then '**Customise**'

I've just capitalized the **CallumReeves.com** and added a tag line quote shamelessly pilfered from Napoleon Hill!

Then I '**Saved**' at the bottom. Now we get rid of some widgets that appear on the right hand side of our site.

Go to '**Appearance**' then '**Widgets**'

All the widgets in the sidebar have to be dragged and dropped into the space on the left, so there should be nothing left. All those shown below can be removed.
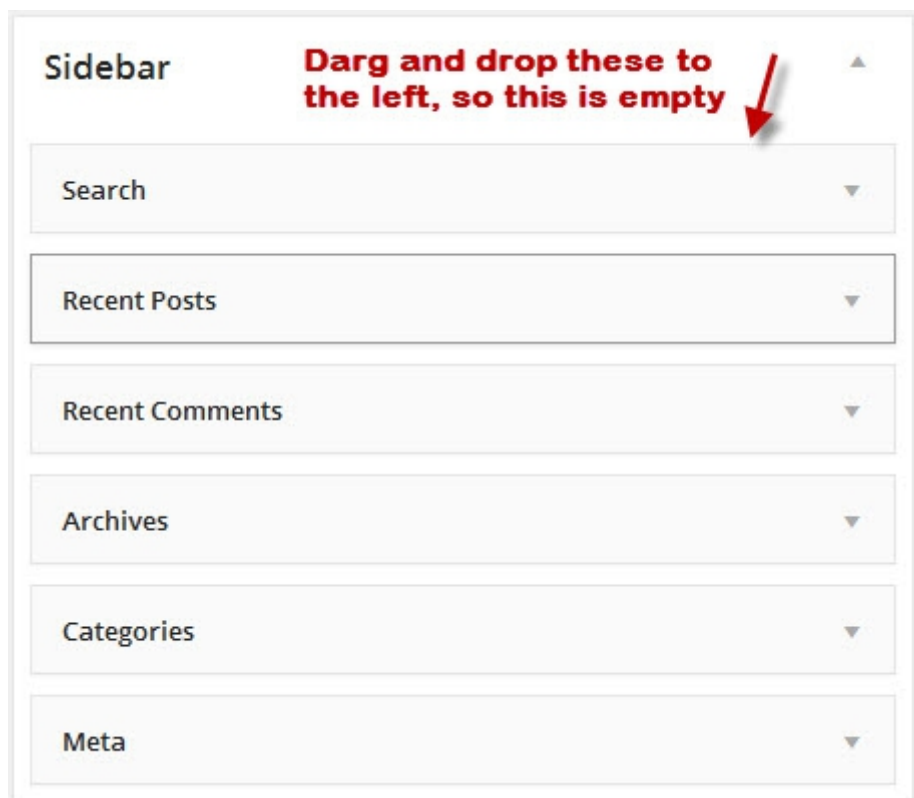
Now the site will look even more basic, but things will fill out over time. Don't worry; it will be looking better after this guide has been completed.

CallumReeves.com
If you can't do great things, do small things in a great way

Home

Nothing Found

Ready to publish your first post? Get started here.
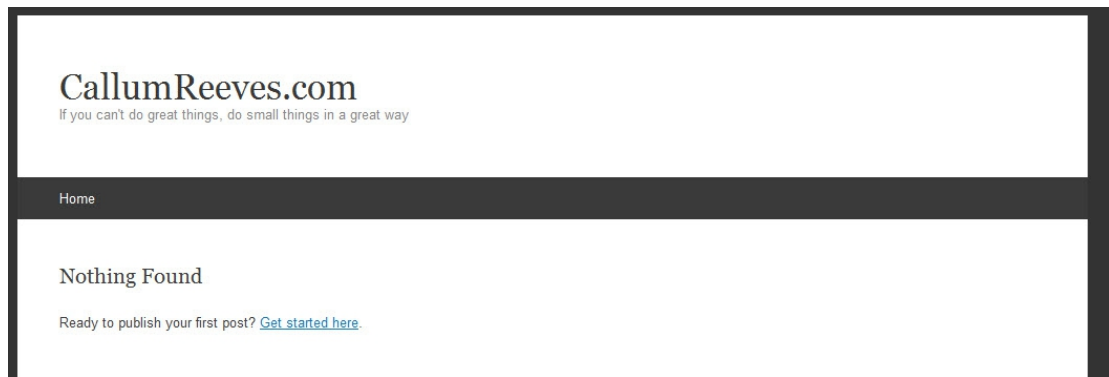
Ok, with that done, we need to install some plug-ins to help with getting the site a little optimized in case we do get any visitors.

Once we've made a video for our product, we will write an article or review about it and place that review on our website with a link back to our video and, of course, our product offer.

The product may be your own creation or maybe an Affiliate offer that you found on Clickbank. But remember, this website won't be the **main link** to our products…the video will be, but it does no harm to promote the product on your website too.

All will become clear soon…promise!

Now, let's get some plug-ins.

Plug-ins
The Plug-ins we will be using are the very basic ones that every IM Wordpress website will need, these are all free too:

- All In One SEO Pack
- Form 7
- Google XML Sitemaps
- Pretty Link Lite
- Black Studio TinyMCE Widget
- WSA Favicon

Now, if I'm being picky, you don't even really need all these six plug-ins, but I've added them because they only take 5 minutes to set up.

Explanation of the Plug-ins.
All In One SEO Pack
This plug-in will make sure you have the title, meta tag and keywords filled out on your review page. It also helps with the home page etc, but I've included it here just to make sure the on -age optimization is done correctly. There are others, Yoast for

instance, but there is a learning curve involved in how to use it properly.

Contact Form 7
Having a contact form on your website helps with its authenticity. This is so simple to set up, that it would be silly not to include it.

Google XML Sitemaps
Helps Google find your website and useful for when setting up Google analytics which we'll do later.

Pretty Link Lite
A must have! This is the little plug-in that will enable us to directly link out from our YouTube videos. Again, easy to use.

Black Studio TinyMCE Widget
Not really needed, but a clever little tool that lets you use html in your widgets without any coding. You'll see what I mean later.
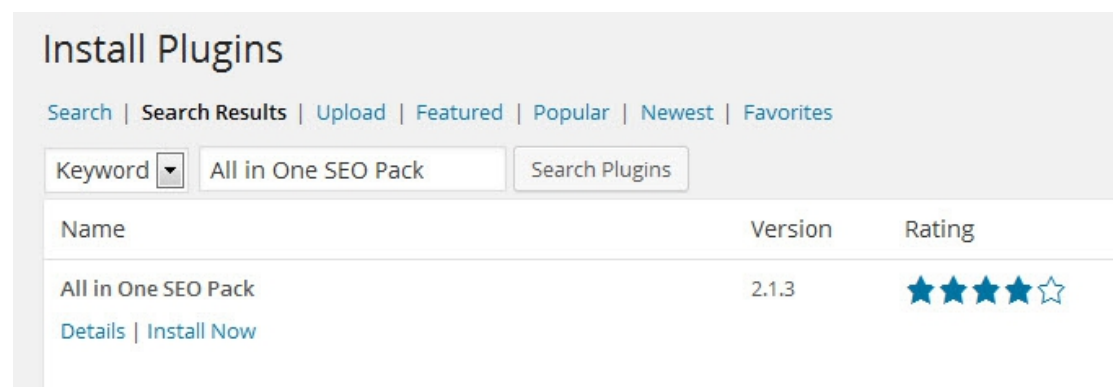
WSA Favicon
This Plug-in lets you place a tiny picture on your website tab at the top. It makes the site look more professional. I'll go through all of these in turn.

So, we need to go over to our Dashboard again and this time click '**Plug-Ins**' on the left hand side.

Click the box next to the '**Hello Dolly**' plug-in and delete it, it serves no purpose. Keep the Akismet plug-in, but don't do anything with it. We might need it later if our site takes off. The Akismet plug-in stops spam hitting your comments box, but as we won't be allowing comments, it's not worth enabling.

Now go to the '**Add New**' box at the top and search for '**All in One SEO Pack**' and click install. It will ask you if you're sure, you just click yes.

Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Favorites

Keyword ▾	All in One SEO Pack	Search Plugins

Name	Version	Rating
All in One SEO Pack Details | Install Now	2.1.3	★★★★☆

The next page will ask you if you want to **activate** it. Go ahead and do that.
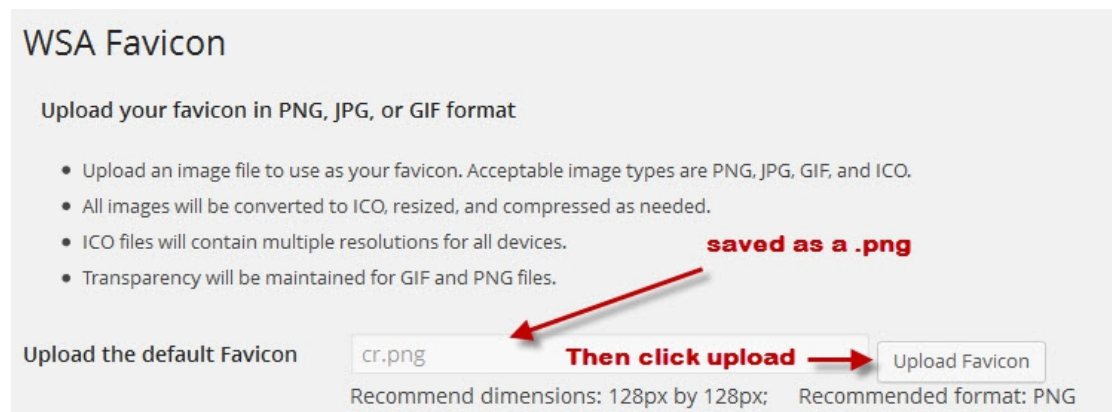
Ok, do the same for the other plug-ins...it's the same process. When that's done, we'll configure them one at a time.

Using the Plug-ins
First thing we'll do is make a little Favicon. This tiny pic sits next to your tab on your pages when someone visits your website.

Make a small pic, or upload one, that is 128x128 in size, it must be saved and uploaded as a .png file.

Then go to the settings in your Dashboard and click the '**Favicon**' word. Find the .png file on your computer and upload it. Then Save changes.

If your little pic doesn't show up immediately, do the same process again.

The Favicon might not show up at the top of your pages just yet, but it will do soon. If you see the little pic as above, you're good to go.

Now, you don't have to do this, but I think it does make the website look as if someone has actually taken a little time with it.

We'll configure the other plug-ins as we go along.

Now we need to set some things with the SEO pack plug-in, starting with the Home Page setting. Just go to the '**All in One SEO**' tab on the left and just fill in the Home Page stuff for now and save changes.

