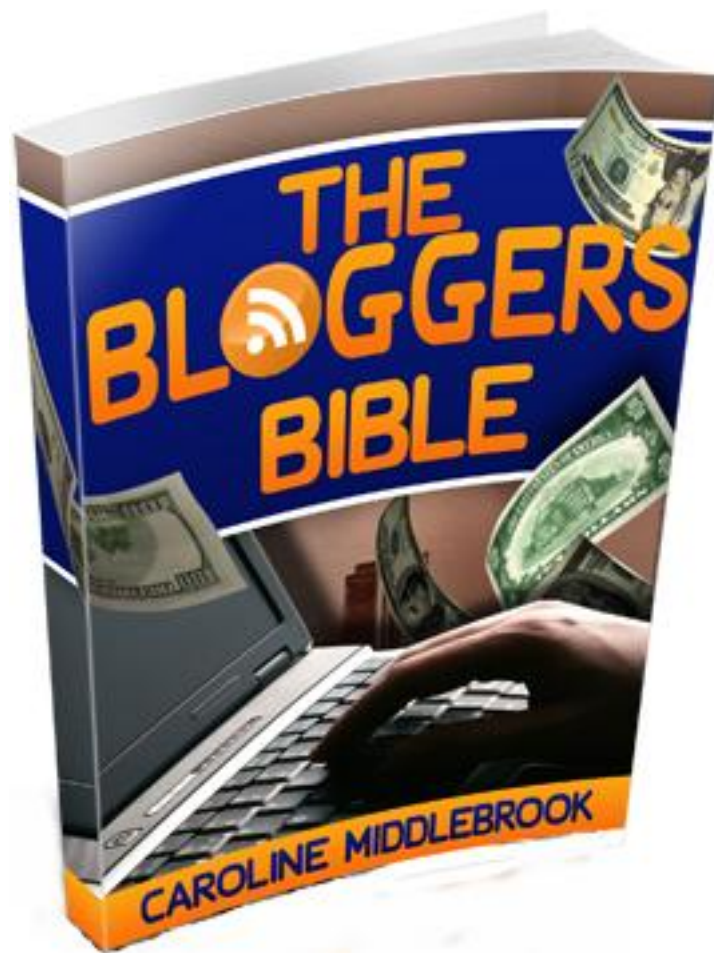


The Bloggers Bible

Fast Track (Sample)



Everything you need to know to build a **popular** and **profitable** blog

By Caroline Middlebrook

<http://www.caroline-middlebrook.com/blog/>

This is a 3-Lesson Sample ONLY

The full Bloggers Bible course contains 49 lessons, organised into 12 modules and running to over 180 pages! This sample contains just 3 lessons so you can get a taste of the full product.

[Click here to buy the Bloggers Bible Fast Track for just \\$119](#)

What You Get With the Full Product

Step-by-Step Structure

The course is designed to be followed in order in an easy step-by-step manner. You get the first stuff first and each lesson builds on the previous. I quickly cover essential concepts so that you can cover all the bases and then come back to important ideas with more advanced strategies that you can implement once you've built a solid foundation.

Profit-Focus

This is a course about building a PROFITABLE blog, not a hobby blog. This goal is ingrained throughout the entire course from the very first lesson. This avoids the trap that many bloggers fall into when they spend months building a blog only to make \$0 profits. I made this mistake at the beginning of my blogging career too - but you can learn from my mistakes and build a profitable blog from the outset.

Real HOW-TO, no fluff!

This course excludes much of the theoretical waffle that you find in so many information products these days. I'll tell you what you need to know and then show you exactly what you need to do to put it into practice. This is an actionable course.

Free Action Guide

A bonus that is included with the Fast Track version which subscribers of the free lessons do not get is an easy-printable action plan. This is a check list showing you a quick recap of exactly what to do after each lesson including those activities which you will need to introduce on an on-going basis. This will make it very easy for you to not only consume the information but to actually TAKE ACTION with it. After all, knowledge without action is quite useless!

Make \$\$\$ Promoting This Course

I have an affiliate system that pays 50% commission to affiliates. If you would like to make some money promoting this course then please visit my affiliates page for full information:

<http://www.caroline-middlebrook.com/blog/bloggers-bible-affiliates/>

Lesson 13 - Effective Use of Images

Images can enhance a blog post in many ways. In this lesson I'll show you where to get images if you don't have your own source of them, where to store them and how to make the best use of them within your posts.

