

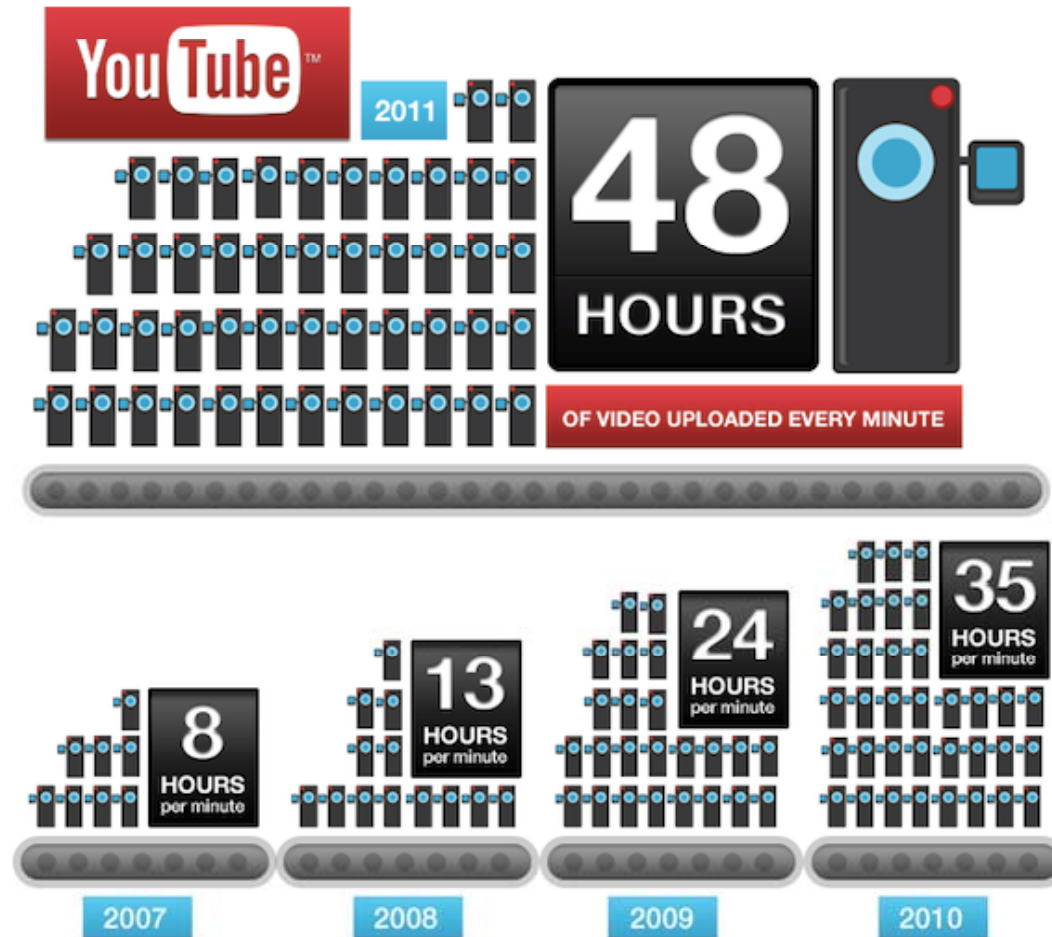


YouTube - Why?

presented by **Kathy Hokunson**
**Vice President Sales
and Marketing**

You Tube

THE STATS



+3 BILLION views a day on the site  

A dating site ???

Just for fun – the original concept for YouTube . . .

HOT or **NOT**

Rate People

Meet People

More ▼

QUICK SEARCH

Straight ▼

Girls ▼

AGE

18 ▼

TO

65+ ▼

NEAR

My Location

Do you want to meet her?

[Skip](#)

YES

NO

Some of the facts . . .

