

*How to put*  
**STREAMING  
AUDIO** *on your website*  
*in 20 minutes - for free*



streamingaudio4free.com

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**a blog**

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## Introduction

**M**y niche sites don't sell as well without audio.

It's a fact.

I've tested quite extensively and the results have shown absolutely that if I have a niche site selling, for example, an ebook about how to improve your vision using eye exercises, the conversion rate (how many visitors to the site actually buy the book) improves noticeably when I have **an audio message** on my site.

The sales letter can be great, the graphics and layout wonderful, and sales nice and healthy, but put an audio message on there and there's here's no doubt in my experience sales increase.

I've never tested this theory in the Internet Marketing niche but there are a lot of highly respected people who insist that your conversion rate will increase if you put audio on your site.

Think about it - an important part of selling online involves having the ability to convince a potential buyer that you are a credible businessperson and your products are of the best quality.

What better way to help convince a person by providing a sincere audio message, which would explain who you are and expound on the top qualities of your products?

Let's face it, we're in an information age where people want the facts and they want them quickly, neatly packaged and delivered in an easy to understand way.

You have only a few seconds to capture your visitor's attention before they click away from your website and then they're gone, taking that all important sale with them.

Sure a good copywriter can capture people with a headline, and lead them in to a dazzling sales page. But how many of us are *that* good when it comes to writing copy?

You could have a sales page professionally written of course – if you have at least a thousand dollars to spare.

Audio provides an alternative for those of us who can't write mind-blowing copy.

With web audio you can make your pages seem *alive*.

And a personal message or even background music can hold people's attention long enough for you to make the sale.

Forget about the tinny, cheesy music that took forever to load on early websites – we're now talking state of the art, ultra high quality audio that is slick both to use and to experience as a website visitor.

(Did I mention I was going to tell you how to do all this for free?)

What's nice about providing audio or music on your website is many Internet Marketers have yet to realize how powerful it is and are simply **not** doing it. I'll be the first to admit that while I use it to great effect on my niche sites, I've yet to incorporate it into my Internet Marketing sites.

I'll quickly add that this isn't because I have any doubts about how effective it is (I KNOW it works), and you can bet that there are plenty more marketers who haven't got around to installing audio on their sites yet.

This of course suggests that potential buyers/visitors will be even more captivated when they visit your website because they're simply not too accustomed to hearing it, in both niche and IM sites.

Why have not many Internet marketers caught on to using the power of audio to convert visitors to buyers?

I think the answer is simple - **people lack the technical expertise to stream audio from their websites and simply don't have the time or patience to learn how to do it.**

Someone once told me that the way to make a million is to get into a niche where the competition just **can't be bothered**. I love that advice and remember it every time I'm looking to break into a new niche.

Well - this guide will show you how to stream audio on your website in no time at all and with very little effort.

Soon you will be able to increase conversions on your website and have the ability to capture your visitor's attention better than your average competitor.



## Part 1

### **Five Benefits of Using Web Audio**

#### **Benefit #1**

Using the power of audio on your website you can potentially increase your customer conversion rate by three-fold. An audio message can give you more credibility and often-times you can get important information across to people easier with audio than by using written text.

#### **Benefit #2**

Background music or Intro music can add an overall professional feel to your new informational product or website. Also it can spark interest in the visitors mind and can help keep them from clicking away from your page out of impatience or boredom. Think carefully about using background music though – don't use inappropriate music for your sales message. Think about the message you want to give and base your choice of music around that.

For example it's probably not the best idea to use 'The A Team' theme music on your funeral home website.

### **Benefit #3**

Adding a personal voice message to your website can increase your subscriber sign-ups to your newsletter. You can quickly explain important details with audio that a visitor might easily overlook just by reading written text.

If you're going to use voice-overs think about your market – US or European? What about accent – does your voice sound 'nice'?

Record yourself then ask people you trust – NOT your drinking buddies.

You can probably get media students to do a professional voice over for free. All they'll want is to have a copy for their portfolio.

Think about the impression you want to create. If you sound like Elmer Fudd HIRE SOMEONE to do it for you. You want to attract your customer's attention but in the RIGHT way.

### **Benefit #4**

Testing has proven audio messages to increase product orders when a customer is in the final stages of the ordering process. A simple audio message can help explain certain details they might not understand or help motivate them to continue with ordering your products.

### **Benefit #5**

You can even attach audio to your HTML e-mails sent out to your list and greatly increase the number of click-throughs to your website which will in turn make you more sales and commissions. I've never done this and quite honestly don't think I'd want to. Email that talks doesn't sit well with me. You May disagree which is why I'm mentioning the technology exists.