Where to Get Free Images

It's easy enough to find images on the Internet but most images have a licence which prohibits them from being used without permission. You can get yourself into trouble if you just lift images from other websites that you don't have permission to use. Here are two places where you can get royalty-free images for your posts (and there are many more).

Flickr - Creative Commons

Flickr is the largest image sharing site on the Internet and hundreds of new images are uploaded every minute. However, just because an image is on Flickr does not mean that it is free to use! Most in fact, are not. Having said that, there is a special licence called the Creative Commons licence that does allow you to freely use the images and they have many millions of CC images for you to use! You can read all about the licence here but it is not really necessary:

Flickr is the largest image sharing site on the Internet and hundreds of new images are uploaded every minute. However, just because an image is on Flickr does not mean that it is free to use

<http://www.flickr.com/creativecommons/>

To find images under this licence go to the advanced search page:

<http://www.flickr.com/search/advanced/>

Type in some search criteria but before hitting the search button scroll down to the bottom of the page and look for a creative commons section. Tick the box marked "Only search within Creative Commons licensed content". You'll also find check-boxes there to find images that you can use commercially. Blogs are not usually considered commercial.

Here is an example of a nice image licensed under Creative Commons:

<http://www.flickr.com/photos/coolmel/104849578/>

If you look in the right hand sidebar you will see some symbols that denote the details of the licence. One thing that most CC images will require is attribution which means that when you use the image you credit the author. A common way to do this is to simply insert a link that says "Photo: author name",

where the author name is the username of the Flickr user and the link points to the photo page which is what I have shown you above.

Using Flickr Images in Your Posts

The photo page in Flickr shows you a small version of the image, various tags that the author has used, the licence information, a description of the image and a comments section. To use the image in your posts you want to get to the actual image itself - not this page.

Flickr automatically stores its images in multiple sizes. Just above the photo is a link called "All sizes" with an icon of a magnifying glass. Click this link to be taken to another page showing all of the available sizes. Click whichever size you wish to use in your blog post. Each one will have a link above the picture saying "Download the <size> size". This link points directly to the image file and this is what you want to use in your blogging software.

If you are using WordPress, when you insert an image it will ask you for the image URL - this is the URL to use.

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Stock.Xchg Images

Stock.Xchang is slightly different to Flickr in that it is a collection of 'stock photos'. These are images that are specifically designed to accompany some kind of marketing style material so they are often used in blogs, in business, commercial websites and so on. What you won't find here are photos of the family dog.

Stock.xchang has a millions of free images but it also has premium images that must be paid for. You must register for the site to use it:

<http://www.sxc.hu/signup>

Once you have registered and logged in then you can search the images using keywords. The free images come first and the premium images are at the bottom.

Other Free Image Sites

The two sites listed here really should contain more images then you would ever need in your blogging lifetime but in case you can't find what you are looking for there, you might like to try some of these which are all free:

FreeFoto - <http://www.freefoto.com/index.jsp>

Photocase - <http://www.photocase.de/en/>

Stockvault - <http://www.stockvault.net/>

Open Photo - <http://www.openphoto.net/>

Hosting Your Own Images

If you use an image from a site such as Flickr then you don't need to worry about hosting the image because it is already being hosted and you can 'hotlink' the image from where it is. Hotlinking simply means to link to an image that is hosted on a server other than the one where it will be displayed. This is great for you because Flickr incurs the bandwidth cost and not you!

If you have your own images that you have taken yourself then where do you host them? Two choices really - either on your own server or on an image host such as Flickr.

As a rule of thumb, I will host the large majority of the images that I use at Flickr because I know the images are safe there and I can never lose them and there are SEO benefits that I explain below. However it is slightly faster to host images on my own blog so for images that are displayed on the home page of my blog such as my logo, ads for my products and so on, I put them on my server so they load quicker.

As a rule of thumb, I will host the large majority of the images that I use at Flickr because I know the images are safe there and I can never lose them and there are SEO benefits

To host my own images I simply create a directory called 'images' on my webserver and upload the images there. If you don't know how to do this then simply use a site like Flickr to host all your images and use the instructions given above to find the correct URL's to use. Obviously when using Flickr to host your own images you don't need to provide photo credit to yourself!

