

Using Video and YouTube to Super-Charge Your WordPress Site!

by Navin Kulshreshtha

(Link to PDF of presentation slides will be provided at end)



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POLL

- Already producing videos?
- New to video?
- Active YouTube channel?

STORY, DILEMMA



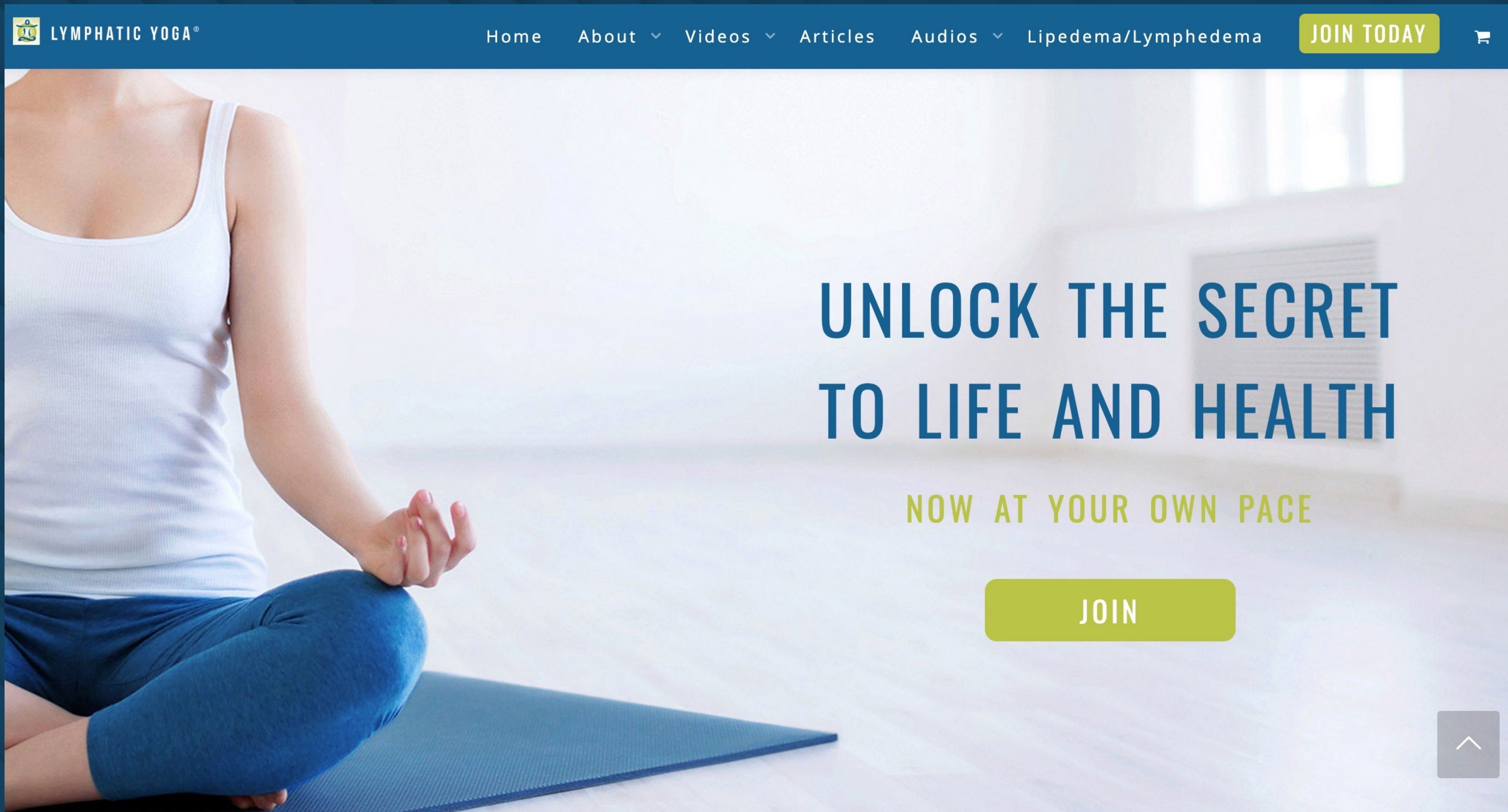
Edely Wallace, Yoga Teacher
Owner of Yoga Matrix Studio

- Yoga studio in Dr. Phillips.
- In business 14 years.
- Overworked and underpaid.
- Landlord decided to DOUBLE her rent.
- No money, time, or energy to move.

