Ryan: Hi. Ryan Steinolfson here with Accelerate Marketing and today I'm going to be talking about Hangouts on Air. Specifically how to leverage Google Hangouts on Air in order to get more business for your business and in essence really create your own TV station. I presented two weeks ago and this ongoing series of Google Hangouts on Air and how to leverage them to get more business. And I specifically talked about and showed exactly how to start Hangout on Air. I went through the steps of doing that. And today I'm going to talk a little bit more about how to create an event on air.

So you can actually add even more Google Juice or Google Love to your Hangout on Air by actually creating a ... an event out of your Hangout on Air. So you can set up your event ahead of time. And what it does is it actually, it does also allow you to get more people to visit your website because what you can do is ... is you can actually, you can embed the video in a blog post on your ... your website that allows people to actually go to your site and when it does, it increases the time on your site and who will seize that and eventually what it'll do is it'll give you better rankings which eventually turns in to more customers also.

So I'm going to show you some of the tips and tricks that will help you become a ... a rock star online with your business and get you more customers. I've got uh ... I've got Darcy on attending with me today. Darcy, how you doing?

Darcy: Good.

Ryan: And I know ... I know you got to leave a little bit but I know ... you can ask some questions. If you have any questions, you can stop me at anytime. I know you got to go to an appointment here in a second. But um, I'm going to ... I'm going to start showing my screen and let me know that ... when you uh, when you can see my screen. Can you see my screen, Darcy?

Darcy: Let's see. Almost, yup.

Ryan: So Google Hangouts, how to create your own online TV station to get more ... to get more customers. I reviewed this last week but I didn't ... I wasn't able to slow my ... show my slides. This week I'm focusing more on the people that are actually on the Hangout versus the people that are live. And so you can see here that you know, what are Hangouts? Here's the definition from Wikipedia. You can see also that you know, YouTube, this is the reason why you really want to um ... I'm sorry. Hold on one second.

The reason why you really want to focus on YouTube is because ... I mean, these are major, major achievements for ... for YouTube. Over 1,000,000,000 unique users on the site each month globally. You can see that YouTube tops all cable networks in the US reaching 18 to 34 year olds passed TBS, FX, Comedy Central, et cetera. It's huge, huge. I mean, you're ... If you're trying to reach this ... this market group then that ... this is the way to do it.

Google Trans, you can see the interest in the word. Google Hangout over time has spiked dramatically. This is in 2013. This is probably three or four months ago. And then again, you can see another spike here. So this is a breakout term even just in the past few months. It's been around, you can see Google Hangouts it's been around since the late uh, 2011, early 2012. And really are just trying to maintain their popularity. But now it's gone through the roof because of a lot of the features that I'm going to show you today.

A lot of what can be done is very dramatic. You can see we are actually ranking Google Hangout videos much faster than any other types of videos for the words like you know, Google Hangouts for business. We've got a video here that I've done with uh, another colleague of mine. This is a video, a Google Hangout video. So we're ranking for terms that are very, very quickly. Reputation management company Los Angeles, reputation management company Atlanta. This is part of what my business does. So we drink our own juice if you will. We actually use this Google Hangouts to get our own content rank. That's what this is here and that's what this was here.

We also get our clients' content rank by doing ... doing these Google Hangout videos. Here's one here that we did with one of our dentists. And then another one here for another attorney client of ours. Here's another client of ours Dentist Palm Beach Gardens. This video is we call it the Dr. Bill video. This is one of the first videos that me and my ... my colleagues and myself did in order to uh, to test out the strategy. I think we just got somebody else on. Hey, how's it going, man? Whoa, we lost him.

Um, okay so, that's what we're doing there with Dr. Bill. He was one of the first guys that we did this with. This video is getting him one to two customers every week. And you can see here like examples of like Hookah Arlington. Other people are starting to do this. Emergency tree removal, Jacksonville. This is another ... another SEO company that's using this ... leveraging this Google Hangout strategy in order to get more customers. This is very, very powerful because you can literally show up on the first page of Google in minutes. And for sure within hours, if you target the right keywords and you do a few of the things that I'm going to show you to do today. It's not hard.