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Optimise Your Images for the Search Engines

One reason I wanted to get this lesson in early before you start creating a bunch of content is that images can boost your SEO rankings for chosen keywords if used carefully and this is a habit you should get into early. There are two main factors that you need to consider - the image URL and the ALT tag.

The Image Filename

If you use a site such as Flickr to host your images then you have no control over the filename as they have their own naming policy which does nothing to help your seo efforts! Images are named something like this:

`http://farm1.static.flickr.com/41/104849578_0755cb2d33_d.jpg`

However if you are hosting images on your own blog then the filename becomes part of the URL for example, here is the image for the cover graphic of the course you are now reading:

`http://www.caroline-middlebrook.com/blog/images/bloggers-bible-175.png`

On any page where I use this image the source of the page that it is on will have that URL embedded in it and Google sees this. If I were trying to rank for the keyword "bloggers bible", naming my image in this way helps, even if only a little.

The ALT Tag

In the early days of the web before the days of broadband, images were too slow to load for many people so often people would surf with images turned off. For a website with many images, this could make the experience lacking for the user so the HTML standards dictated that every image should have an ALT tag which is a text description of the image.

This is what will be displayed on the browser if images are turned off or if the image cannot be loaded for any reason. It is also a requirement for an HTML-compliant website. SEO wise, this ALT tag is a great place to insert keywords because 99.999% of your readers will never see them but Google will. What is great about ALT tags is that you can put any text you want in there.

Now unfortunately WordPress does not automatically put in the ALT tag for you when you insert an image into your post so you have to switch to the HTML view of your page and look at the source. You will see something like this:

```

```

The actual code will vary a bit depending on what version of WordPress you are using and if you are using other software such as Blogger then it may be a bit different too. What you are looking for here is:

```
alt=""
```

The "" is just an empty string and it is between those two quotes that you should insert your keywords. So for that image I would insert "bloggers bible".

Using Your Own Images For Backlinks

If you are hosting your images on a site such as Flickr, rather than on your own blog then you can use that image to gain a backlink back to your blog. Have another look at that image that I showed you earlier:

<http://www.flickr.com/photos/coolmel/104849578/>

If you are hosting your images on a site such as Flickr, rather than on your own blog then you can use that image to gain a backlink back to your blog

Just underneath the image is a description and you can see that the author has made the first part of the description into a link to a blog post! Flickr allows you to put basic HTML into the description of the images that you upload.

If you click that link you'll see that it takes you to a nice post about blogging and of course the image is used there within the blog post.

Tagging Your Images

Using that same image as an example, on the photo page look to the right of the page at the tags section. Notice how many tags the author has used here? They have used tags such as "blogging", "buddha" and other tags relevant to the image.

Now remember earlier on in the lesson when I showed you how to find images under the Creative Commons license from Flickr? I searched for the term "blogging" and this was one of the images that

came up which is why tags become so important - they help your image get found which in turn drives traffic to your link!

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SEO For Images Recap

I've covered quite a lot in the lesson but I just want to recap the parts that relate to good SEO practices for images:

- For images on your own server, put your keywords in the file name
- For images on Flickr, link to your blog in the description
- For images on Flickr, tag with your keywords
- For images in your posts - insert your keywords in your ALT tag

There is so much to SEO and these little tips really just scratch the surface! If you want to know everything there is to know about SEO then the best resource available currently is the SEO book training program:

[The SEO Book Training Program](#)

Lesson 33 - Bookmarking Revisited

In lesson 26 I introduced the idea of social bookmarking as a way of gaining a steady stream of backlinks to your blog. In this lesson I am revisiting the idea of social bookmarking but this time from a different angle - getting major traffic and links to a single post that gets popular on the big daddy of social bookmarking sites, Delicious.

Why Delicious?

When people talk about SEO they tell you to concentrate on Google as that is the biggest and if you do well on Google you'll do well on the others too. Well it's the same for bookmarking. Just like Digg is the biggest of the social news sites, Delicious is by far the biggest of the bookmarking sites. If you get a popular post on Delicious it will do well on the others too.

Just like Digg is the biggest of the social news sites, Delicious is by far the biggest of the bookmarking sites. If you get a popular post on Delicious it will do well on the others too

There are more reasons actually. There is another site called Popurl's which you don't need to worry about but what this does is to post the most popular links from the other social sites on a daily basis. If you get a popular page on Delicious, Digg, Reddit or many other sites that it supports, Popurl's will also send you a very nice stream of traffic. You can have a look at it if you want:

<http://popurls.com/>

How Delicious Drives Traffic & Links

When we did social bookmarking before, we weren't really expecting anybody else to bookmark our stuff - it was our own individual bookmarks that gave us a few backlinks. Now we want to turn our attention to becoming popular on Delicious.