SOLUTION

- She shut down her physical studio
- Created a Virtual Yoga Studio
- Combined Videos and WordPress
- Membership plugin, \$20/mo, \$150/yr
- Members from all over the world

WEBSITE



BENEFITS

- Low overhead
- Freedom and flexibility for travel, writing, creative pursuits
- Recurring monthly revenue
- Global reach
- Still doing what she loves

WHY IS VIDEO IMPORTANT?

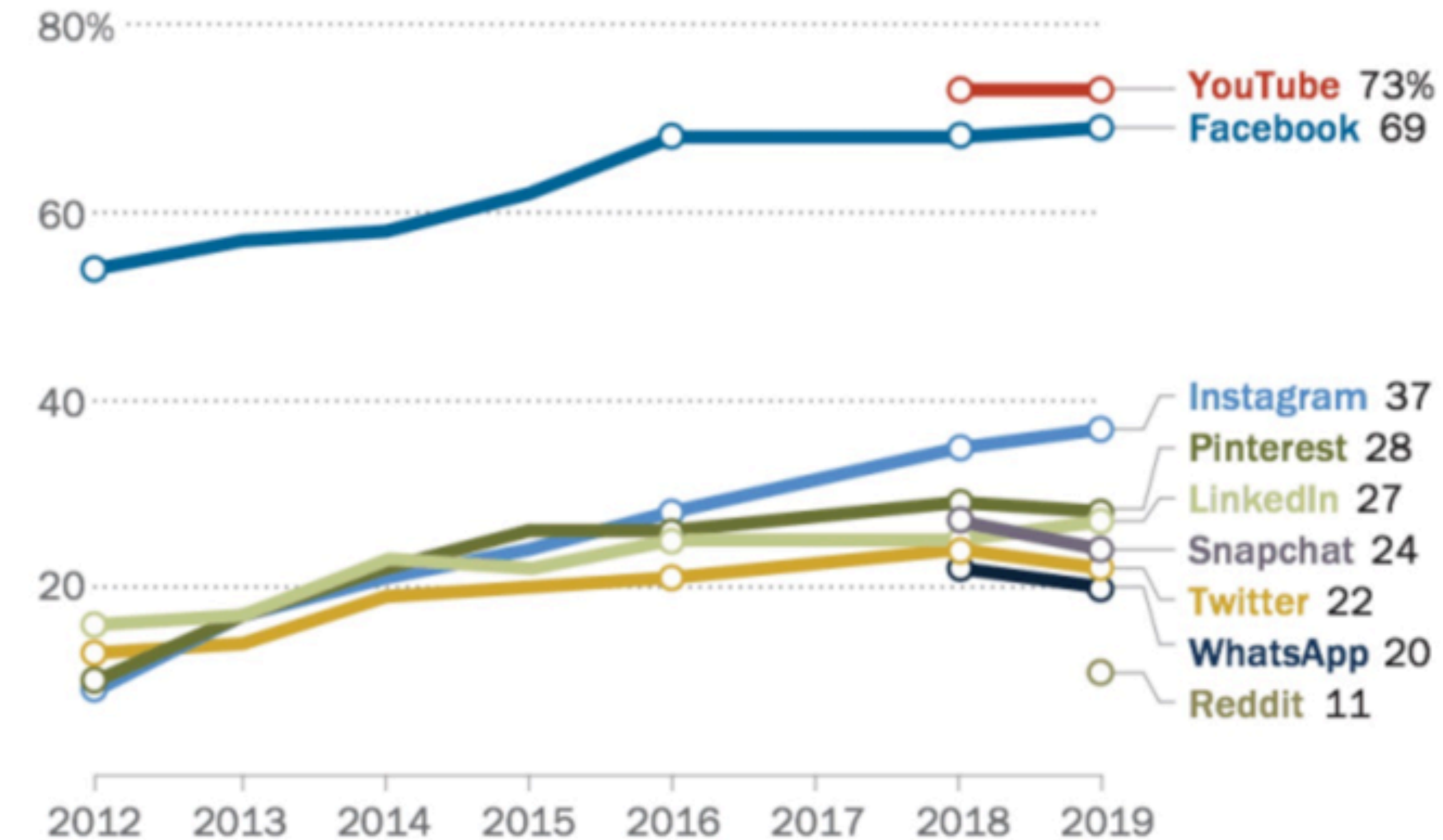
- Video is everywhere! Over 60% of traffic on the web.
- People read less these days.
- Personal connection.
- Conveys trust, authority and credibility.
- A picture is worth a thousand words. A video is worth ten thousand!
- Especially for product demos, training videos, tutorials.
- Possible to do on a LOW BUDGET.