Some more recent stats on YouTube:

- **13 million:** Number of hours of video that were uploaded in 2010.
- **60 days > 60 years:** More video is uploaded in two months than the three major U.S. networks (ABC, CBS, NBC) combined created in six decades.
- **30 percent:** Amount of overall traffic coming from the U.S. YouTube is localized in 25 countries and 43 languages.
- **700 billion:** Number of playbacks in 2010.
- **10,000:** Number of **partners**, hundreds of which make six figures a year.
- **More than 7,000:** Number of hours of full-length movies and shows.
- **2 billion:** Number of global video views per week being monetized.
- **10 percent:** Amount of videos available in HD.
- **100 years:** Amount of video scanned daily by **Content ID**, which is used by more than 1,000 partners, including every major U.S. network broadcaster, movie studio, and record label.
- **4 million:** Number of people connected and auto-sharing to at least one social network.
- **100 million:** Number of daily mobile views.

Statistics courtesy of Search Engine World:

<http://searchenginewatch.com/article/2073962/New-YouTube-Statistics-48-Hours-of-Video-Uploaded-Per-Minute-3-Billion-Views-Per-Day>

WHY IT'S RELEVANT

The power of YouTube in search . . .



gear grinding



Search

About 1,450,000 results (0.22 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

More

Utica, NY

Change location

All results

Sites with images

Wonder wheel

More search tools

Something different

gear shaping

profile grinding

form grinding

▶ [Gear Grinding And Cutting Services, Spur, Helical, Bevel Gears ...](#) - 12 visits - Feb 5

Ground **Gear** Manufacturing at it's best, from the new auto loaded KAPP KX300 to the robot Reishauer RZ400 cells, or Large sizes in smaller quantities on the ...

Capabilities - Oliver Gear - Custom Ground and Cut Spur ... - ESOP

www.gearmotions.com/ - Cached - Similar

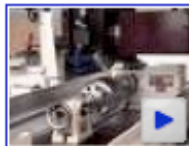
[Custom Gear Manufacturing, Milwaukee, WI | Custom Gears](#)

Precision **Gear Grinding** Machining Gear Hobbing and Shaping Deburring/Finishing

Broaching Cylindrical/Finish Grinding > Learn more ...

www.milwaukeegear.com/ - Cached - Similar

[YouTube - Smart-1640 Gear Grinding](#)



2 min - May 3, 2007 - Uploaded by chevalierusa

Index **grinding** of an industrial **gear** using a Smart1640 grinder.

www.youtube.com/watch?v=odlQppcGGXY

[YouTube - IMTS KAPP CNC Gear Grinder - KAPP NILES Model KX500 ...](#)



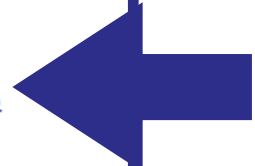
7 min - Apr 14, 2009 - Uploaded by MachineToolSystems

IMTS CNC Gear Grinder - KAPP NILES Model KX500 CNC Gear Grinder ...

Added to queue **Gear Grinding** with Kapp & Hofler Gear ...

www.youtube.com/watch?v=m6gRprNkTkY

[More videos for gear grinding](#) »





orbital welding machine



Search

About 1,070,000 results (0.16 seconds)

[Advanced search](#)

[Images for orbital welding machine](#) - [Report images](#)



[Axxair - Orbital welding machine for tubes and pipes.](#)

Orbital welding machines, Automatic welding. Orbital pre-fabrication welding machines for tubes and pipes. Quality - consistency - simplicity. tube and ...

www.axxair.com/.../machines/...welding/pre-fabrication-welding - [Cached](#)

[YouTube - P4 The Intelligent Orbital Welding Machine made by Polysoude](#)



2 min - Feb 26, 2009 - Uploaded by polysoude44

P4 Ideal for use on site or in workshop Intelligent power source, with automatic **weld** procedure and intuitive user interface.

www.youtube.com/watch?v=GGYAVtwWDco

[More videos for orbital welding machine](#) »