The key with Delicious, just like with sites like Digg is to get to the front page. This is not an easy thing, and I have only done it once but boy is it worth it! Let me share a few stats with you...

It was my Twitter Guide that became popular, and most of the traffic came in the first couple of days - Delicious sent me 1,253 visitors in the first week. But the lovely thing about Delicious is that you continue to get traffic every time somebody who bookmarked your post goes back to it. Since it became popular, Delicious continued to send traffic for 8 whole months, sending me another 1,689 visitors in that time.

But there's more... Popurl's also sent me 458 visitors when it was first bookmarked. Now these traffic numbers might not seem like much (my best post on StumbleUpon had over 26,000 visitors!) but there is another very real benefit to Delicious - it also drives backlinks, lots of them!

My Twitter Guide is now the most popular page on my blog even a year after writing it. The reason for this is that it now has over 3,000 incoming links and many of these originated via Delicious.

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First of all there are many sites that post popular bookmarks in the way that Popurls does but also Delicious has a feature that allows the users to post their latest bookmarks to their blogs and this is used a lot. As my page was being bookmarked at Delicious, I saw tons of incoming links coming in from people using this feature. Now that the guide has so many links, it ranks number #1 in Google for the term "twitter guide" and that in turns sends me a ton of traffic from Google every month.

Is this all due to Delicious? No it isn't but that helped - a LOT. I really should put the effort in to doing that again! Anyway let me explain just what you need to do to attract all these bookmarks from Delicious.

The Essential Ingredient

Think about your own surfing behaviour, what kinds of url's do you bookmark? Do you bookmark this morning's latest news story? No because by tomorrow it's old news. Do you bookmark a funny picture? No because tomorrow you'll see another one (though you may well thumb it up in StumbleUpon!)

You bookmark pages that you want to come back to. This is the single most important factor in creating material that does well in Delicious. Your readers must feel as though they want to refer to the content again in order for them to bookmark it. You can create the best post in the world but if they can consume it in one sitting and move on (which is 90%+ of blog posts) it will not get bookmarked.

You bookmark pages that you want to come back to. This is the single most important factor in creating material that does well in Delicious. Your readers must feel as though they want to refer to the content again in order for them to bookmark it

Let me give you some specific examples:

1) Something Too Big To Consume at Once

You have to be careful here. Writing a 5,000 word blog post doesn't necessarily mean it will get bookmarked as if they think, "omg that looks boring, I'm not reading all that!" it won't get bookmarked. My Twitter Guide was a 7-part article series with too much information to possibly consume in one go so it was an excellent candidate.

Any kind of series can work well but there is actually a downside to series in terms of traffic timing which I will talk about in a moment.

2) A Resource List

Another hugely popular post that didn't make it to the Delicious front page but has still attracted almost 1000 links is my list of do-follow social bookmarking sites. Every time somebody wants to do some bookmarking, they'll come back to my post to see what sites are on it.

To make the resource list into something that people will want to bookmark, there are a few guidelines:

- Make it BIG, then there's more than they can check out in one go
- Make it neat and organised
- Make it useful! Don't just drop a load of undocumented links
- Make it visually appealing - lay it out nicely, add graphics etc

A quick top 10 hints on doing something may get a thumbs up in StumbleUpon but unless there is more than can be digested in one sitting, it won't get bookmarked. 50 websites for doing X is much better. If you include thumbnails with say the top 10 of those sites, and include a description with each one and categorise them neatly you are creating an invaluable resource that people will love to bookmark.

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3) A Good How-To Guide

Teaching somebody how to do something is another great bookmarking candidate but you need to make sure that once again, there is enough material that it cannot all be consumed at once and they feel compelled to bookmark it to come back to it.

I've done quite a few how-to guides on my blog but most of them are short and can be digested in around 10 minutes so these make good blog posts but not good Delicious candidates

I've done quite a few how-to guides on my blog but most of them are short and can be digested in around 10 minutes so these make good blog posts but not good Delicious candidates.

There will be other things that do well of course, just check out the popular page yourself for a few days to get a gist for what does well but

remember the all important factor - create something that they want to come back to.