There's really no need to do much here, it's just a case of filling out the boxes. Remember, SEO is not needed at this point.

Next we go back to the Dashboard and click '**Settings**' then '**Permalinks**'.

We need to change the '**Custom Structure**' to **/%postname%/** to make our posts (if ever we use them) to look tidy.

We may never use posts because we will be using Pages instead... but that's just a personal preference, you may prefer to use posts, but I think we have more control over pages.

Hope that made sense? Pages are easier to link to in the menus that we'll be setting up later.

Don't forget to save changes after changing the Permalink setting.
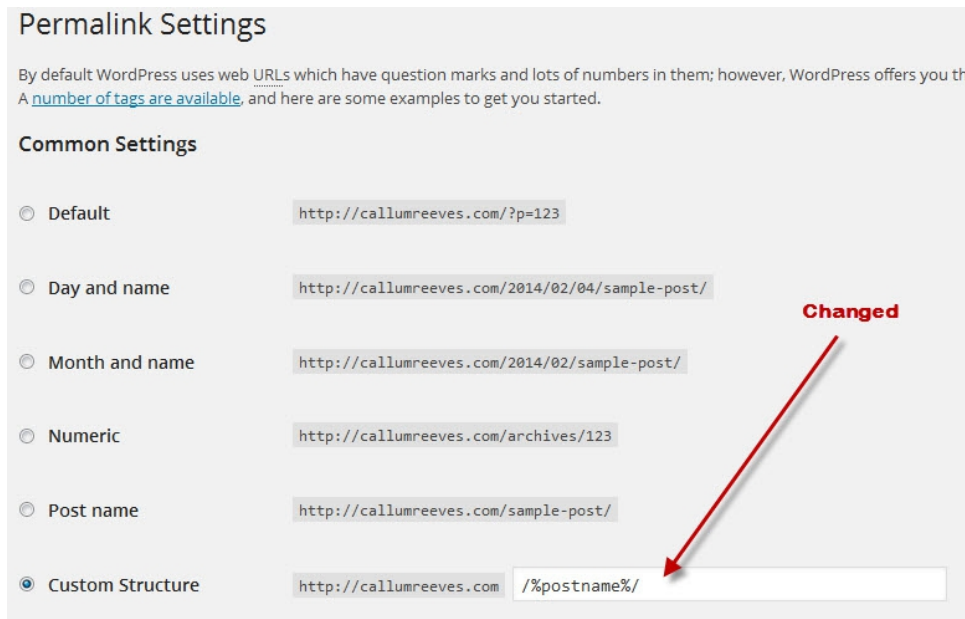
That will do for the plug-ins for the moment, but we'll be back!

Now, we need to add some pages to our site.

These are what we will add:

- About Me
- Affiliate Disclosure
- Privacy Policy
- Contact Me

So, back in the Dashboard, Click '**Pages**' and '**add new**'

We are going to add an **About Me** page!

Why? Well, people like to see reality, so be honest about yourself here.

Write a 400-500 piece about yourself. Tell them what you do, what you like and why you made this website. Be creative.

It shouldn't be hard to write an article about yourself surely? :)

It adds the human touch that searchers prefer these days. I believe more and more people are clicking on '**About Me**' pages…and Google likes them too.

Add New Page

About Me

Permalink: http://callumreeves.com/about-me/ [Edit]

Add Media

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Hi, my name's Callum Reeves, I'm from the UK and enjoy writing for websites, photography and staying fit (or trying to!)

I'm also a full time Internet Marketer which is why this website has come about. It's not part of my main business, but I do like to review products that I either use myself or believe would help, or benefit, others.

Mt main 'passion' though is photography and I'm in the middle of building a website that will enable me to showpiece my stuff!

I go hiking a lot and take my trusty Nikon D3200 with me everywhere I go. When I get my photography website ready for viewing I will post a link here and hope I will be able to share some tips and, maybe, take some advice on board from seasoned pro's!

Scroll down and fill in the SEO bit at the bottom, it's not actually needed but I like to keep everything all tidy!

We don't really want search engines to find these few pages here so well check the little boxes next to the '**indexing**'.

We won't do this with our review pages through…We <u>WANT</u> our pages indexed then!

(?)	Title	About Me
		8 characters. Most search engines use a maximum of 60 chars for the title.
(?)	Description	Hi, I'm Callum Reeves and this is my little about me page in which I tell you the things I like, do and try to do in my life as an Internet Marketer and Father!
		160 characters. Most search engines use a maximum of 160 chars for the description.
(?)	Keywords (comma separated)	About Me
(?)	Robots Meta NOINDEX	☑
(?)	Robots Meta NOFOLLOW	☑

When that's done, go ahead and publish it by clicking the publish button to the right. You can see your handy work by hitting the preview button.

It might look a bit boring at the moment, but we'll be adding widgets soon to brighten it all up a bit!

Next we Move onto the **Privacy Policy** Page.

This has to be on your site by law because you may be taking email addresses in the future. It also explains what cookies are to the visitor and what they do, so it's got to go in I'm afraid!

Just add a '**new page**' and get a Privacy Policy to suit your website.

These are pretty generic and you can copy mine if you like from the Callumreeves.com website.

Just make sure you change the URL's throughout and the personal stuff at the bottom to your details.

So, once you've added a new page and titled it '**Privacy Policy**' and added the policy itself, AND clicked the no follow boxes as we did in the About Me page, go ahead and publish it.

Next we go to our **Contact Page**:

Go to the dashboard and click '**Contact**' on the left.

This will open up a new page and all you need to do is copy the little piece of shortcode as below.

Title	Shortcode
Contact form 1	[contact-form-7 id="6" title="Contact form 1"]
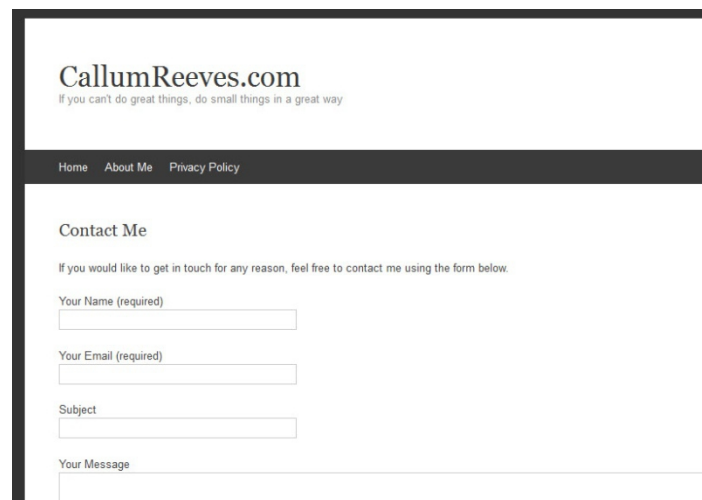
Now go to '**Pages**' in the dashboard and '**add new**'

Now, title the page '**Contact Me**' and put a little note about how people can contact you, then just paste the code you copied whilst in the Contact area a short while ago.

Add New Page

Contact Me

Permalink: http://callumreeves.com/contact-me/ Edit

Add Media

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If you would like to get in touch for any reason, feel free to contact me using the form below.

[contact-form-7 id="6" title="Contact form 1"]
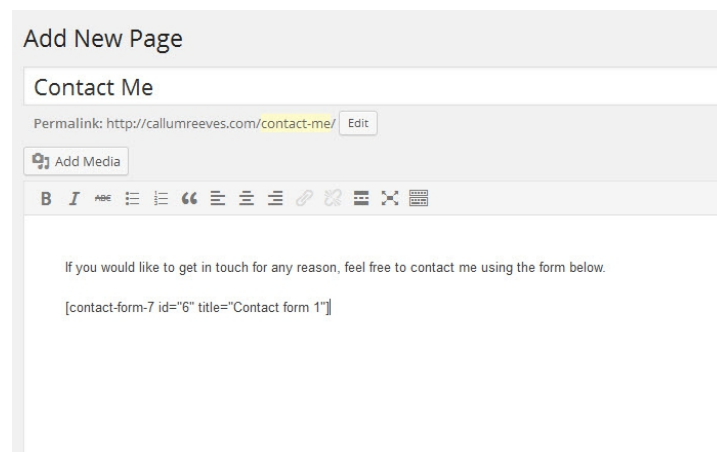
Scroll down and check the 'no index – no follow' boxes and publish.

You can now preview the page.

Nice!

Next, we have to have an '**Affiliate Disclosure'** that lets people know we may earn a commission on products if they click through and buy a product affiliated with our website.

A simple transparency page is all that's needed in most cases, but if you're promoting Amazon products, be sure to put the proper Amazon Affiliate Disclosure on ALL your pages.

It's against the Amazon TOS if you don't do this and they may well ban your account…and we don't want that!

Amazon also **does not** allow cloaked links, apart from their own, that is!

It would be wise indeed if you went over **ALL** the Amazon conditions before building a website or promoting Amazon Products.

This site won't be promoting Amazon products, it will promote Clickbank, JVZoo and other digital products, but we still need an Affiliate Disclaimer on our site.

I like to be open and a little tongue-in-cheek with my affiliate disclosures…as long as the message comes across, to whoever is reading it, that you *may* make a commission after someone has clicked your link and bought something, then that's all that matters.

So, '**Add a new page**' and title it '**Affiliate Disclosure**'.