Logo-Less Embedded Player



Search

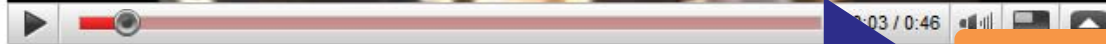
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Gear Manufacturing at Gear Motions



☆☆☆☆ 0 ratings

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[Twitter](#)

[\(more share options\)](#)

[▶ Statistics & Data](#)

2,055 views





 **GearMotions** [Subscribe](#)
November 24, 2008
[\(more info\)](#)

Gear Motions products include precision spur, helical, bevel, and worm gears. In addition, our popular lines of belt sprockets, timing pulleys, and splines (roller, ladder, and silent) round out th...

URL
Embed

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12,687 views
Spiralbevel
8:42
-  **Lecture - 32 Gear Manufacturing**
3,349 views
nptelhrd
58:24
-  **Gear Cutting**
26,236 views
rolvon
1:49
-  **Part 1: The Installation of Bevel Gears**
4,021 views
ArrowGearMedia
3:23



Magnatech Orbital Welding

Magnatech's Channel

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All

Uploads

Favorites

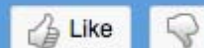


i Info **♥** Favorite **➔** Share **+** Playlists **🚩** Flag

Magnatech Pipeliner - Orbital Welding System

From: Magnatechlp | Mar 4, 2010 | 3,107 views

The MPS4000 is a digital inverter power source for GMAW/FCAW process welding applications. The weld Head controller integrated with the power source operates all Pipeliner II weld Head models.



Search

Date Added | Most Viewed | Top Rated



Magnatech Pipeliner - Orbital Welding System

3,107 views - 1 year ago



Magnatech Pipemaster 516 - Orbital Welding

1,178 views - 1 year ago



Magnatech Pipemaster 515 - Orbital Welding

2,908 views - 1 year ago



Magnatech Tubemaster - Orbital Welding System

2,404 views - 1 year ago



AWS Welding Holds the World Together

5,388 views - 3 years ago

MEASURING FOR SUCCESS

Profile

Name:	Magnatech
Channel Views:	5,532
Total Upload Views:	86,820
Age:	47
Joined:	Aug 1, 2007
Last Visit Date:	1 month ago
Subscribers:	18
Website:	http://www.magnatechllc.com/

About Me:

Since 1971, Magnatech has been a continuing force behind new product development for orbital pipe welding equipment, orbital tube welding equipment as well as tube-to-tube sheet welding equipment and weld overlay applications. Magnatech supplies innovative systems to both manufacturers and contractors, who require precision automatic orbital welding systems. Magnatech manufactures a wide range of orbital welding equipment. Our systems are well known throughout the world for producing quality welds time and time again.

Hometown:	East Granby
Country:	United States
Occupation:	Orbital welding

[Report profile image violation](#)

Important Highlights:

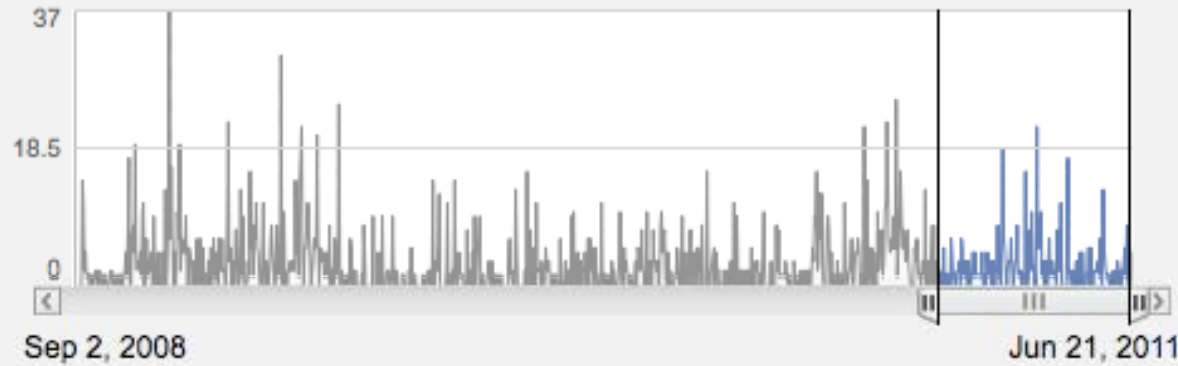
- Channel Views: 5,532
- Video Views: 86,820
- Average Age of Visitor: 47

YouTube Insights – Visits . . .