First, you want to know what your keywords are. Once you identify your keywords, for example Google Hangouts on Air, 1900 people searching for that every month. You want to also make sure that these keywords are very relevant to ... In other words, you want to make sure that they're not just tire kickers that they're ... They're keywords that people are typing in for you know, that people would be typing in in order to want to like buy or use your service or buy your product. Sometimes keywords, they're not like buyer keywords. Uh, they don't ... they don't have a lot of relevancy in terms of like people that might be wanting to buy your service.

So you really want to make sure that you target a keyword for people that are going to be typing those words that are actually buyers as supposed are just tire kickers. But once you do and it's really not hard to initiate a Hangout. Now, just to give you some background on Google Hangouts. Like I said, they've been around for a little while. Very simply put what Google Hangouts are is it's a live streaming video that you can record in your Google account. With the Google account, you can actually hook up your ... your ... and make it so that your Hangout on Air streams not only the ... what would happen is is actually your Google Hangout on Air streams live to both your Google+ page and to your YouTube channel, okay?

So you can see it. It's a very ... It's a very powerful tool because once it's streamed to that channel live, it's actually recorded there and it lives there on forever. The great thing is is you're really doing two things at once. You're recording something valuable content like we're doing right now to a ... a group or an audience but the great thing is is that you don't have to ... you don't have to like re-encode the content once you're done with it. In the past, we've used things like GoTo Webinar and you had to re-encode the video. You don't have to do that with the Google Hangout because it streams right through your YouTube channel and within 15, 20 minutes, depending on how long the Hangout is, it will be live on your YouTube channel in that amount of time. It's amazing how fast it works.

So that's one of the huge advantages is is that you can be live, you can create live content. But that content is also recorded automatically to your YouTube channel and is also posted to your Google+ page and it can also post to an event page. I'm going to show you how to ... how we do ... do that today also. So, all you got to do is go to Google.com. Click on Sign In to your Google account. This is the step-by-step process you want to do to ... to actually start a Google Hangout. Once you've identified your keywords, again, you go to your Google keyword planner. You just type that in Google and I'll show you in a second how to do that. Go to Google Keyword Planner. Type in the words that you want to target and I'll tell you what the most popular words are that are associated with that word and you'll ... that will help you identify which one ... which keyword you want to target.

So, once you go and you go to Google.com, you click on Sign In. You go to click on your Plus account. You go and hover over the home button and this will take you to this screen once you ... once you go to your ... your Plus account. You click on like for me, it's +Ryans or who ... it's your first name with the ... with the plus in front of you. You want to click on that and that will take you to this page. You hover over the home button. You go to Hangouts on Air. And then you ... you simply just click on Start a Hangout. So it's really, really simple. And then you put in your keyword with name, colon, and then you want to put some sort of a compelling title, something that's going to want a ... that ... that somebody is going to want to click on in order to watch the video, okay?

Then you want to invite people and you want to click on Start a Hangout. It's really a simple process. Once you're in there, you click on Start Broadcast. And then, what's amazing is is you can send these links out. And this is what's really cool is when you click on this link right here, it actually gives you two links. It gives you a link to the video directly but it also gives you an embed code. So you can actually take that embed code and you can embed it in any site that you want. So you're able to actually syndicate your video to other people's blogs. So if you know people that have a lot of yours, you can do a co-promotion type program where you give them your embed code, they create a blog post about it. They drive traffic to their site and you drive traffic to yours.

So you're syndicating video content while streaming it. It's very, very powerful. So you can probably think of a lot of different application for that but ... and I know you know, I know that uh ... Darcy, you can probably think of a ton of applications for that. If you're trying to launch a product for example, you can give ... you can do a Hangout and you can give somebody your embed code and they can promote it on their ... to their list and drive people to a page that they have on their site where you're actually talking about your product and your creating content at the same time. So it's pretty powerful.

So then, the other thing is is that it streams live through YouTube channel as I said. People can leave comments here. So if you, there's actually a ... every YouTube channel actually has a URL, that is your live streaming URL. So you can literally, if you want to, you can send your list to a URL. You can give them the URL to your YouTube channel. That's your live streaming URL. And it's ... it's a permanent link. So whenever you go live on your YouTube channel in a Hangout, they can go to that page and they'll start seeing the streaming content want you start streaming. So it's ... you ... you do have a permanent link that you can send people to and drive traffic to in order to get people to attend the Hangout on Air.