Write a little about earning commissions from possible clicks, check the 'no follow- no index' boxes, publish and that's that done.
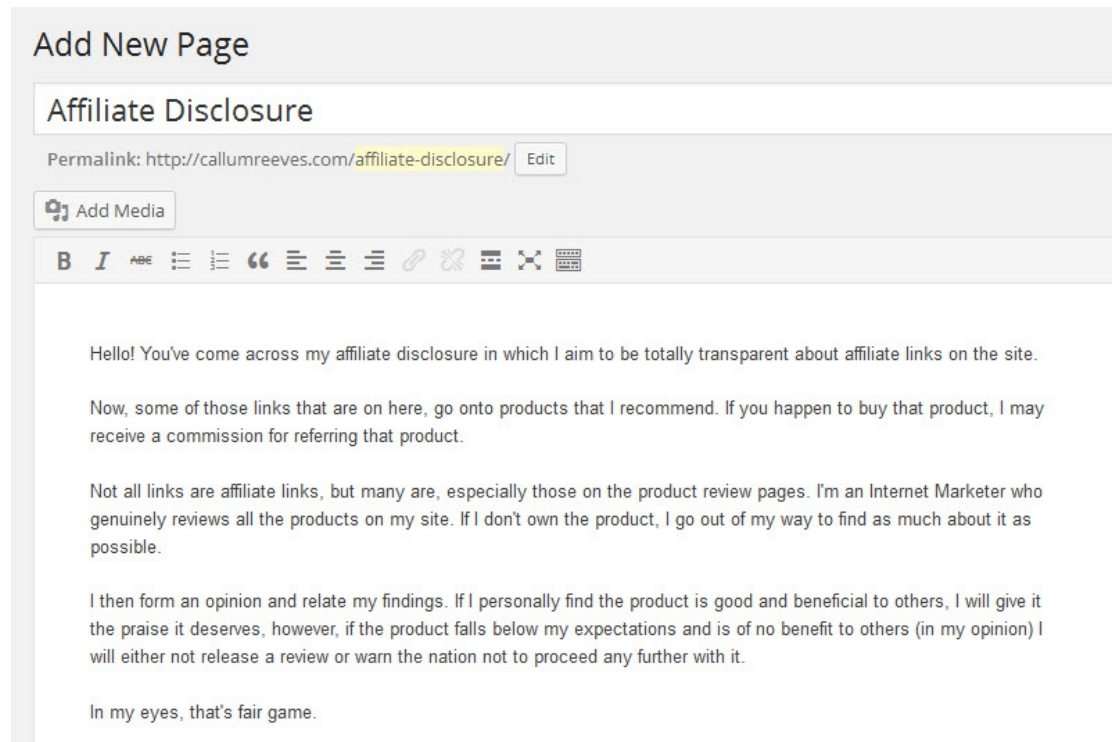
OK, that's all the pages done for now, we'll start linking them to our site now in the menu and widget area.

Go back to the dashboard and click '**Appearances**' then '**Menus**'

Name your Menu in the little box, something like '**side menu**' or '**inside pages**' then click '**Create Menu**'.

Check the boxes below in the pic. This is going in the sidebar and should be set as the '**Social Menu**'
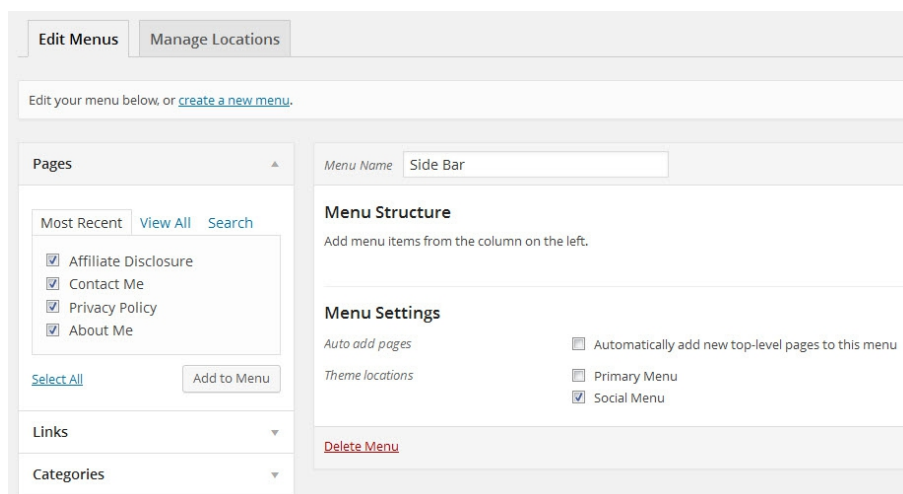
Then click the '**Add to Menu**' button.
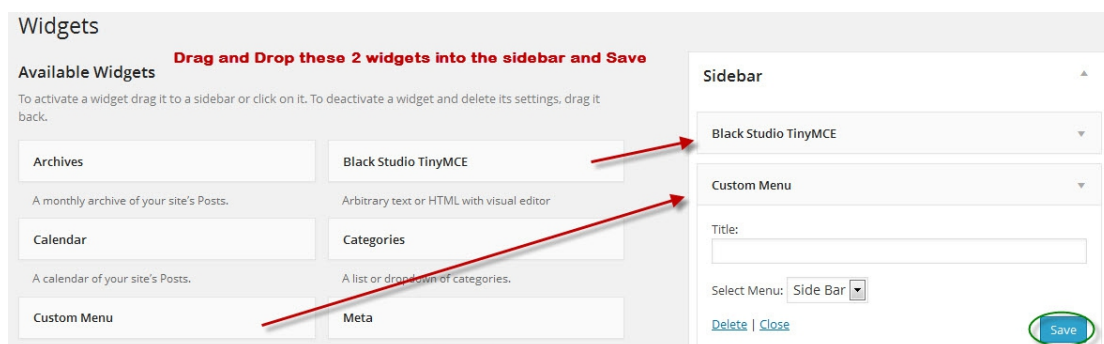
You can move these up and down by simply dragging them into your desired position.

We will be making another menu for our Primary Pages soon (our reviews) but in the meantime, '**Save**' that menu and then click '**Widgets**' to the left. (Make sure you have saved the menu!)

OK, what you'll do here is drag and drop 2 widgets into the sidebar box from the left into the sidebar area on the right.

These will be the '**Black Studio MCE Widget**' and the '**Custom Menu**'

OK, that's done and the menu will appear to the right of your website.

We'll make the Primary menu later, but now we need a pic of you, or a logo, or whatever you like to make the site more appealing.

I will add a pic of my Brother-in-Law. You don't have to do this, but I think it helps bring a personal touch to the website. You can simply add any picture or logo.

So, Open '**Black Studio MCE Widget**' and upload (Add media) a pic or logo from your PC, just like your would in any regular page or post in Worpress.

This clever widget allows you to put pics, links and anything that would usually need HTML in the widget area.

Insert into post, centre the pic, give it a little title, Save, then close the widget.
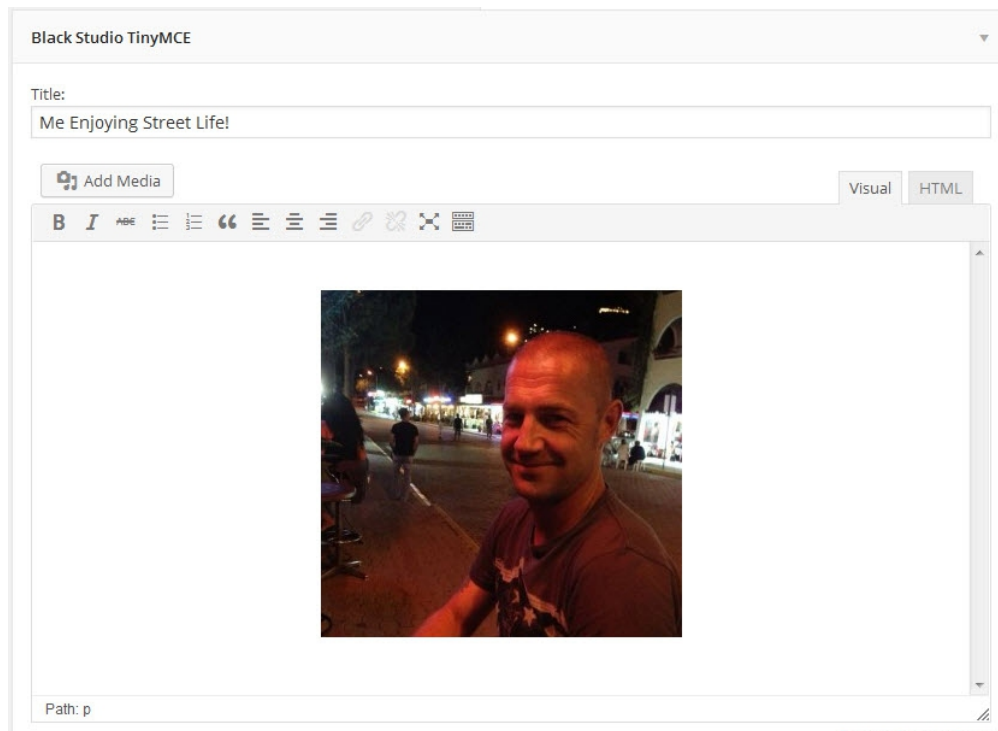
Next we can see how the pages look on our website by using the '**Preview**' button.

Check out the linked pages on the right to see if they work…they should be fine.

See the Primary menu at the top has the same links, but we will now change that to just the '**Home**' page. We can then add our review pages as we build them along the top as tabs.

So let's change that Primary Menu and set the home page as '**Static**' instead of latest posts.

First, we need to make a page that will be our **Home Page**. This can be about anything and will not be SEO optimized as we don't really want to rank it at all!

It will be just there in case an inquisitive visitor wants to find out if Callum Reeves is human!

Some inquisitive visitors will strip away the link of say, *http://callumreeves.com/EpicSoccer* to just *http://callumreeves.com* to see if the person is real or just a spammy sales site.

When they see Callum Reeves is actually a person with a real life, they feel more comfortable and trustworthy of the review.

Now, go ahead and make a '**new page**' in Wordpress, title it anything you want and write about anything you like so it fills the page.

Add pictures and links if you want, just make it interesting to **you**.

I've written a page about predicting the outcome of the UK football season, winners and losers etc. It's something I'm interested in and can relax whilst writing it.

There's no pressure to sell anything on your homepage, not many people will see it anyway. You will be using your **inside** pages as the 'sellers' and as back-ups for your videos.

It will make sense soon…promise!

This is an ideal time to practice writing too. These days, in 2014, SEO is not that important anymore. Yes, it still has a place, but we don't have to throw in keywords at a certain percentage anymore.

Google can now read your articles and pages almost as a human. It knows what your story is about because of all the relevant content you've included in your article.

Linking has also changed, just link from a 'click here', 'homepage', 'website' and generic terms like that…the day of trying to game Google are *almost* over.

OK, now we've written something for our 'home page', we need to make that page our '**Home Page**' and set up the menu.

Go to '**Appearance**' and then '**Menus**'

Then '**Create a New Menu**', name it '**Main**' or something that will remind you it's the top menu.

Click the check box next to the page you just made for your 'home page' and '**Add to Menu**'
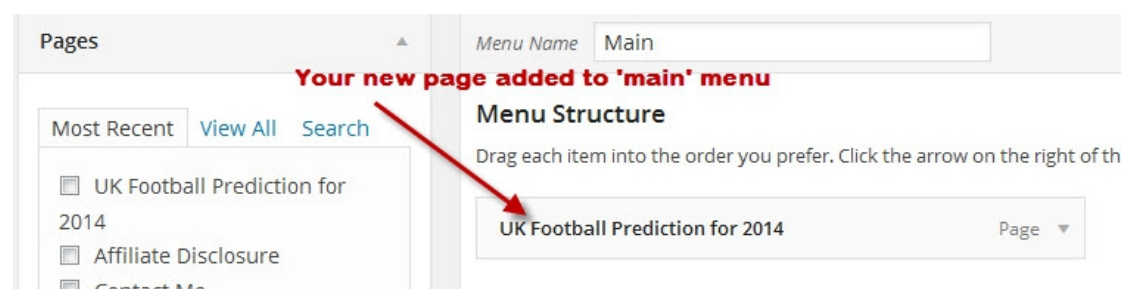
Now we just need to change the name to '**Home**' and set it to '**Primary Menu**' status as below:

Set it to Primary menu in the check box below and save.