Date range: **Dec 19, 2010** ▾ - **Jun 19, 2011** ▾

Location: **USA** ▾

Show previous: [1day](#) [7days](#) [1month](#) [3months](#) [6months](#) [1year](#) [Max](#)

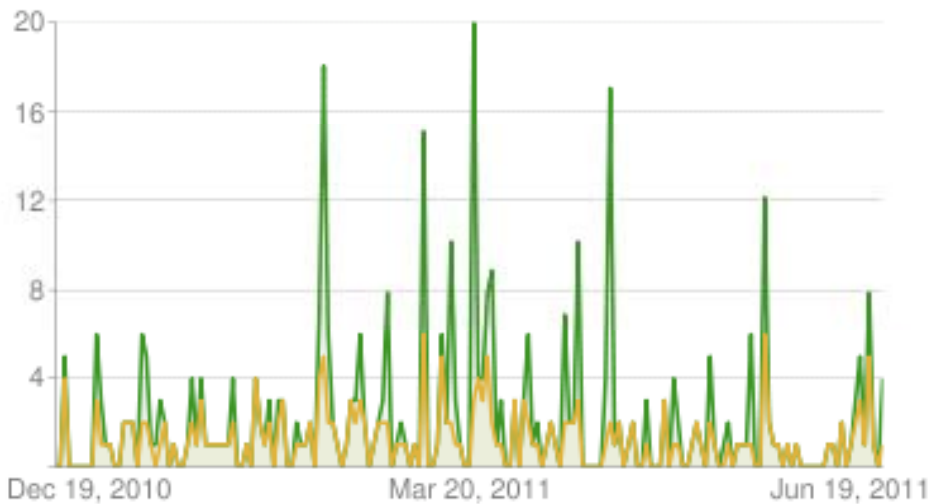


Lifetime worldwide views of videos on this channel: **2,708**.
Views in the selected date range and region: **385**


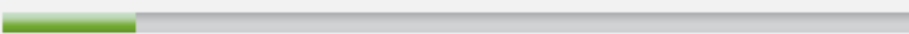

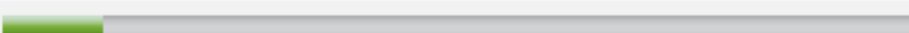


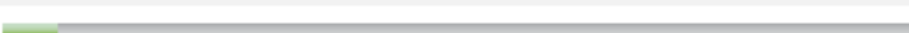
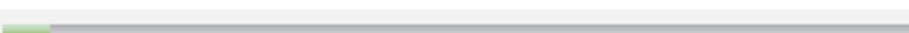
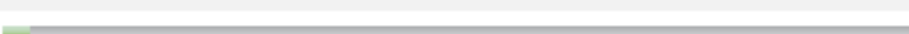
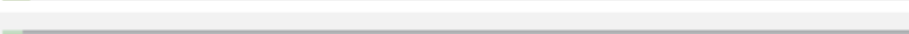
YouTube Insights – Unique Visitors & Geography . . .

Views Each day on the graph shows the total number of views made on that day. Unique users is the number of users that made those views. [More info](#)

Views: daily totals Show unique users



YouTube Insights – What is being viewed?