WHY IS YOUTUBE IMPORTANT?

- **2 billion** active monthly users
- **One billion** hours of content per day
- Second largest **search engine**
- Second largest **video platform**
- One of largest **social platforms** in the world
- One of best places to find an audience, build community
- **My lesson:** Just because you make a video, doesn't mean anyone will watch it

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

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EASY TO GET STARTED

Barrier to entry is **low**.

- You can start with a **webcam**. (Free)
- **Mobile phone** and buy decent microphone. (\$100)
- Eventually upgrade to DSLR camera and good microphone. (\$1000+)

CONTENT is most important thing. People will forgive poor production value if the content is good.

THE “BAD OLD” DAYS

Steenbeck 16mm film editing bay



LOW-BUDGET, HIGH-VALUE CONTENT

- LymphaticYoga.Net, webcam webinars
- iThemes Training, webcam and screen capture
<https://ithemes.com/wordpress-news-roundup-november-2019/>
- Avier Wealth Advisors
<https://www.youtube.com/channel/UCCfZTZ1jRgATWcMM-n3XI7Q>

HIGHER-BUDGET CONTENT

- Cinecom, Filmmaking tutorials, Killer Action Scene video
https://www.youtube.com/channel/UCpLfM1_MlclQ3jweRT19LVw
- AccuQuote Insurance
<https://www.youtube.com/watch?v=YPpdpjZ5yEw>

STRATEGY MUST BE CONTENT-DRIVEN

- Determine who your audience is. The more specific the better.
- What are their problems, issues, desires, goals? What keeps them up at night?
- Create targeted content that satisfies an urgent or pressing need.
- Deliver the content so they can easily find and watch it.
- Repeat!
- Requires commitment, patience and consistency.
- May not deliver immediate results, takes time.

CASE STUDY

- Premiere Pro Error, "New Frames Need Analyzing"
- Immediate and urgent need to fix this!
- Google message, my video appears has over 88K views!
- Short, sweet, simple video.
- **LARGEST** source of traffic to my website.

SEO STRATEGIES

- Researched and identified a **PROBLEM** people were having.
- Provide a **SOLUTION**. Made it easy to find.
- Posted on YouTube, where it got views, likes, engagement.
- Embedded video on WordPress site AND added additional helpful content. [LINK](#)
- You need to follow good SEO practices on your WordPress site in general: titles, meta descriptions, URLs, alt descriptions, etc.
- And the embedded video definitely super-charged the page and boosted its SEO a lot!
- Be sure to include a backlink in video description.

“FREEMIUM” BUSINESS MODEL

Have a **BUSINESS PLAN** in mind.

Find right balance between:

- Giving away **FREE** content. (Lead Generator)
- Providing **PAID** services/products. (Payoff)

The free content should be genuinely useful and valuable. Not just fluffy sales talk. Figure out how to convert them:

- Give something away for free like a e-book or PDF guide and gather people's emails.
- Offer a free website or SEO audit.
- Let people know which services you offer.

TECHNOLOGIES

- WordPress
- YouTube
- WooCommerce
- Woo Memberships Plugin
- MemberPress Plugin
- Zoom (webinars)
- Vimeo Plus
- Screenflow (screen captures)

QUESTIONS?



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