We can now add to this menu what we want, such as review pages, drop-downs and Categories as we build our reviews and videos.

We now need to make it a '**static**' website which means only one page will ever been seen at callumreeves.com at that exact URL… not a bunch of posts.

Go to '**Appearance**' and '**Customise**'

You will be brought to the '**Theme Customiser**' where you can do all sorts of things like change colours, background, site title etc, but we just want to change the setting for static website as below:

NB.
Later on you can dress your website up by adding a logo or title picture as well as change the colours of the background and font.

I just like to leave it as simple as possible though…even using white as a background on some on my websites so it's crystal clear with plenty of white space…but it's all down to personal choice)
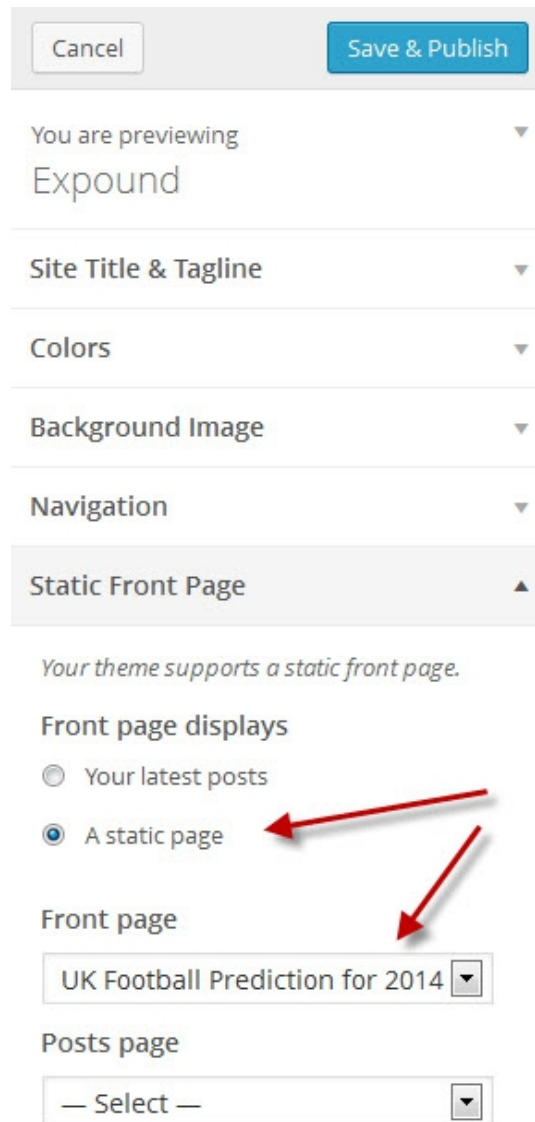
Remember that 'UK Football Prediction for 2014' is our '**Home**'
page, so just set it as above, then '**Save, Publish**' and '**Close**'.

Phew! Ok, now go visit your site.

You should now see a full article, one tab as your **Home page**, a
picture to your right with 4 additional **linked pages** underneath.

If you see all this…**WELL DONE!!**

My home page below has an article I made in 45 minutes and
contains 800+ words about UK football.

I placed some links for interest and uploaded a few photos from
Wikipedia Creative Commons and attributed them at the bottom of
the page. We don't want to be done for copyright!

Don't just take any photo's if you're going to place them on your website, either use your own, buy some or, as I did, use Creative Commons photos with attributions. Always attribute the images.

Copyright is a dark area to get into in this guide, but just make sure you're allowed to use the photo's and give them a credit.

There's one small thing we still need to do inside our website, but we will do that after setting up our Google accounts which is next.

That's Part One over!

Part 2 – Setting up Your Google Acounts

If you already have a Gmail account you can use that for what we're about to do, but I'm going to set up a brand new one for Callum Reeves which will include a brand new YouTube Channel, a G+, An Adwords Account, A Webmasters Tools account and a Google Analytics account.

They're all tied in to one, so set up will be a breeze.

Go to mail.google.com and '**Create Account**'

Name

| Callum | Reeves |

Choose your username

| callumreevesIM | @gmail.com |

Create a password

| •••••••••• |

Confirm your password

| •••••••••• |

Birthday

| 1 | January ⇕ | 1989 |

Gender

| Male ⇕ |

Mobile phone

🇬🇧 ▪ ▬▬▬▬▬▬▬

Your current email address

| callum@callumreeves.com |

Prove that you're not a robot

☐ Skip this verification (phone verification may be required)

2442兄523   21882

Type the text:

| 24424523 | C 🔊 P |

Location

| United Kingdom ⇕ |

☑ I agree to the Google Terms of Service and Privacy Policy

[Next step]

Fill out all the details and go to next step. My email wasn't available, so I just added **IM** to the callumreeves bit which was available. I also got my brother-in-laws birthday wrong…it should read 1978, so he's 10 years younger! He'll be pleased!

Put in you phone number if you want to be honest about all this, as you will need it for verification for your YouTube accounts later on.

Click on the '**next step**' to keep setting up your Google account. Add a photo of yourself and you will be taken to your account.
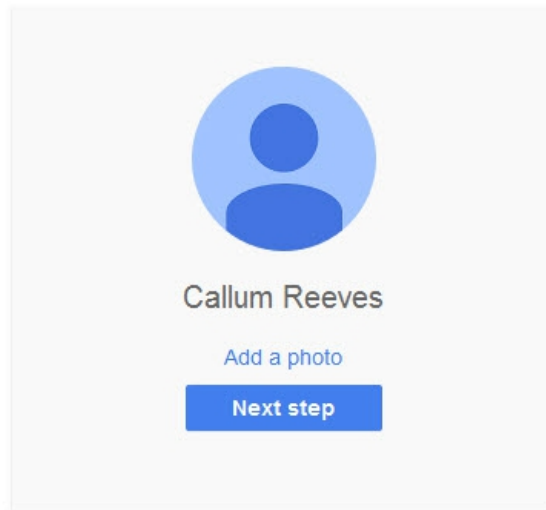
After the pic is added you'll come to this screen and then can move onto your new Gmail account.
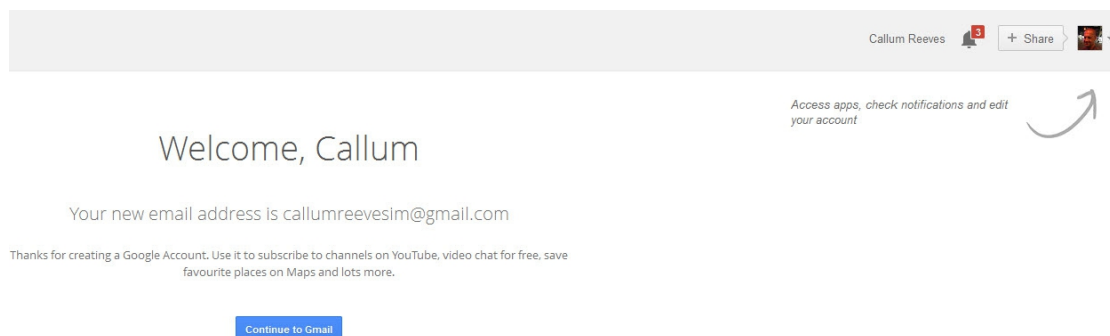
Pretty nifty, eh?

You will see 3 or 4 emails from Google explaining what can be done with your account and how to set it all up. You can now set up your G+ account by clicking your name with the + next to it.

Just enter the basic details and you now have a G+ account.

Now, Go to **Settings**, **Profile** and then **About**.

Scroll down and find the links tab and click **edit**.
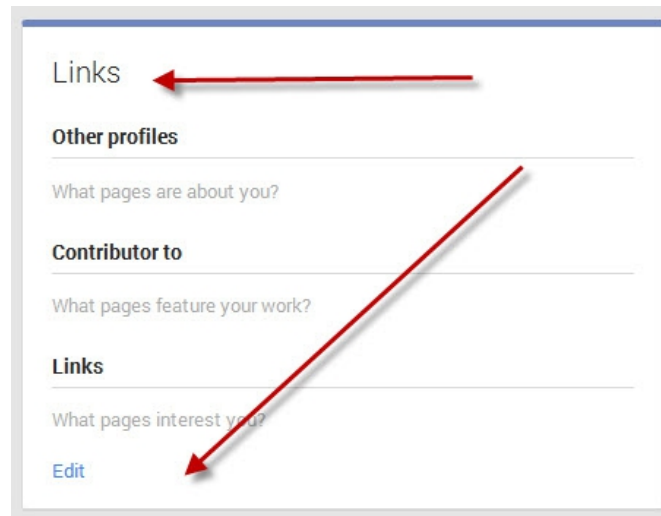
Now just fill out the details as below and click **save**.
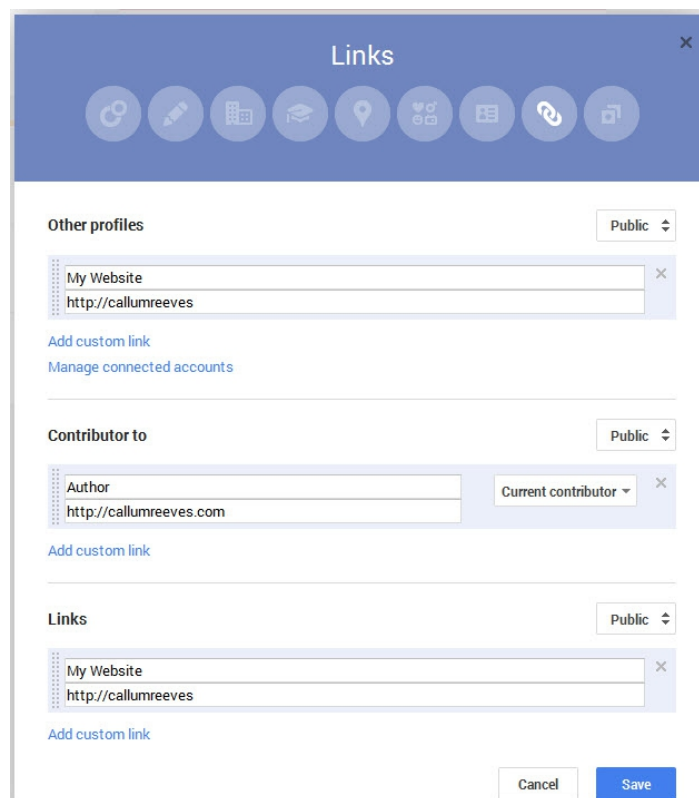
Now go to www.google.com/analytics/ and sign in using the password you used for Gmail.