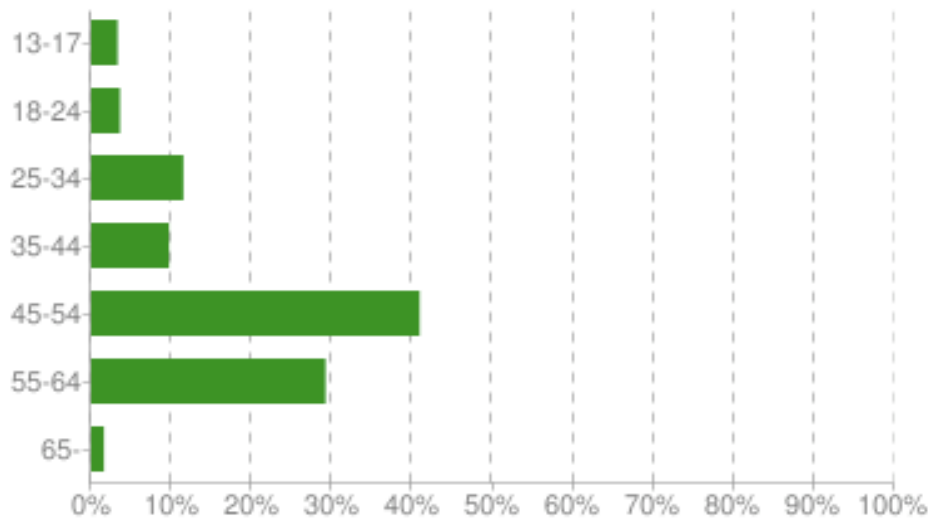
Top videos	% of total views
Social Media for Business?	22.1 
Day One....Site Seeker	14.5 
Site-Seeker - Internet Marketing - Testimonial 3	11.9 
Site-Seeker - Internet Marketing - Testimonial 2	11.2 
Site-Seeker - Internet Marketing - Testimonial 4	10.6 
Site-Seeker - Internet Marketing - Testimonial 1	7.3 
The People Have Spoken...	6.0 
Tristate Industrial Laundries Testimonial	5.2 
Site-Seeker Behind the Scenes Interview	3.1 
Site-Seeker, Inc. Promo Video	2.1 

YouTube Insights – Demographics . . .

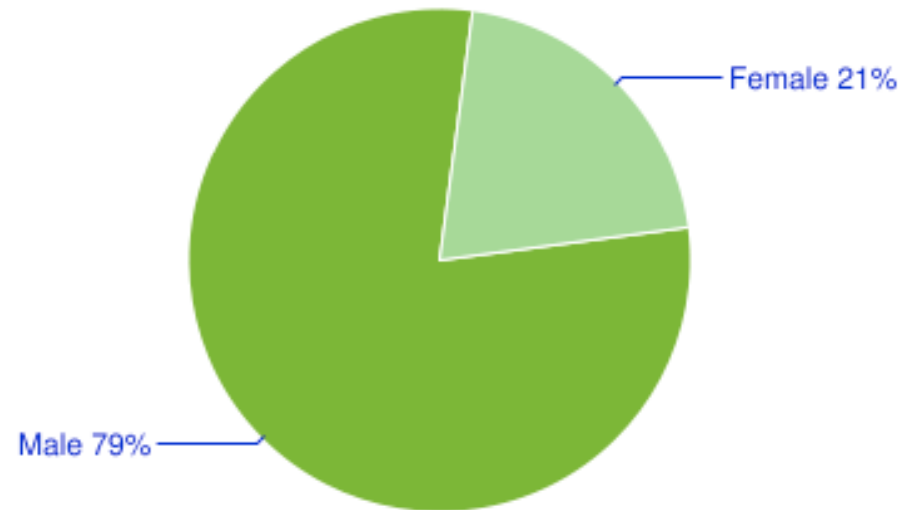
Demographics

[More info](#)

Age ranges for: All Male Female



Genders for all age groups



WHAT'S NEW?

YouTube Promoted Videos



machining services

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Search results for machining services

Sort by: Relevance ▾

About 484 results

Filter ▾



Torchmate CNC Plasma - Cutting Tables and CNC Routers

Affordable for home or business

by torchmatedotcom | 58,338 views



MISys Manufacturing - 30 second elevator pitch?