Take a look at Delicious at the following link. Note that you don't need to be a Delicious user to get your posts bookmarked:

<http://delicious.com/>

Timing is Everything

Even if you create a stunning post that is perfect for Delicious, it doesn't necessarily mean it will get bookmarked. In order for a Delicious user to bookmark your post they first have to find it via some other means. This is not likely to work very well if your blog is brand new as you won't be able to drive enough traffic.

I was lucky with my Twitter Guide because the way I created an initial (and massive!) surge in traffic was to submit it to the Lifehacker blog. That created thousands of visitors which created all the bookmarks and the effects just snowballed from there.

So if you have a geeky/gadget/hack style post then submit it to Lifehacker! If not, let's see what other means of traffic we have at our disposal...

First of all there is all the other social media, especially StumbleUpon & Twitter and possibly Facebook. Submit your post to SU (or get a friend to submit it for you) and use this opportunity to explicitly ask for a few thumbs up. Tweet your link at the same time and if appropriate, post a link to Facebook. The idea

is to get all that traffic at the same time - not spread out over 24 hours so do this at the peak time when the majority of your audience is online.

Leverage Other Social News Sites First

Delicious is a generic site and is not tied to any niche so generally speaking if a post becomes popular at one of the other sites such as Digg, it is quite likely to gain a bunch of Delicious bookmarks too. Now of course getting onto the front page if Digg is harder than Delicious but what is much easier is getting popular on one of the smaller niche sites.

Hopefully by now you will have acted on Lesson 32 and identified one or two niche specific sites to participate in. For example if you are in the Internet Marketing niche, Sphinn is probably the best one. Because these are smaller than the big ones like Digg they are easier to get a popular post but they don't send quite as much traffic.

However we don't need quite as much because social media users tend to embrace it all - somebody who uses Sphinn is likely to use

StumbleUpon, Twitter & Delicious as well. If you can get your post popular on a smaller site first this can give it enough of a head start to then get popular on Delicious.

It can be quite an art to time everything and it doesn't help if you are not based in the same time zone as your primary audience but when you get it right, traffic floods in from lots of sources.

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Timing Issues With Series

A good post idea for Delicious is an article series but the problem is that you don't really want your individual series posts to get bookmarked – you want the placeholder, the post that links to all the others, to get bookmarked.

What many people do, and this is a mistake, is to start posting a series just like ordinary blog posts and then at the end of the series they post a roundup post which gathers all the links together. The problem is that by this time you've already got most of the traffic and bookmarks that you're going to get and it's been spread out amongst the individual posts.

Instead, you need to think ahead, plan out your series and publish your placeholder first. Have a look at my twitter guide page:

<http://www.caroline-middlebrook.com/blog/twitter-guide/>

When I first published that I published this page plus the first instalment straight away. I then published each other part on each subsequent day but for this page I wrote out all of the headings. From the very first post people knew what was coming and started to bookmark the page. This technique can work especially well if you haven't yet published the whole thing because they'll know that they want to come back to it once it's complete.

Also notice how this is a WordPress page, not a post and it is kept clean and uncluttered by not having comments. It's simple, easy on the eye and lends itself to bookmarking.

Write a Catchy Headline

There are two sides to the traffic at Delicious - you get the initial traffic from other users when they see your url in the popular list but you also get the additional traffic from people who bookmarked your post and are coming back to it later. I got more traffic after the main bookmarking than from the popular page itself.

If you have a boring title people are less likely to bookmark it and even less likely to read it again later! If you write something that is catchy and compelling it is more likely to get noticed in a long list of other bookmarks.

Keep SEO in Mind Before You Start

As well as the initial surge in traffic, a major advantage to getting bookmarked in Delicious is the number of backlinks it produces. As you know, backlinks will help a page rank well in the search engines which of course drives further traffic to your post. Backlinks = good!

Now wouldn't it be silly to go to all this effort to get popular in Delicious, attract a whole bunch of links and then realise that your popular post doesn't actually target any useful keywords? That would be a waste indeed so take a few minutes to research your topic before hand, do some keyword research and optimise your posts for the keywords that will generate more traffic for you over time when they rank in the search engines.

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Lesson 40 – Video Content

Most Internet users these days watch online video daily and video is often perceived to be higher value than text. In other words, if this had been a video course rather than a text-based course, I could have charged more for it :-)

If you use video to film yourself you allow your readers to feel as though they get to know you. This isn't necessarily going to make them more inclined to click on your ads but when you reach the stage where you are selling your own products from your blog (next lesson!) - this is a massive advantage.