And there's proof we've seen that the more people that actually are attending live actually in the Hangout and there's 10 people by the way that can be in a Hangout total. Nine ... well, 10 including yourself, nine other people besides you. And in ... So the more people we found that are actually in the Hangout with you and the more people that are viewing the stream, the higher and the faster that ... that video will get ranked. So there's a lot of correlation to that. So it streams also to your Google+ page and here's an example of it, of the video actually streaming to my Google+ page.

And um ... So, how to create six months ... Last time I told ... I talked about this. Today, I'm going to talk about a few other things that I think are really, really relevant that to the people that might be watching this video. And one is and I'm just going to go into the list here. I actually talk ... I said that I was going to show you how to grow your business with Hangouts on Air. De of the ways to do that is just to start doing it like I just showed you with the keywords, doing Hangout on Air. You can do it without even ... You can create a ... a Hangout on Air without even having anybody attend in the Hangout. So it's very, very powerful.

You don't even have to have anybody attend live. And by the way, you ... you have people attend live by inviting people that are in your circles. Those are the people that actually can attend the Hangout on Air live. They are the people that you circled. And you can invite those people. You can see that ... that I invited people that are in my circles. You can see that ... and you can ... I think the amount that you can invite is 200 total. And you know, even though like today I had ... and I'm ... I'm changing the time to this. By the way, it's ... it's going from ... I'm changing it from Monday to uh, either a Thursday or Friday to make it much easier for people to attend.

But the great thing is is again, this is recorded. And the beauty is that this ... and you can see how right now, this live streaming Hangout is showing up right here on the event page that I've created. This is really, really powerful. You can see here that here's the live streaming Hangout embedded on the event page and this event page will be here forever. So people can go back and see all the events that I've had in the past. And they can see these recorded events that I've had here. And the other great thing is is you can see here, I can go directly to the link that I put on the event page that takes people directly to the events page that I've created that has the embedded Hangout that we're creating right now.

This is the ... this is the actual hangout that we're doing right now. We're streaming live. If I press this button, it would be about 10 seconds behind but it's the exact same thing. It's the ... it's the exact Hangout that we're creating right now. So it's hugely powerful because what we can do is is you can again, you can syndicate content. So this is ... Imagine this video being syndicated to multiple different websites at one time. Not just on my own but also on other sites. Now, the great thing about this is that this is back link. This right here is a back link from Google from a very prominent page here directly to my website.

So every single time I do a Hangout video, I try to create an event. Every single time I do a Hangout video, there's two types of Hangouts. There's Hangouts on Air which are the live ones and then there's just regular Hangouts. Now you can ... you can initiate a Hangout with your staff if they're circled with you or anybody else that you know by just clicking on somebody here and then just ... you can ... you can start a Hangout on Air. You can see that ... I mean, it's really, really simple to do. So you can see like Adam is one of my ... is one of my actual employee. So right here, I can just go here and I can click on video call and that would initiate a Hangout on Air with Adam, okay?

So um, you can see that that is exactly how you would initiate that. Now, again, this is the even page. Um, and this is where everything happens with these live Hangouts on air when you actually ... when ... when you create an event page. You can actually point people to the event page and they can go back and they can watch this video anytime um ... anytime in the future. So it's a very, very powerful thing to create. It's very easy to create. And I'm going to show you here um, using ... And so I'm answering the question right now of using Hangouts on Air to get people to your site. The way that you do that is you just simply create a blog post, just like we did right here, okay?

I created a blog post, a brand new blog post in my back office here for Wordpress. And you can see here that all I did is I just took the actual URL of the video and you can see here, I'm going to show you exactly the video that is live right now. So here's the live ... here's the live page right now. So, this is the live page. You can see it's live right here. Um, and you can also that what I'm ... what I did is I just took the ... the actual embed code right here. And I embedded that code right into my blog post and I created a blog post that used the keywords that I'm targeting say which is how to use Google Hangouts, how to get more customers for your business using Google Hangouts.