Set up a new account:

Setting up your account

Account Name
Accounts are the top-most level of organisation and contain one or more tracking IDs.

Callum Reeves

Setting up your property

Website Name

CallumReeves.com

Website URL

http:// ▼   callumreeves.com

Industry Category ②

Hobbies and Leisure   ▼

Reporting Time Zone

United Kingdom ▼   (GMT+00:00) London ▼

Agree to the Google Terms and Conditions then you will see a '**success**' page followed by your **tracking ID**.

Copy this and then we just pop back to our website.

Tracking ID

UA-47805468-1
Website tracking

First go to the Dashboard and click '**Settings**'. In the email address section, change it to your **new** Gmail address and save.

Now go to the '**All in One SEO**' tab on the left, scroll down until you get to the Google settings.

Fill out your Tracking ID, G+ info and put your website URL in.

Google Settings

②	Google Plus Default Profile:	https://plus.google.com/112298153830744175686/
②	Disable Google Plus Profile:	☐
②	Connect With Google Analytics	Connect With Google Analytics
②	Google Analytics ID:	UA-47805468-1
②	Use Universal Analytics:	☐
②	Tracking Domain:	http://callumreeves.com
②	Track Multiple Domains:	☐
②	"Display Advertising" Tracking:	☐

Now go to '**Settings**' and click '**Users**'; this brings up your profile.

Just enter your new email address, G+ and website in, click Save.

It's seems a long road, but it only has to be done once.

Now, we need to verify the site is all ours, so we go to the Webmaster Tools site to do that.

Sign in with your new Gmail account.

'**Add your Site**' and then it will ask you to verify ownership.

Follow the pic below to do this:

Hit the '**Verify**' button and you should see this:

OK, we might as well go all the way with these Google accounts and sign up for Google AdWords.

We do this so we can use the Keyword Planner for keyword searches; you have to have an adwords account to be able to use it.

Sign out of Google an go here:
adwords.google.com/um/StartNewLogin and sign in with your email address and password.

You will see this box below, just fill in the boxes and Time Zone and then '**Continue**'

Because you've verified who you are with your Webmaster Tools and Google Analytics, the next box lets you sign into your AdWords account straight away.

On the next page click the '**Tools**' tab and you find yourself in the Google Keyword Planner.
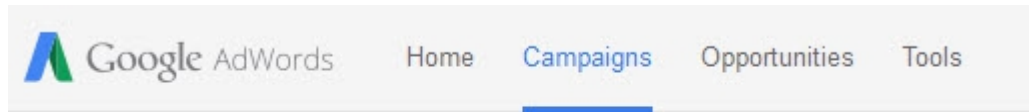
Incidentally, if, in the future, you want to use AdWords for an Ad campaign for your websites, you can use this account that you've already set up. Neat.

We'll be using the Keyword Planner soon.
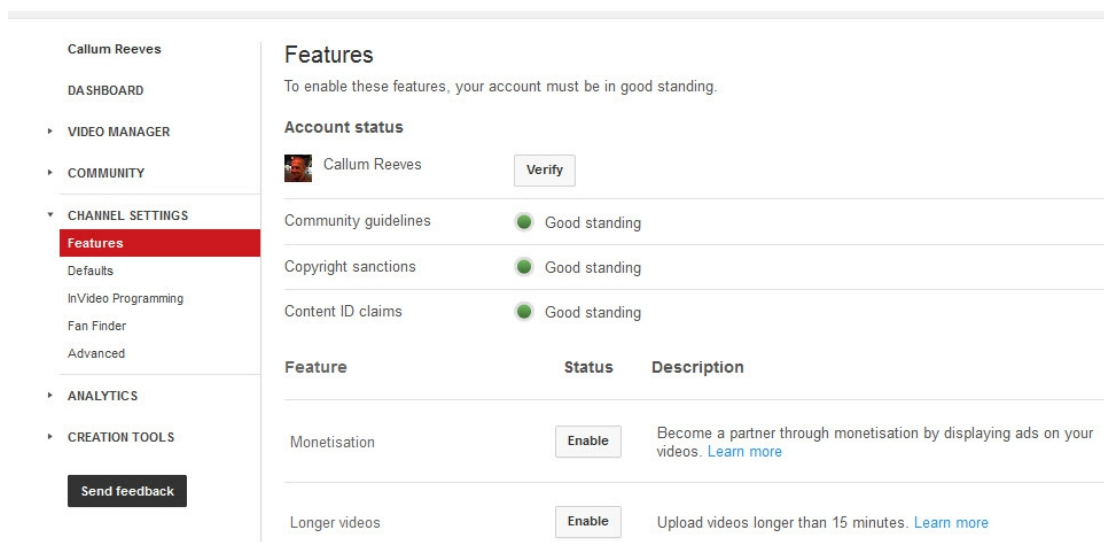
OK, log out of AdWords and go to http://www.youtube.com and sign in with…yup, you've got it…your email address and password from the other Google accounts you've set up.

NB. *Your Google email account you opened right at the start will also be the one you use for email, analytics, webmasters tools, AdWords and YouTube. Essentially it's all just one account. So Callum Reeeves has all these accounts, but really it's only one.*

So, sign in, and because it's a new account, you will get a pop-up with suggested channels to follow. I just uncheck them all and continue.
Once inside, go to the '**Create New Channel**' from the list at the top right near you profile pic.

Fill out the what's needed and then go to the '**features**' tab to verify your YouTube account to enable longer videos and customised thumbnails.

Click '**Verify**' and it will ask you to confirm who you are by sending a text message to your cell or mobile phone.

You can also choose to be contacted on your landline and have an automated voice give you your code. I always use the text choice.

Account verification (step 1 of 2)

Verifying your account by phone lets you unlock additional features real YouTuber and not a robot. Learn more

Select your country
United Kingdom

How should we deliver the verification code to you?

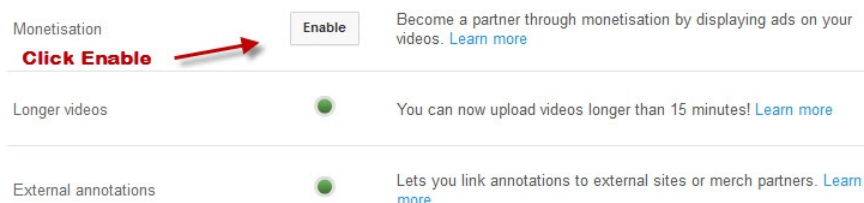◯ Call me with an automated voice message
◯ Text me the verification code

You will then get your code straight way, so enter it into the next page, click the button and you should see this:

✔ Verified

Congratulations! Your YouTube account is now verified.

Continue

You can now see you have a verified account that will give you a few extras that will help your videos.

We now go on to **monetize** the videos…you don't have to do this part, but I always do. If after a while you want to change the settings, you can always turn off the option.

We will have YouTube advertisements pop up on our videos, but most people are ready for them and click the 'X' to get rid of them.

Monetisation   Enable   Become a partner through monetisation by displaying ads on your videos. Learn more
Click Enable

Longer videos   ●   You can now upload videos longer than 15 minutes! Learn more

External annotations ●   Lets you link annotations to external sites or merch partners. Learn more

Ok, now let's link our website as an associated website that allows viewers to click our videos and go to an offer instead of having to 'Read the Description Below' and have to click again!
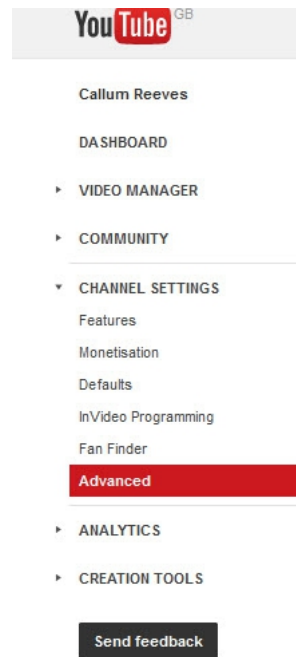
Click the '**Advanced**' tab and scroll down to the '**Associated Website**' section. Fill out your new website and click '**Add**'

You should now see this:

Hurrah! We've done it!

We can now use our website to promote offers on YouTube. You can have anything after your .com; for instance http://callumreeves.com/EpicSoccer is good to go, the list is endless.

You now have a trackable website and a YouTube account, you can place links inside your video's, you have all the important Google accounts pointing to your website, you have a G+ profile, Gmail account, Google analytics account and Webmasters Tools account.

Now comes the easy part, making and optimizing your videos so you can start proper Video Internet Marketing!

The next section will cover picking a product, making a video, optimizing it for a good chance of ranking, uploading it, making it clickable and a back-up review of the product on our website.

Take a break and get ready for the easiest part!

Part 3 - Choosing a Product to Promote for our Video

You can promote almost anything you like as long as it's ethical and has an Affiliate Program.

If you choose to promote Amazon products, be aware that they don't allow cloaking a URL directly from YouTube videos.

You can, of course still promote them, but the link in your videos should go back to your **website**, and then you can use Amazon's own link shortener to send visitors to the product.

Link directly to an Amazon product, using any other link shortener is against Amazon TOS's and will likely get you banned. Just don't do it.

Besides that, Amazon commissions are pretty poor, there are bigger and better fish out there for us to promote.

I will be using a Clickbank product for this example, if you haven't got a Clickbank account, I would seriously think about getting one.

They sell tons of stuff and with the products being all digital items, i.e. no shipping, it's sometimes easier to sell because people get their purchase right away.

I won't go into what you should promote, that's up to you. You may find another affiliate program that is better and easier to promote.

Or you may even have your own product you want to get out there, or you may have your own business you want to promote by video. There are so many things you can do with video marketing.

In this particular guide I will find a product with a decent video, download it to my computer and add a '**Call to Action**' that is clickable inside the video.

I will add a **start slide** and an **end slide** to the video using a video editor.

Now, I use Sony Vegas Pro for this, but it can be done with Windows Movie Maker and a number of other free video editors out there. I will give a resource list at the end.

They are more or less the same anyway, especially for what we want to do with them. It's a simple process and you don't need an expensive video editor like Sony Vegas Pro.

It's just a case of uploading the Clickbank video to the editor along with one or two pictures for the start and end…simple!

I will be using Gimp (free) to make a .jpg image with a Call to Action button, and some Royalty free music to make the video a little more appealing. You don't have to do the music part.

OK, let's get going!