If you use video to film yourself you allow your readers to feel as though they get to know you. This isn't necessarily going to make them more inclined to click on your ads but when you reach the stage where you are selling your own products from your blog - this is a massive advantage

However, it can be a very big step for many people to actually put their face in front of a camera for their blog and if you fall into that camp, don't worry because there are lots of other ways in which you can use video to provide excellent value to your readers and form the basis of some solid paid products.

Types of Video

Let me first discuss four major types of video and what is involved in each of them.

1) Talking Head

When people think of a blogger doing video, this is often the image that comes to mind. Many of the big bloggers in the Internet Marketing niche such as Darren Rowse and John Chow do these kinds of videos on a regular basis. They basically film themselves talking to their readers.

This is a much more personal way of getting your message across to your readers than text. Audio is a stepping stone to this. In order to do talking head videos you will need some kind of camera equipment - it might be a camcorder or could be as simple as a webcam that sits on your desk or clips to your monitor. These can now be obtained very cheaply; I got mine for around \$50.

2) Screen Cast

Most of the video work that I do on my blog is what is known as a screen cast. This is where you use special software to record what is happening on your computer screen. Ideally, if you have an audio headset you can talk at the same time and thus create a commentary.

This is an excellent medium for teaching something computer based. When I wrote my first eBook about building niche sites with WordPress, I walked the reader through the process of building an actual live

site but to do this in eBook form was very difficult. I would perform a step, take a screen shot, try to describe it and repeat. There were some areas where it took me a couple of pages of description and screen shots to explain something that took just a few seconds to actually do.

Later, once I got my headset, I did a video version of the eBook which was so much easier to produce and much easier for the viewer to understand.

Other than a headset, no additional equipment is required for doing screen casts. For the PC the best software around is Camtasia Studio but that costs around \$300 but there is a similar free software called CamStudio:

<http://camstudio.org/>

On the Mac, the best software is ScreenFlow which costs \$99 but there is also some free software available. However I am a PC user so I can't really recommend which one is the best to use. However, whatever your operating system, you can find free software for doing screen recording.

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3) Video Presentations

If you have no equipment at all and you don't want to film yourself or even speak, you can still do video! If you have a bunch of graphic slides, these can be put together into a sequence and made into a movie. If you make your slides educational, you have an educational video.

If you have no equipment at all and you don't want to film yourself or even speak, you can still do video

A lot of video based teaching is done this way now but usually there is a voice over too. So the teacher puts together a presentation and he uses screen recording software to record the presentation whilst he speaks - this is like recording a live lecture that might be given at a University.

I could produce a video version of this course in the same way. I would use presentation software such as PowerPoint to build slides of the most important points, and URL's etc and then I would read out the course material whilst presenting the slides. This would be recorded using screencast software. I might actually do that if I feel there is a demand for it!

4) Any Old Video!

Lastly, who says you have to film yourself or your activities in any way? Another benefit of video is that it can be a great way to drive traffic and if you are able to tap into something that people like, and it doesn't have to be yourself, you can use videos of just about anything to drive traffic to your blog. However this is not something I have done myself so in this lesson I am going to concentrate on screen casts and talking head videos.

Recording Screen Casts

One of the difficulties with screen casts is that in order to keep bandwidth down (though this gets less important as bandwidth speeds and storage medium go up over time), we need to keep the video sizes relatively small but often we are recording a much larger screen.

When we try to show something small, the detail is often lost in the small size of the video. However all of the screen recording software should have feature called 'zoom and pan' which allows you to zoom into part of your screen space. This is an essential skill to master. If you look at one of the videos I did for the video version of the WordPress eBook you'll see that on YouTube you can barely make out the whole screen space in the tiny window that YouTube provides, but I have zoomed in where necessary to allow the viewer to see the essential elements:

[Video 3 – Basic Administration](#)

You'll need to learn how to do this with whatever software you choose to use.

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What Size to Record In?

There are actually two questions here - what screen size to use when recording, but also, what to show in that space. When you record, you are given a window into your actual monitor. Some people will

Some people will record at full screen but remember that when this is shrunk down to a smaller size for uploading to the Internet, the larger your original record size, the more the result will be shrunk and the more difficult it will be for the viewer to see

record at full screen but remember that when this is shrunk down to a smaller size for uploading to the Internet, the larger your original record size, the more the result will be shrunk and the more difficult it will be for the viewer to see.