And so what I did is I simply titled not only my blog post that ... that title but I also titled the video today that title. So they're matching. So I've created a ... a title to my video. Again, the same title that I titled by blog post. So they're matching and I embedded that code from my Hangout video here that I have. So the code actually comes on ... here's ... Here's my actual Hangout screen here. So all I did is I took this link right here. I took the embed code and I copied it. Here's the event page code ... code by the way. This is the link to the actual URL to the video that's living on my YouTube channel, okay?

So this link is the same link that's right here on my YouTube channel. It's the same link as that right there. So that link takes me directly to the ... the actual video playback page right there, okay? Now, the other thing I want to show you is here's the embed code. And again, this embed code is the code that I used in the blog post itself to actually make the blog post. And that's the embed code right there. Now, the beautiful thing about this is again, I can build some really solid back link to my content and to my website by just simply going in here, going into edit event and then, I just go in here to event options. And when I go into the advanced section here, I go right in here to this section right here that allows me to post the URL to my actual blog post.

So you can actually put a link here to your ticket seller URL, a link to your ... to the actual YouTube video watch page which is the page right here that I was showing you. That's the ... this is the watch page and you can get that link from either going to the watch page or again, going right here and here's your event page right here. Here's the ... the event watch page right here, okay? So you can get that right there and then you can also create a link to your website. And again, I created a link to my website. I ... I created a blog post and here's the blog post. All I do is I copy and paste that link right there and I put that right in to this ... this link right here.

So this is the events page. This is the page on my website and again, this is a permanent link here to that ... that page. That's awesome. So, it's really, really powerful that we can create. And this ... that's what creates this official site link here is when I have a page on my website that is housing or that ... where that video is being broadcast from. And that's what's happening right here. Again, here's the video. It's embedded on this page. And that's why that official site page or link is showing up here on this events page, okay?

So it's very, very powerful. Now, people can go and they can either watch the video here or they can watch the video here, okay? So again, but these are two links that are now showing up here. And again, here's the URL. Here's the permanent URL to my YouTube channel that anybody could ... I could send anybody to and it's a permanent URL. If I go there, that URL is the URL that's ... that is ... it's my ... Okay. So this is my chance.

So you can see this is my video is playing here. That's a permanent link, okay? Again, I ... I need you guys to see that. That's a ... that's a permanent link that you can send people to in order to get people to go to your actual video, your Hangout on Air when it's live. So what you can do is because it's permanent. You can send that link out ahead of time. And you could say, "Hey, I'm going to be on ... I'm going to be at XYZ on XYZ day and meet me there." And that's why I always put this permanent link here. It's just youtube.com forward slash user forward slash your channel name. I'm going to blow this up so you can see it. Okay. So it's youtube.com forward slash user forward slash your channel name forward slash live, okay?

Again, youtube.com forward slash user forward slash your channel name. My channel name is Ryan Steinolfson forward slash live, okay? So I hope you guys can see that. Um, that's ... that's all ... that's that permanent link that you can send people in order to get them to your event on the day of the event. So I have a list and you have ... and you send out to your list, you can always send out this link to them and tell them to go and click on that link at the time of the event and they'll show up the event, okay? So I hope that makes sense.

Now, I want to just make sure that I answer all the questions and I stay true to what I ... what I said I was going to do here. Um, how to start a Hangout on Air? We went through that using Hangouts to get people to your site. I showed you how you did that by just creating that blog post. The easiest way to add somebody to a Hangout on Air, okay. How do we add somebody to a Hangout on Air? One of the fastest ways to do it is to simply go to your Google Hangout screen here, okay? And then you just simply grab this URL right here, the one at the top. Not this link down here. Not this one but the one right here. You can get somebody into your Hangout on Air very quickly and easily by sending them to this link. When they go to that link, they enter the Hangout on Air, okay?

It's a very quick way to do it, okay. We've also at our company because it has been a little bit more of a challenging process for people is we've actually added people or we've created a system for adding people to our Hangouts on Air. And I'm going to show you how that process works. So it's very ... it's a very easy process for us now because all we do is we have our clients go to our website and go to Start Hangout ... start ... Go to About Us then Start Hangout. And then there's this video here. In this video, we created an order to make it really easy for our clients to understand you know, how to you know, how to get on a Hangouts on Air and how to really look like a you know, a rock start when they actually get on the Hangout on Air and make sure that they have the right lighting and everything.

