

Web 2.0 — An Internet Transformation

Business Week defines Web 2.0:

“Web 2.0 is much more than just pasting a new user interface onto an old application. It’s a way of thinking, a new perspective on the entire business of software—from concept through delivery, from marketing through support. Web 2.0 thrives on network effects: databases that get richer the more people interact with them, applications that are smarter the more people use them, marketing that is driven by user stories and experiences, and applications that interact with each other to form a broader computing platform.”

Now if you’re not sure what all that means to you as a website owner, and how you can get more traffic using Web 2.0 strategies, here are some considerations ...

Websites that get the traffic, make the money, have huge resale value, sell more products, and all the other trappings of success, are websites that:

- * allow and solicit interaction with it’s visitors,
- * excite people on multiple levels (both the content AND the delivery),
- * are multi-purpose or functional,
- * are accessible,
- * make life easier or at least more interesting.

If I could give you one example of a true Web 2.0 site believe me I’d send you there in a second. But Web 2.0 is broad in it’s description (encompassing many ‘types’ of sites) and elusive in it’s definition (growing and changing as users contribute or demand more features). Furthermore you’d never want all that Web 2.0 is on one domain - keep it simple, keep the features relevant, and keep them coming back.

To get an insight into Web 2.0, it helps to understand where it all began - blogs, social networking, social bookmarking, rss feeds, podcasting, photo sharing, and wiki-webs. Communities were built around such things and communities of users are powerful traffic cops indeed,

Use 2.0 Video Sites to Drive Traffic and Sales

Many of the online promotion experts are finally awake to the fact that Web 2.0 sites are now the high traffic hot spots.

These experts have been thinking of, testing, and tracking their ideas and results - and as a result are now teaching their proven techniques. The options wide open to a business owner are many - the hardest part is pre-determining where your promotion energy is best spent for best results.

In essence, find your target market and get your offer in their path.

The first step is to define your target market. Business owners know their markets intimately, their interests and passions. The next step is to apply this knowlege and match this target market to what Web 2.0 website likely prospects will be hanging out on -- because they are hanging out somewhere. (More users spending more time online - but not necessarily showing up on standard websites to coincide with the research numbers.)

Here is a very simplistic example...you sell an education-related product, your market is book readers, they’re hanging out at the book review sites - so you network (on a free web 2.0 social network site) with your message and gain traffic.

Another simplistic example...you sell truck parts, your market is the young, rural male. When they’re not working on their trucks, they might just be watching online videos (on a web 2.0 video sharing site) - post a few fun clips of 4x4 trucks and gain traffic.

Website Promotion Using Video Sites - YouTube, Google Video, Yahoo Video...

Savvy marketers have been doing this with video for the past year and getting impressive results. In one documented example, Stampede Secret created a 3 minute clip that led to its website and has made them a top affiliate and increased visitor traffic by about 30% and holding - even after 11 months (beginning March 9, 2006). The video clip was posted only on Google Video.

The question still remains however...is this Web 2.0 traffic technique right for your market?

Research to date indicates that Web 2.0 websites (some shown below later in article) which have an affinity for your market will drive significant traffic to your site.

The only caveat here is to be aware whether or not your target market is primarily on dial-up. Recent statistics stated that 70% of surfers are now on broadband, but recent compression technology allows clear and fast video delivery over standard dial up.

If you don't know how to create a video, it doesn't need to be a major expense or time eater. The Google video mentioned above took less than 20 minutes, is not polished or professional - yet it netted traffic and thousands in sales as an affiliate. Video production services are available if you wish to produce a more finished product for a few hundred dollars.

What this means to the average business owner is that you do not have to pay a fortune to produce and run television commercials. A simple video on a Web 2.0 website gets more exposure and traffic, running on a 24/7 basis as opposed to TV spots that are limited to ephemeral date and time appearances. Plus, placing a TV campaign on the major network outlets is usually beyond the reach of most advertising budgets. Instead they settle for the smaller channels such as Golf TV, etc.

In summary: 1) know your target market; 2) produce a short video; 3) run it on Web 2.0 site and your own site; 4) leverage it on a community directory site; 5) promote with the new video email. By tapping into the high traffic community sites using video, you'll be where the web really is today.

Here is a list of other Web 2.0 video sharing sites:

* [YouTube](#) - The monster of them all. YouTube is the top in video sharing. Just bought out by Google for \$1.65 billion USD.

* [Google Video](#) - You'll need to download a small piece of software in order to upload your video, but the extra 10 minutes makes it well worth your while for months to come.

* [Yahoo Video](#) - Smaller than Google Video and YouTube but still a lucrative place to upload your promo to. Yahoo video doesn't support as many video formats, but (and this is important) yahoo does feature top video stories on their home page. Can you make it to the first page in Yahoo with your video - it's worth a try.

* MSN's video site is called [SoapBox](#).

* [MetaCafe](#) was once said to be the second biggest video sharing site. Like google video they offer desktop software to make uploading easier on their users.

* One you may not have heard about yet, [Grouper](#). Just bought by Sony for \$60 million USD.

* News: [PhotoBucket](#) is large and now has a Web 2.0 enabled video space.

* CNET's [Webshots](#) is also offering website traffic opportunities through online video sharing.

* Netscape's video sharing is at [Ning](#).

* MTV owned [iFilm](#) (via Viacom) gets over 10 million visitors per month.

* Got Big Videos to Share? Try posting to [DailyMotion](#), it allots 150mb of video upload.

Here's also a list of the smaller players in Web 2.0 video:

* [Blip.TV](#)

* [iBlogs](#)

* [Revver](#)

* [VidiLife](#)

* [China's Yoqoo](#)

* [Kewego](#)

* [Veoh](#)

* [Vimeo](#)

* [GoFish](#)

* [Fliqz](#)

* [VideoJug](#)

* [VodPod](#)