As a compromise, I record in 1024 x 768 and when I produce the resulting video, I shrink it down to 640 x 480. However, what I also do is I resize the applications I am recording to the same

size eg 1024 x 768. I am often recording my browser for instance so where as I would usually be running in a large widescreen resolution of about 1600 x 1050, I shrink my browser to 1024 x 768 for the purposes of recording.

To Go Widescreen or Not?

Previously the answer to this was simply No, because none of the video sharing sites supported widescreen. However all this changed recently when YouTube switched to offering a default widescreen aspect ratio. Previous box-sized videos will be displayed with black bars down the sides.

If you have a widescreen monitor, by all means record in Widescreen as the big video sites will now support it and widescreen support is only going to increase over time.

Recording Talking Head Videos

This is actually a much simpler affair because all you need to do is to position yourself in such a way as the camera can see you clearly. You don't need to worry about size because you won't be zooming into anything like you may do on a screen cast.

Whatever device you have for recording camera footage should come with its own software for your operating system so I can't really advise you on that.

Producing an Uploadable File

There are tons of different file formats for video which can be very confusing. The good news is that you don't really have to worry about it too much because most sites, including YouTube will accept many different file formats such as WMV, AVI, MOV etc.

Really, it boils down to the software that you use. If you intend to host your video on a third party site such as YouTube, you don't have to worry too much about file size because they now support videos up to 1Gb in size and that is a LOT. However, you are restricted to 10 minute videos on YouTube.

If you are hosting your video on your own server or on some service that you pay for, size becomes a consideration because you are most probably paying for the bandwidth. However, let me give you some numbers to play with...

For my Traffic Rush course, I produced 22 videos, they averaged around 5 minutes each and the total file size for all of them was around 240Mb. I used a paid service called Amazon S3 to host the files. They charge \$0.15 for Gb for storage (so I didn't come close to that) and \$0.17 per Gb of data transfer.

If you intend to host your video on a third party site such as YouTube, you don't have to worry too much about file size because they now support videos up to 1Gb in size

What that means is, for every person who downloaded all of the videos, it cost me less than 5 cents per person! I charged \$47 for that course, so the hosting costs were negligible. To rack up \$1.00 in costs, I could produce over 30 hours of video!

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Hosting Your Videos

If you want to use a paid service such as Amazon S3, it can be a little technical and I am assuming that most people will want to host it free so rather than clutter up this lesson, I'll point you to a neat guide:

<http://www.hongkiat.com/blog/amazon-s3-the-beginners-guide/>

I would only actually recommend using something like S3 if you are hosting private videos that you don't want to distribute publically - such as for a paid product. If you are producing video for your blog and you want the exposure that can come with that, you want to get your video on the biggest site (YouTube) and perhaps some of the others too.

Sign up to YouTube if you haven't already:

<http://www.youtube.com/>

Once you have an account you will have the option to upload a video. There are a few important fields that you need to fill in with each video and these are the description, the tags, title and the category.

Description

YouTube allows you to insert a link into your description and although this is a no-follow link so it doesn't count as a backlink, it allows viewers of your video to click through to your site. Note that on the video page, only a tiny excerpt of the description is used so put your link in as early as possible.

For example, look at one of my WordPress videos here:

http://uk.youtube.com/watch?v=IhoSH3i_AUk

In my description, it is cut so short that not even the whole link is displayed but there is enough of it that it can get a click which is the main thing.

Tags

Did you know that YouTube is now one of the biggest search engines in the world? People search for videos in droves and your tags are the key to getting found. There are two approaches to tags in YouTube. Generally speaking, if tagging to allow people to find you, broad tags work best.

However, there is another benefit to YouTube that I haven't mentioned yet - Google LOVES YouTube! Well it would wouldn't it, considering that it owns it! Put in almost any search into Google and you'll have one or two videos show up in the top 10 results if there are videos of that subject available.

This is a brilliant way of using video to drive traffic to your site. However, to capitalise on this, your video has to be optimised to rank well for your chosen keywords. That means you need to get your keywords in the title, the description and the tags as well.

What I would recommend is, if you are producing video for ranking, pick a single keyword phrase to rank for, include that keyword in your tags and then include some broader tags to help people find you in a YouTube search.