How about 2 minutes instead. Watch the video.

by MISysInc | 2,181 views

Promoted Videos



A glance at machine shop sourcing

Click on this cool site on <http://www.machiningpartners.com/> Want to know more about Manufacturing RFQ? Then you will certainly need to read this ...

Promoted Videos



QuickBooks Manufacturing

Track Your Assembly and Order Management Processes with QB

by Fishbowl4QB | 19,135 views



Contract Manufacturing

Inventors / Invention services Prototypes, Tooling, Production

by 66551914 | 11,738 views

9

You Promoted Videos

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in a YouTube video's id (or watch page url).

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

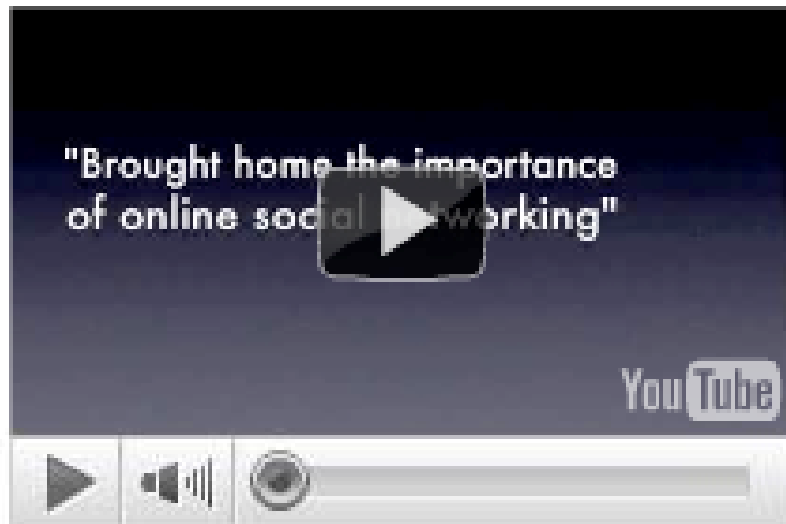
Results are tailored to the languages and countries you choose below:

English	Tuvalu
Chinese (Simplified)	Uganda
Chinese (Traditional)	Ukraine
Danish	United Arab Emirates
Dutch	United Kingdom
Finnish	United States

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>
<input type="radio"/> YouTube video id or url (e.g. youtube.com/watch?v=JgT4aS5_Zrw)	<input type="checkbox"/> Don't show ideas for new keywords. I only want to see data about the keywords I entered.
<input type="radio"/> Demographic ^{BETA} (e.g. male or female)	<input type="button" value="Get keyword ideas"/>

- Not in HD and the logo is seen at all times

Internet Marketing Seminars and Webinars



Site-Seeker realized a long time ago that perhaps one of the most valuable aspects of the Internet marketing industry is its seminars and webinars. Since 2003 Site-Seeker has provided seminars, webinars, and personalized training on search engine optimization (SEO), search engine marketing (SEM), web analytics (WA), and of course social media marketing - throughout the country.

- Simply add this code: `?modestbranding=1`



GETTING STARTED

- Create a YouTube account and build out a channel for your company name
- Complete your profile COMPLETELY.
- Upload videos relevant to your clients and prospects
 - Show them your facility
 - Your products and services in action
 - Your team at work
 - Examples of your products
- Tag the videos so they can be found
 - Utilize the YouTube keyword tool for guidance in using the right words to help your videos be found (even if you aren't using the promoted video feature)
- Embed the logo-less player on your website
- Promote your channel with YouTube button EVERYWHERE

RESOURCES

- <http://bitly.com/IFhIMp>
 - This links to 4 recent articles on using YouTube for B2B
- <http://youtube-global.blogspot.com/>
 - The official YouTube blog is a GREAT resource
- www.slideshare.net/katiehoke
 - You will find this presentation available

Thank You

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kathyhokunson@site-seeker.com

(860)-263-0361

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