Go over to Clickbank and click the '**marketplace'** tab (you have to sign in to see this). On the left is a list of genre's to choose from. Just pick one that appeals to you and start to drill down.

Pick a product that you have a chance of selling. Choosing one with a Gravity of 50+ will make it hard for us because that means a lot of people are promoting it. Good for the vendor, not so good for the Affiliate.

So set the slider on the left to Gravity between 10 to 50.

Look for a product that pays more then $25. When you find one, check out their website. Does it look good? Does it look Professional? Is there a video?

As you may have gathered, I'm a Sports fan, particularly football… or Soccer to those across the pond. So I went into **Sports**, then **Soccer** and found this.

Epic Soccer. It's a training course for budding football players, (or soccer players) that fits into the 10-50 Gravity area, it pays well and even has a rebill feature where you keep getting paid if the customer becomes a paid up member of Epic Soccer.

I've looked at the website and it's very good, probably one of the best I've seen.

So now I need my **Clickbank Promotion ID** so I will click on the **Promote** button to get it.

A box will pop up which will allow you to get your hoplink, (no need to fill out the tracking box, unless you're a little OCD!)

The box down below will then appear.

Copy the black code and save it to notepad.

It's pretty ugly as it is, but by using our WP plug-in, **Pretty Link Lite,** it will look much…well, prettier.

Affiliate Program: HopLink for 'EPICSOCCER'   Close

ClickBank pays you 75.0% when you sell EPICSOCCER's product. To refer a customer send them to this domain name:

http://338b9kwusdhm1u03x4roz9jzvx.hop.clickbank.net/

Copy the following HopLink HTML code and add it to your web page:

`<a href="http://338b9kwusdhm1u03x4roz9jzvx.hop.clickbank.net/" target="_top">Click Here!</a>`

WARNING: Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of http://affiliate.vendor.hop.clickbank.net.

English

What is this?

Small   SAVE

CLOSE WINDOW

Instead of http://338b9kwusdhm1u03x4roz9jzvx.hop.clickbank.net/ it will be http://CallumReeves.com/EpicSoccer

Now, I have seen this product before and nearly promoted it but found tons of videos on YouTube, so left it alone.

Through experience, I know this one will be pretty tough to rank, I maybe should have picked an easier product, but this one will do for this guide.

I will target a Key-phrase that might stand a chance of ranking, a long tail one. Promoting this Soccer Training course will also tie in nicely with my website, and I'm also interested in the subject. But the subject is not really important to what we put on our website.

I chose this because I find the subject interesting and it makes it a little easier to write an article about it.

It will also allow me to show how to download the promo video from the sales page.

(Incidentally, you don't need to download a video, you can quite easily do a Powerpoint presentation, record it with some free software (Resources at the end) and add the '**Call to Action'** button in there…it's entirely up to you.)

I will first of all download this video from the website. It's OK, the vendor relies on his affiliates to get his message out as much as possible, so using the video shouldn't be a problem.

If you're in doubt, email them and ask if it's OK to use their video to promote their product.

Right…to download the video, you will need the Firefox browser and will need to add an '**Add on**' to it.

Go to https://addons.mozilla.org/en-US/firefox/addon/video-downloadhelper/ then click the green '**add to Firefox button**'.
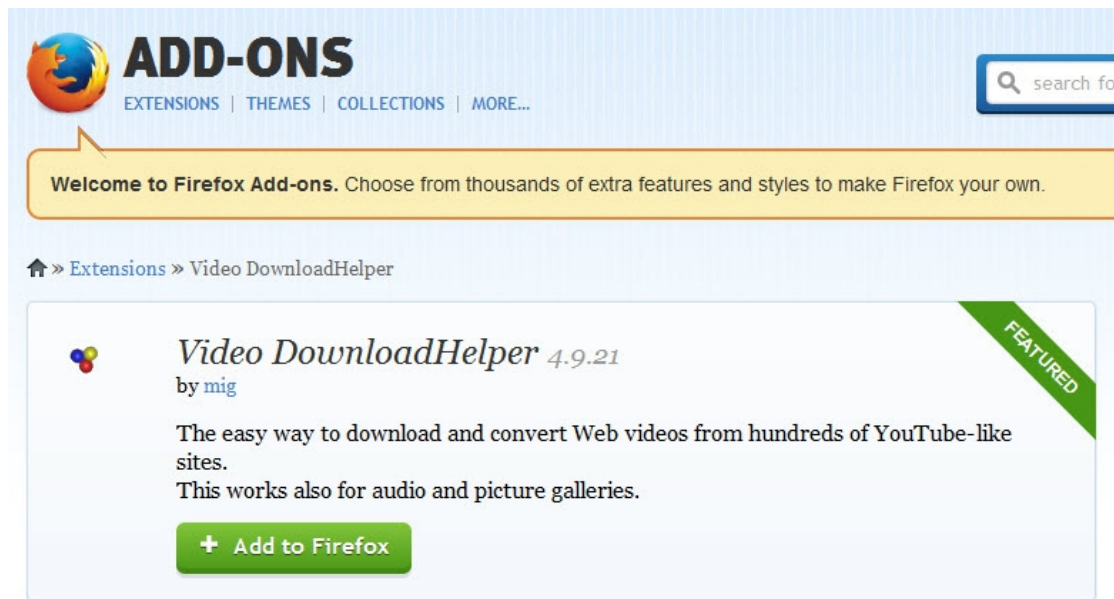
This will add the extension to Firefox. Go into '**Tools**' on your Firefox Browser, then '**Add-On**' then '**Extensions**'. You will see the **Download Helper** there. Enable it and restart Firefox.

Now, a little icon will appear in your browser. When the 3 balloons are greyed out it means there are no videos to download.

But when it changes to a moveable colourful icon, we will be able to download that video.

Click the little arrow and '**Quick Download**' the video to your desktop. It's usually in .mov or .mp4 format.

OK, now watch the video and see if you can pick up any keywords and key-phrases that are around that not many others marketers will go after.

Watching the video also gives you an insight in what to write about on your back-up review for your website **and** your YouTube description.

Now onto the '**Call to Action**' graphics.

I will be using the free Gimp editing software to make a thumbnail for YouTube as well as the CTA (Call to Action)

The size we need for our YouTube thumbnail and pics are:

Size

Your custom thumbnail image should be as large as possible, as the image will also be used as the preview image in the embedded player. We recommend your custom thumbnails:

- Have a resolution of 1280x720 (with a minimum width of 640 pixels).
- Be uploaded in image formats such as .JPG, .GIF, .BMP, or .PNG.
- Remain under the 2 MB limit.
- Try to use a 16:9 aspect ratio as it's the most used in YouTube players and previews.

So, we open up Gimp and put the values in.
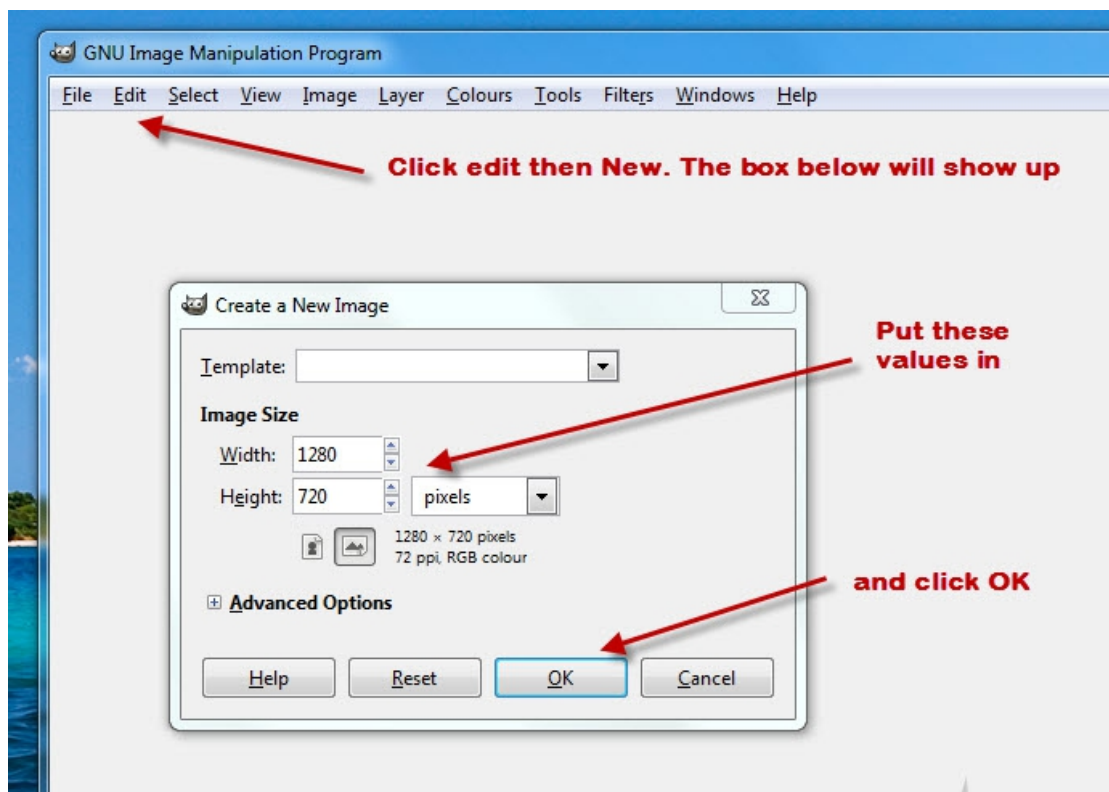
Once you get the big blank canvas in front of you, go to the product website and copy a few pictures to your desktop and import them into your blank canvas and add some text.

This will be used as your **thumbnail** and starting **frame** of your video.

Save it as your **product keyword**, in this case epicsoccer.jpg

It's now ready to import into your image editor.

My example is below and took me all of 10 minutes from start to finish…don't over think it; just make it clean with a title.

Now we need to do our final frame Call to Action image.

Using the same size, create a Call to Action pic by putting in something like '**Click Here For Details**' or '**Click Here For Information**'.

Below only took a further 5 minutes…we will be utilising that **CTA** in our video annotations later.

So, we have the video, we have the pics, let's put them together.

Now, I'm using Sony Vegas Pro, but you'll be able to do the same with some of the freebie editors listed in the resources section.

Just follow along and make it work for you. Don't let a piece of software get the better of you! Empower Yourself.

Putting the Video Together

Open the video editor of your choice and import the 2 images we made in Gimp and the Video we downloaded.

There will be a **timeline** where you can drag and drop the first image at the front, then the video in the middle, and the final CTA image at the end.

Once put together, run it in preview mode to see if it looks OK. Use transitions to make a smooth crossover into each other.

If you know how to use audio, slip a royalty free track in there to make it more appealing.