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Title

Your video title is extremely important - it will help you rank for whatever words you have in it, but also, it is shown whenever your video shows up as a 'related video' on somebody else's video. What this means is that as well as being keyword optimised, you also need to ensure that your video title is compelling and makes people want to watch it. So many people overlook this vital aspect of video marketing!

Category

Lastly there is the category. In YouTube the selections are extremely limited so this isn't very useful. Just pick the most appropriate one for your video.

Other Video Sharing Sites

I have concentrated on YouTube because it is massive - most probably bigger than all of the others put together. However, if you want to get the maximum exposure for your video then it is worth taking the

time to submit it to some of the other video sharing sites as well. Here is a small selection of the major ones:

- <http://www.vimeo.com/>
- <http://revver.com/>
- <http://www.metacafe.com/>
- <http://www.veoh.com/>
- <http://www.viddler.com/>

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This is a Sample Only

What you have here is just a small sample of the full [Bloggers Bible Fast Track](#). The full version contains 49 lessons organised into 12 modules and runs to over 180 pages! This is how the full course breaks down:

Module 1 – Introduction (5 lessons)

The introductory lessons discuss how to select a topic and direction for your blog, how to clearly define your goals, conduct some essential blog planning and prepare an initial post repository. I also give you a brief introduction to SEO as a foundation for later lessons.

Module 2 – Technical Setup (6 lessons)

The technical lessons cover everything you need to know to get your actual blog built. Everything from hosting to WordPress (the software of choice for blogging!), RSS feeds, stats tracking, contact forms, archive pages and some other technicalities. I also discuss the 'launch' process of your new blog in this module.

Module 3 – Basic Content (3 lessons)

Content is the backbone of any successful blog and although it can be a large subject, in this module I give you just the essential information to create some really solid content that you can begin to monetize without bogging you down in details that can be left until later.

Module 4 – Basic Monetization (5 lessons)

As this course is designed to enable you to build a profitable blog, we want to start monetization as quickly as possible. In this module I teach you how to effectively implement some of the easier strategies such as contextual advertising and affiliate marketing. These strategies can be implemented from the beginning and allow you to start generating an income as soon as the traffic starts to trickle in.

Module 5 – Traffic (5 lessons)

No traffic = no profits! This module introduces the topic of traffic with strategies can be implemented from the outset. I also discuss how to properly analyse your blog traffic so that you can make tweaks that boost it in the future.

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Module 6 – Basic Link Building (3 lessons)

Another source of traffic is search engine traffic but this takes longer to build because it is entirely driven by the ability of your blog to rank highly for traffic-generating keywords. This in turn requires backlinks and so in this module I give you a few easy link building methods that you can begin to put to work straight away.

Module 7 – Social Media (6 lessons)

The final traffic source that I discuss (traffic is SO important!) is Social Media which is a huge subject. In this module I don't try to cover it ALL - I just focus on those specific sites that have proven their ability to drive literally thousands of visitors and links to even a brand new blog.

Module 8 – Readership (2 lessons)

Building a profitable blog implies that you sell stuff to your readers. If you want that to happen you have to provide them with excellent value, look after them and nurture them. This module shows you how to do just that!

Module 9 – Maintenance (1 lesson)

Just like a car, a blog needs an occasional bit of maintenance work done. Before we dive into the advanced topics, I give you a quick lesson on essential blog maintenance to keep everything running in top condition.

Module 10 – Advanced Content (4 lessons)

There are millions of new blogs created every year. I firmly believe that there is always room for more blogs but if you are in a crowded niche then you need to stand out from the crowd - be different, be BETTER than the rest. You're already creating good content but now that we've got all the essentials down its time to ramp up our efforts and create some truly outstanding content!

Module 11 – Advanced Monetization (6 lessons)

Standard monetization strategies like those in module 4 often have a certain cap to them. There's only so much you can earn on a per visitor basis and this won't be as high as you might like. However, if you are prepared to put in some extra effort I'll give you some specific instructions for transforming your blog into a fully-blown business. Product creation, freebie marketing, membership sites, list building and more are all taught in this module.

Module 12 – Advanced Link Building (3 lessons)

Every blog post we write is an opportunity to increase our search engine traffic but this is only going to happen if we out-rank our competitors which is why link building is so important. This final module teaches you three specific strategies for building quality links - if you're prepared to put the work in!

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