# 4 Simple Ways to Direct People to Your Website from YouTube

If you want to get traffic to your website, YouTube is a great resource because almost everyone goes there to watch videos and if you create videos, you definitely have a chance of being discovered – and if you can create something amazing or awesome you might have a chance of going viral. But how do you direct people to your website from YouTube? Here are four ways that you can do that while still providing great video content people.

Number one, you can put your website URL directly in the description of the video. Of course, not everyone reads the description of a video but if you make a good and they can tell that there is something written there, some of them will click and see your URL. From there, you need to be enticing and give them a reason to click on that URL. The description boxes there for exactly that; you can share information to your site that make a good.

Second, you can put the same information in the video annotations. The annotations are clickable so you can put your URL there and people may follow the annotation to your website. Again, you need to give them a reason to click on it which means that you’ll have to put some text around it that will make it enticing.

The third thing you can do to get people to come to your website from your YouTube video is to simply ask them to we are making the video. If you are the one speaking in the video, just ask them to visit your site, directly, right into the camera. A personal invitation like this can be hard to resist and if you do it right you get a lot of people looking up your website.

The fourth thing that you can do is use the on-screen graphics to direct people to your website. You don’t say anything at all if you don’t want to. Instead, simply put your website URL in the on-screen graphics, and again give them a reason to type that URL into a new tab. Remember, this may not be clickable (although you can make it clickable by adding an invisible box) so you’re going to have to really sell them on the idea of visiting your website. If you can come up with a really great reason you’ll have traffic in no time.