Once you're happy, render the video in either **.wmv** or **.mp4** and save it, using your keyword as the name, to your Desktop.

This may sound basic advice and wish I could go through this with you but that's another course altogether and it would take up most of this guide to do so.

If you are really struggling, just use Powerpoint presentations, record them and upload them with your CTA and thumbnail images.

If you really, really need help recording a video, drop me a line and I will endeavour to make a guide to help.

It's all about learning new tricks and using new tools that take us out of out comfort zone, but spend a day learning a new skill and that skill will be with you forever.

If you're a complete beginner, I feel for you at this stage as it can be a little daunting, but get your feet wet by learning how to edit videos.

I'm not great at editing videos myself, and there is a slight learning curve…but once you get it, you've got it for good.

Those marketers who've been at it a while, and reading this guide, had to start somewhere and we all do things slightly differently.

If you're not happy editing videos, you can just upload the copied video from the product website straight to Youtube and add clickable CTA's in **text form** throughout the video. I'll show you how later when we're ready to add those annotations to our video.

I had to cut the video down to 3 minutes. It was originally 20 minutes long. This enabled me to put a 'teaser' in the video in the form of a CTA. You'll see it later.

In the meantime, we need to write a review of our product for our **website**…about 800 words, with our links inside and a small amount of on-page SEO.

Part 4 - Finding a Key-Phrase

This is, to many marketers, the very worse bit about this IM malarkey! But it has to be done.

First, we need keywords to drop into the article, so now I'll go and get the ones I feel may be able to rank from **Google suggest**.

The program '**Epic Soccer**' won't really be any use to us, there are thousands of videos and webpages with that keyword so in this case we would really have to go to town to try and rank for that keyword. We'll choose a different, easier keyword for this example.

With the recent Google Hummingbird update, things are changing how keywords are looked at. You are more likely to stand a better chance of ranking with a key '**phrase**'.

If your content is relevant enough, Google will pick up what your article is all about.

You will only need to slip in a handful of key-phrases that you wish to rank for and add other relevant key-phrases to the content for Google to understand what your web page is all about.

No need to keyword stuff, you will likely end up with a penalization.

So, with that in mind we have to think what someone would type into the search box if they want an answer to their query, in our case – '**to be a better soccer player'** – so maybe they would type in '**how to become a better soccer player**'

Here, we go to the Google search engine and type in a key-phrase.

As you can see below, the Google suggest feature almost filled out the entire phrase for me!

This means someone out there in the real world has typed this phrase out. Good Stuff!
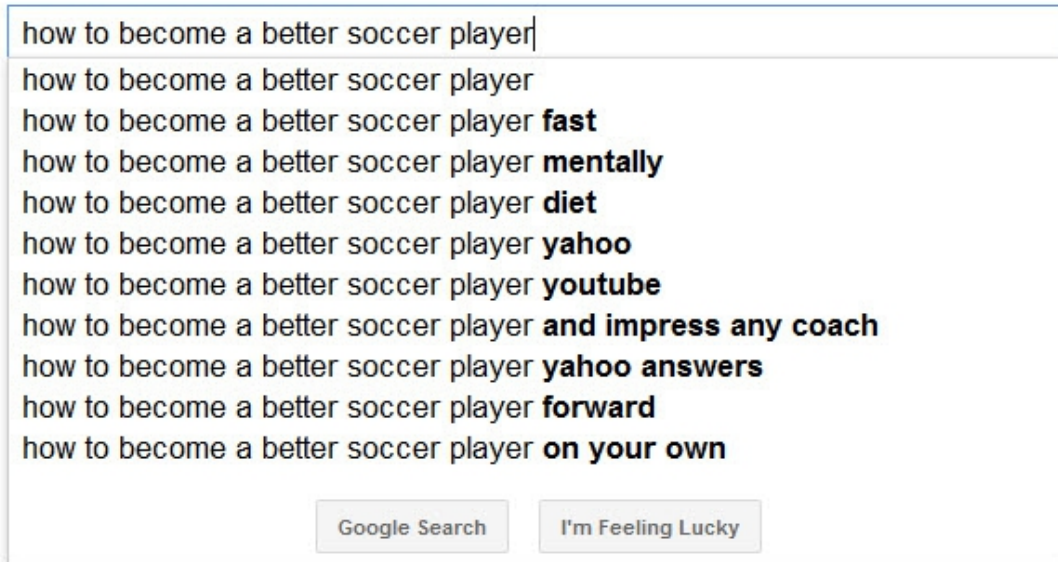
As you can see there are people searching for this search-phrase and plenty of others key-phrases too.

Google doesn't make these phrases up; they are real phrases people have historically searched for.

'**How to become a better soccer player**' is a decent phrase that someone would type in as a query, they probably want to improve their soccer skills.

Let's look at the search volume in the Keyword Planner for that term. This is not always accurate and I only use it to see if there are at least 100 people searching for a particular phrase.

You have to be signed into your [Google AdWords](#) account to use the Keyword Planner, so go do that now.

Once in, Click on the '**Tools**' section and then '**Keyword Planner**'

Click on the '**Search for new keyword and ad groups**' section, as below.

Keyword Planner
Plan your next search campaign

What would you like to do?

▸ Search for new keyword and ad group ideas

▸ Get search volume for a list of keywords or group them into ad groups

▸ Get traffic estimates for a list of keywords

▸ Multiply keyword lists to get new keyword ideas

Then put your keyword or key-phrase in the box.

Don't worry about the other boxes, we just want an idea if the key-phrase is being searched for. Click '**Get Ideas**'

▾ **Search for new keyword and ad group ideas**

Enter one or more of the following:
Your product or service

become a better soccer player ← **Key-phrase here**

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting [?]

All locations

All languages

Google

Negative keywords

Customise your search [?]

Keyword filters
Avg. monthly searches ≥ 0
Suggested bid ≥ £0.00
Ad impr. share ≥ 0%

Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Include/Exclude

Get ideas ← **Click Here**

Then click the '**Keyword Ideas**' tab to bring up the results.

Our phrase does have a search volume, albeit quite low at 390, but at least it is a phrase being searched for.

Now let's look at YouTube to see how many videos we will have to compete against with this relevant key-phrase.

Put the phrase in and see what comes up.

81,900, but none with the exact key-phrase in the top 4, but I did notice one with the **exact phrase** at number 8, but it's 3 years old, had 53,000 views, and to be honest, is not very informative.

Someone looking for a way to become a better soccer player wouldn't take much notice of it.

Now, 81,900 results for our relevant phrase is a lot, but with a bit of optimizing and a few backlinks we '*may*' be able to rank our video for our phrase.

If you start thinking, oh jeez, I won't be able to compete with those numbers, you may as well give this Internet Marketing Malarkey up!

It's about testing, testing, testing until something works.

I've picked a fairly competitive niche to try and rank for, and perhaps should have gone for something a little easier, but I must remind you that this is just a guide and is an example of how I use a website and video to rank affiliate products.

You may well have a much easier product to promote, but if you don't try…you can't win.

I will now spend an hour or two writing my article for the **website** using related keywords and key-phrases for the Epic Soccer program.

I will use several relative keywords and fit in the '**How To Become A Better Soccer Player'** phrase into that article a couple of times.

Don't go too overboard with this article; it's only really a back-up for our video. But we might as well do a little optimizing for the search engines and a bit of selling…it doesn't hurt.

Before we do that, we need to set up our cloaked link from that ugly Hoplink to a Pretty **Link**. It only takes a minute.

Go to your dashboard and click the '**Pretty Link Lite**' text to the bottom left.

Follow the red arrows on the picture below.

Then click create. You will see the page below next. All you have to do is hover you mouse over the new link and right click to copy it to your clipboard and paste it into notepad for use in your article.

(just to be sure, paste the **new link** into your browser first, then go click the **checkout button**…scroll down and you should see your Clickbank ID like this [affiliate = YOUR-ID])

OK, I've written the article and placed a few links back to the Epic Soccer offer as well as a couple of authority links. The authority links **do** help with SEO as long as they are relative to your page.

I've also uploaded a few pics from the Epic Soccer website and a Creative Commons pic of Mr Messi and attributed it at the bottom.

There's no real need for too much SEO here, unless you want to.

I've merely used the key-phrase '**How to become a better soccer player**' about 6 times; I've used it once in a H2 header, and put in around 6 relevant soccer key-phrases such as *'how to become a better soccer player'*, *'become a better soccer player'*, *'epic soccer training'*, *'improve Soccer Skills'*, *'improve soccer ball control',* but mainly I've just talked about soccer training which is what the page is all about.

When you've written your page, go down to the **SEO part** and just fill it out relevant to your page content.

Check for spelling errors in the main content, scatter a few pics around, insert the product image with your affiliate link as well as linking to the product by text and add a couple of links to authority pages...and there you have it...page done.

You can see this page here http://callumreeves.com/how-to-become-a-better-soccer-player

Don't forget to publish your page!

What we need to do now is put this page onto our menu. So, back to the dashboard and '**Appearance**' and '**Menus**'.

Then change the name to your product, then click '**Save Menu**'

You will now have another tab on your website…go and check :)

You've come a long way! You now have **content** on your **website** with **affiliate links** to a **product**. We can now close and log out of Wordpress because we won't need it until we get the link from our video to add to the Epic Soccer review page.

Part 5 – YouTube Video Optimization

Now….for the final part of this epic journey! Lol!

Actually, I'm being a bit thorough…this can all be done in half a day when you get the hang of it. I'm just making sure to not cut any corners.

On to YouTube…Yay!

Well, almost. First we need to write an article about the product we're promoting for the **YouTube description** and it needs to be different from the one you did for the **website**!

This needs to be around 400-500 words with your **affiliate link** to the offer inside the content.

Use lots of relevant key-phrases in this, with a few keywords at the bottom *after* the article.

You will also place a link **to** your YouTube video *after* we have uploaded it.

So, I will open notepad and write an article with keywords, key-phrases and links for the YouTube description of the product.

Once done, save the notepad file (how many times have I forgot to do this, then lost all the content!)

You will be able to see the finished article in the video below.

http://www.youtube.com/watch?v=CtOpcbdzFfg

Now we are almost ready to upload our video to YouTube, but there's one more little thing we need to do to that video.

Find the **icon** of your **video** wherever you saved it. **Right click** it and then click the **Details tab**.

Fill in the first 5 fields with keywords and key-phrases, don't go overboard, just a few will do. Then give the video 5-stars and '**Click Apply'** and '**OK'**. Example below.

