

IMPORTANT INFORMATION ON YOUTUBE VIDEOS

PLEASE READ THIS

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Introduction

Easy Pro Webinars uses YouTube Videos to create automated webinar style sales pages and funnels.

These videos are embedded in the web pages either by using the default embed code generated by YouTube or the official YouTube API (application program interface). You do not have to worry about how or what method is used as Easy Pro Webinars does all the work for you.

However Easy Pro Funnels also allows you to inhibit the clickable link back to YouTube that is automatically added to each embedded video.

This document explains exactly how to do that and the implication of doing so.

How It Works

By default every webinar created has a YouTube logo in the bottom right corner of the video. This logo can be clicked and will take the user to the original YouTube video page at

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Youtube.com.

What This Means

So in practice it is a potential exit from your webinar page and hence may lead your prospective customer to YouTube itself and hence reduce the chances of them buying your offer.

However if you have used the registration form first and collected their email this is much less of an issue as you can now market to them directly via email. Initially you should promote the same affiliate product as your webinar in the emails as not everyone will purchase after the webinar anyway.

What You Can Do

Easy Pro Funnels does offer an option to inhibit the logo link to YouTube. You can do this simply by checking the “Hide YouTube” check box in the Create Webinar form.

This will disable that link and stop any exit from the webinar page.

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It is important that you understand the implications of this so please read and take in the next section.

Implications

It is important to understand that the YouTube T&Cs require a link back from embedded videos to the original YouTube source. This is normally achieved with the YouTube Logo link we are referring to in this document.

By disabling that link your webinar page will no longer be in line with the YouTube Terms & Conditions.

Conclusion

We believe that individuals should be able to make their own decisions on how they work and how they run their business. Therefore we generate T&C compliant webinars by default, however you can choose your own customized options.

We have made it clear that disabling the link back to YouTube will break their T&Cs so you must use that option at your own risk.