You can see, we literally made it a ... a three-step process and five if you really you know, if they ... if they actually log out. But it's great because it's step-by-step, paint by numbers. Step one, they click on this box here. It logs them out of their Google account. Step two, it signs our clients in to ... um, it allows them to go to the to Sign In page and they use our ... our specific account that we've created in order to do Hangouts. So it's a very specific account to make it very easy to get our clients on this Hangout on Air because it can be kind of a challenging process.

You can see here that step three is this click here to start a private Hangout. Now, what we do is we actually replace the generic URL here to start a Hangout with the URL that we've got right here, okay? So I actually the Hangout on Air ahead of time. And then I ... I actually replaced the link here in our ... in our back office on Wordpress with the link that will take them specifically to our Hangout on Air that we have live. And then when they're done, we go to step four. We click here ... have them click here the lower ... add their lower thirds and then step five, click here to log out.

So it's a real quick and easy way to get our clients engaged and get them on the actual Hangout very, very quickly. So I hope that makes sense. It's a very easy process. We just had to build a work around because it was just really challenging for people to get on these Hangouts on Air. So that's the easiest way to add somebody to a Hangout on Air. And then the other thing is is what to name your Hangout so that it gets you business? Bottom line is is you really want to go, you want to go to the Google Keyword Planner. You want to use the Google Keyword Planner to do search, I mean to search for keywords.

And I'm going to show you here. So I'm going to go to Google Keyword Planner and I'm going to show you very easily. So here's our Google Keyword Planner. And you can see, for today's meeting for example, I wanted to know what people were looking for in order to do a Hangout, in order to see what would be relevant to my ... to the actual Hangout on Air that we're actually doing today. And you can see here, I found this word how to use Google Hangouts. There's 390 searches for it. The competition is not really high but you can see here if you ... it's not showing the graph right now because I think I've got so many things loaded. But the graph is like almost ... it's almost vertical.

I mean, in terms of the number of people that are actually searching for that word now. So that's a very relevant word and it's getting a lot of searches and the search volume is going up very, very rapidly. So you just go to Google Hangout ... or I'm sorry, Google Keyword Planner. And then you go here and you click ... and you have ... You might have to uh, actually have an Adwords account. It's very easy to set one up. It's not hard at all. But then ... Here I'll do Google Hangouts on Air. And this is where uh, you type in your words. I think it's just Google Hangouts in order to find out what people are searching or you click on Get Ideas.

And then ... so I wanted to know ... Here, I want to go keyword ideas and then how do you use Google Hangouts right there. And then look at this. Look at that graph. You see how it's going up like straight up, 880 searches now. Every new month ... every month they're setting a new high in terms of the number of searches for how to use Google Hangouts. So do you think I'd want to rank for how to use ... how to use Google Hangouts? Yeah. And do you think that's why do you think I named my ... my Hangout How to Use Google Hangouts? Why named my video How to Use Google Hangouts? Okay.

You see what ... you see what we're doing here. So that's ... that's how you do this ... the search. That's how you name your video in order to get more businesses. If I was a pizza restaurant in West Palm Beach Florida, I would name my video Best Pizza West Palm Beach. If I was a dentist in West Palm Beach, I would name my video Best Dentist West Palm Beach or whatever keywords Google tells you are getting the most search volumes. So I hope this makes sense. I hope you watch this video. Thumbs up the video. Give me an indication of what kind of value you're getting from this, what kind of other questions you have. Uh, please comment on this video and by all means, come by and visit us at accelerateyourmarketing.com. Um, ask us any questions. You can reach out and contact any of us.

We do ... we do specialize in uh, in content marketing. I consider this content marketing slash video marketing slash SEO because it really is all-in-one. There's no more search engine optimization really. I mean, really the new search engine optimization especially with the humming ... humming bird update is this. It's creating valuable content for your potential consumers, adding value to the marketplace, creating a blog post from it and then distributing that blog ... blog post out to as many people as you possibly can through social media. That's the new SEO. I'm telling you, like that is the way that things are going to get founds. It's ... and that's what ... it's going to be long-term for you and your business and it's going to create the results that I showed you in the beginning of ... of this event. So I hope you could find some value. Again, let me know if you have any questions. And I look forward to uh, to talking to you soon. Bye-bye.