This may not give your video a *lot* more power, if any, but it's worth doing as it only take a minute.
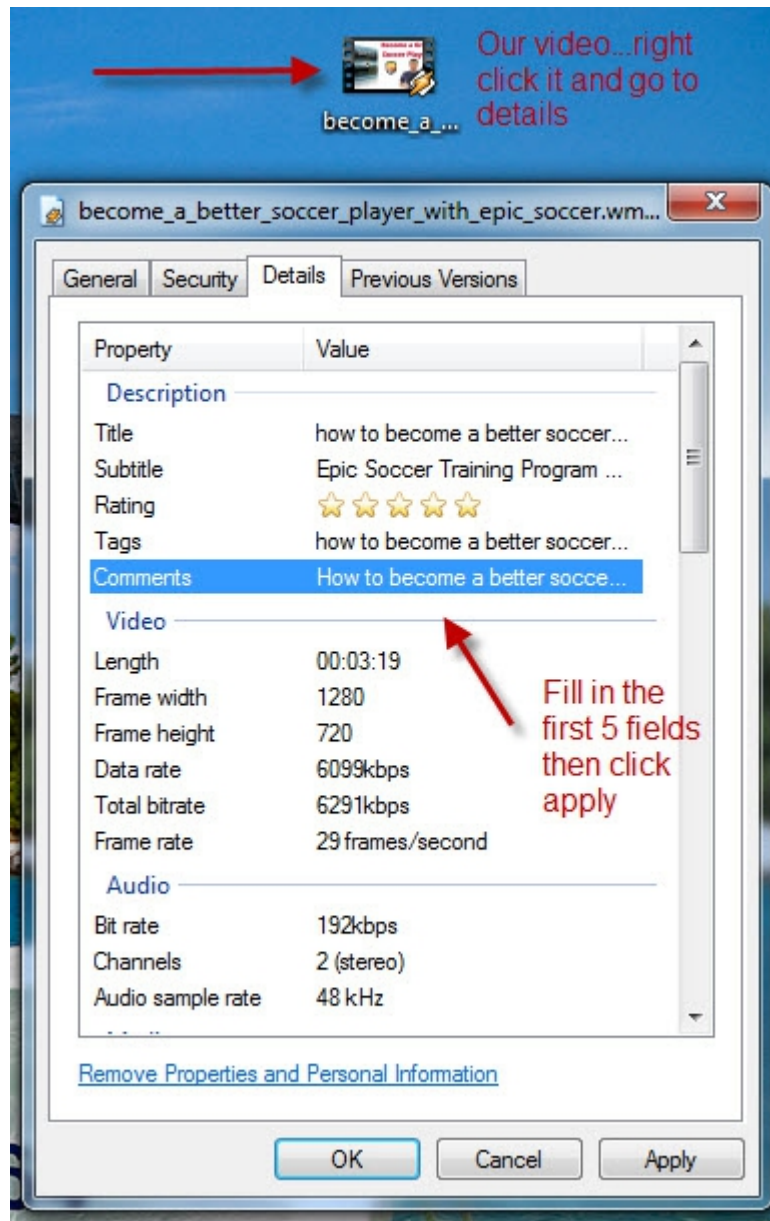
OK, time to upload that video.

Go to http://www.youtube.com and sign in to your account (if you haven't already) and click the '**Upload**' button.

Find your video, then go ahead and upload it.

Whilst your video is uploading, fill in the **'Title'**, '**Description'** (pasting your saved notepad article you did earlier) and fill out the '**Tabs'**.
NB. You will need to write out the full address for your links in the description, including the http:// bit to make the links clickable.

The tabs are your keywords that need to be entered with a *comma* after each one.

If you go over the limit of tabs, a notice will pop up to say you have 'too many tags'. I usually limit mine to 14 good keywords or phrases.

Click the **'Customised Button'** and find your saved thumbnail image we did earlier (you did do that…right? ☺)

Once uploaded, we now want to add our clickable video link!

Click the **Blue URL Link to your video** at the top and you will see the video come up in another tab. Now click the '**Annotations'** button.

You will see a big blue notice at the top of your account that asks if you want to include '**External Links'** in your videos. Click **Enable**.

It will give you a nice '**Success**' notice.

We now need to log-out and log-in again for the magic to work; it's something weird that happens to me all the time!

Now back to the '**Annotations'**. You can get right back to it by clicking the '**Video Manager'** in your YouTube account and then clicking '**Edit'** under your video.

Now, Click:
Add Annotation, then **Add Spotlight**:

Fast Forward the video to where you want the annotation to start and end.

You can drag the **little box** to you're desired place in the video.

Next, Drag the **white square** in the video and make it stretch to the size of your '**Call To Action'**.

Next put a tick in the **Link** box, then choose '**Associated Website**' from the drop down list.

Add your **Pretty Link Affiliate Link** in here.

Click Publish

Hooray! You now have a clickable link inside your video that sends visitors to your website or directly to your offer! Cool!

You may choose to send the visitor to your website first to further pre-sell them, and then link out from there to your offer.

Or you just might link out to your offer.

Please make sure your network, and affiliates, allow you to do this, as some do not.

Amazon strictly **Does Not Allow** links from videos and you stand a chance of getting your Amazon Associates account banned if they find out!

One last thing is to put your **Video URL** into your '**Description'** to add a bit more juice.

So go back to edit the description and add the **video URL** somewhere near the bottom and save.

Now copy your video **URL** and sign out of YouTube and Google.

Put your video URL into the address bar, enter, watch your video and check to see if everything works (it should).

Make sure your description looks good; all your links work in the description and most importantly check to see if the **CTA** works inside your video.

If it all looks good, congratulate yourself…you deserve it!

If something is wrong, just go over it again, you may have missed a little snippet along the way.

If everything seems fine but it's still not working, contact me on the [Moral Blogger website](#) and I'll see what's up.

Now, to get ranking with the video we need to do some linking, but for now, let's take a break!

Part 6 – Simple Backlinking

The video is already at number 7 in YouTube for the phrase "**How to become a better soccer player**" and Number one for the full title (but it would be because no one has the exact same long title)

Some simple backlinking of our video is coming up that's needed to push it up further for more key phrases.

First of all, link the **video by text** on your website offer page.

Like your video and share it to your **G+** account.

Then, if you have Facebook, Twitter, LinkedIn and Pinterest accounts, share your video there.

If you have another blog (say a blogger blog) link to the video from there.

Make a RebelMouse and Slideshare page, and if you are using PotPieGirls **Reverse Attack Marketing** strategy, use it to set up a few RAM campaigns.

To really give it a push, use a Fiverr gig to bookmark your video with a ton of social sharing sites.

For Example:
http://fiverr.com/libero/embed-your-video-onto-30-web-2-websites-and-will-boost-them-with-300-bookmarks

And maybe some views and likes to boost confidence in viewers.
http://fiverr.com/theveiwer992/5500-drip-feed-slow-youtube-views-and-some-likes-and-favorites

There are quite a few of these Fiverr gigs around, just make sure you use '**Top Rated**' gigs and read their reviews.

Personally, I don't involve my videos in a ton of **backlinks** from Fiverr gigs. Linkwheels and Pyramids may even harm your video and website.

This has killed many websites in the Google search engine; it will only be a matter of time before videos get the same treatment. After all, YouTube is owned by Google.

Final Words

So there you have it. This guide is very thorough, but there are still things you can do to enhance your websites and videos.

In many ways, this is just a **basic guide**, but I wanted to go through everything *slowly* and there are a ton of short cuts I could have made…but you will find these out as you get more used to Internet Marketing.

For now, this guide will get you so far ahead of many, many marketers out there who just don't do these things.

Some video marketers think cranking out 30 second videos and just a few slides is the answer. They hold no value, show no enterprise and are seen as spam. As I said before, Google will come down on them like a ton of bricks in the not too distant future.

That sort of marketing worked fantastically a few years ago, and to be honest, it's working now, if a less effectively. But if you're serious about making money long term, it isn't the way to go.

Besides all of that, you should enjoy Internet Marketing. You should give out value with at least a bit of thought to the potential customer.

The example video may be short but the info inside the description and on the website has been written with care and a little personal input goes a long way.

The video and website give a *heads-up* to someone looking to get help, and that's what searchers, and Google, want.

What they don't want is spammy little videos and webpages full of links. OK, some people will be naïve enough to click their links, but at the end of the day, if you're doing marketing that way, you will be caught out. It's not a proper business either.

(Mini Rant over!)

In this guide you have learned:

- How to build a Wordpress Site
- How to Install a WP Theme
- How to Install Plug-ins
- Make an Optimized Review Page
- Verified you own your site with Google
- Opened a Google Analytics and - Webmaster Account
- Opened an Adwords Account
- Verified Your YouTube Account
- Associated a Website with your Google Account
- Chose a Clickbank product to promote
- Found a good Keyword or Key-phrase with Keyword Planner
- Got a Clickbank Link and Cloaked it
- Downloaded a video from a Website
- Made a 'Call to Action' image for a Video
- Optimized a Video
- Uploaded a Video to YouTube
- Linked to an Offer from inside a Video
- Backlinked a Campaign

Now we've done all that, we could improve the YouTube channel with channel art, make a playlist, link to other videos, rename our channel, build more videos etc. etc.

We could get really aggressive with backlinking and throw thousands of links to the video. It may work; then again, you could lose all your hard work. It's a gamble.

The important thing is that we can promote almost anything with a website and video.

Having these two in place gives you a head start (a huge lead!) with many other online marketers.

I can bet you there are thousands of marketers out there that wouldn't know the first thing about what you've just learned. Think about that for a second.

All Done!

Congratulations on getting through this guide, yes it is a bit long-winded in places, but as you can see…it all works!

Keep popping back to the [Moral Blogger website](#) and keep an eye out for some great content emails that will include some of the best website tools you can get for free.

I will also be giving the 'Heads-Up' on what works and what doesn't. What to trust in Internet Marketing (and what not to!) and also any new strategies I come across that could benefit you.

If you haven't subscribed yet, why not [go here](#) and do it.

Thank you for reading The YouTube Catalyst guide, it just leaves me to share some of the resources I mentioned in the guide.

Happy Marketing!

[The Moral Blogger](#)

Resources:

Free Video Capture
http://camstudio.org/
http://www.screencast-o-matic.com

Free Screen Capture Software
http://www.techsmith.com/download/jing/
http://www.crossgl.com/asc_overview.htm (SnapDraw)
http://www.ducklink.com/p/free-screen-capture-tool/

Free Image Editors
https://pixlr.com/editor/
http://www.gimp.org/
http://www162.lunapic.com/editor/

Video Downloader Add-On
https://addons.mozilla.org/en-US/firefox/addon/video-downloadhelper/

Domain Names
GoDaddy.com
Namecheap.com
DomainMonster.com

Hosting
Hostgator.com
BlueHost.com

Networks
Clickbank
JVZoo