## Part 2

### Streaming Audio Overview

**F**or those of you unfamiliar with what streaming audio is, it's a method of delivering an audio signal to your computer over the Internet *without having to download the file completely* before listening to it.

First the audio data is buffered for a few seconds and then playback to your speakers begins. Think of a buffer as a temporary data storage area.

As long as the data is constantly flowing to your computer via the Internet then you will be able to hear sound.

Sometimes re-buffering occurs because congestion on the Internet causes the buffer to empty resulting in a temporary loss of sound.

You may often see this problem in your audio player if you have a slow Internet connection such as dial-up.

Now that you're familiar with how streaming audio works on the Internet let's get a general idea of what type of files we will be dealing with. Here is a list of the most common audio files: .

**.aac - Advanced Audio Coding File .**

**.aif - Audio Interchange File Format**

**.iff - Interchange File Format**

**.m3u - Media Playlist File**

**.mid - MIDI File**

**.midi - MIDI File**

**.mp3 - MP3 Audio File**

**.mpa - MPEG Audio File**

**.ra - Real Audio File**

**.ram - Real Audio Media**

**.wav - Windows WAVE Sound File**

**.wma - Windows Media Audio File**

**.cda - CD Audio**

The main type of audio file we will be using in this guide is the MPEG-1 Audio Layer 3 file more commonly known as MP3.

The beauty of the MP3 audio file lies in its design which gives a faithful reproduction of the original audio recording while keeping a small data size.

The compression process is unique because it removes parts of the sound that are outside the hearing range of most people, thus allowing a smaller sized file without audio degradation. It's extremely clever technology.

Another good thing about the MP3 is its widespread popularity on the Internet.

Most peer-to-peer file sharing networks (such as Napster for example) would not have been able to function without the smaller size of the MP3 file.

**Thanks to its popularity, MP3 files can be played not only on the Windows operating system but the Mac's as well.** In short, it's absolutely ideal for marketers.

This is the key reason why you should use the MP3 file format for your websites, info products etc.

**What do you do if you currently have audio files in OTHER file formats? How do you convert them top MP3?**

This is where many people are inexperienced and end up buying \$50 dollar programs to solve the problem.

There is good news; if you know where to look you *won't* have to buy a program to convert your audio files to MP3.

You basically have two different options to take here, let me explain. There are hundreds of different free shareware programs available that will convert any type of audio file you have to the MP3 format.

But keep in mind that often the quality of an MP3 file depends on the **encoder/converter** used to make the MP3 file.

Just be aware that some of the older software programs don't convert as well as the newer programs

If you find that your converter gives you a low quality, or just plain *bad* outcome, find another – bad quality audio on your website is worse than no audio.

A couple of sites I'd recommend to find free converter software can be found at:

<http://www.sharewareguide.net>

<http://www.mp3-converter.com/encoders>

**MP3 Encoders**  
The art of MP3 making

**So What is an MP3 Encoder?**

An MP3 encoder is the software using an MP3 Codec (compression/decompression algorithm), to make MP3s. Most encoders convert wav to mp3 although many can convert other formats such as WMA to MP3.

There are very few unique encoders. Most software out there uses only about 4 main encoding engines due largely in part by the patents held by Fraunhofer Gesellschaft and other companies that helped produce the ISO source that MP3 is based on. Although no one company owns exclusive rights, MP3 software companies must pay a licensing fee to develop their own ISO source encoder which is expensive. The major encoding engines are LAME (non-ISO source), BladeEnc, Fraunhofer Encoders, and Xing.

**MP3 WMA Converter**  
Easily convert between MP3, WMA, Wav and 10 others. Free to try!

**MP3 Wma Converter**  
is an ideal tool for audio file Conversion  
Mp3WmaConverter.icrfast.com  
Ads by Google

- MP3 encoder downloads - Try many programs quickly without surfing through a bunch of sites.
- MP3 Encoder List - List of encoders and which codec used
- MP3 Encoder Reviews - Sites that have tested, reviewed, and rated the codecs head to head. Get opinions on the best mp3 encoder.
- LAME MP3 Encoder - Inside the revolutionary, non-ISO encoder that has surged in popularity

If you can't find what you are looking for at the sites mentioned above then search in Yahoo or Google for shareware for your specific desired file extension.

For example: "Convert .cda to .mp3 shareware" "Convert .wav to .mp3 shareware"

This is a quick way to find free shareware programs that will convert the specific audio files you possess.

You could also use [www.download.com](http://www.download.com)

The screenshot shows the Download.com website. At the top, there is a search bar and navigation tabs. The main content area features several sponsored advertisements for software like Registry Mechanic 7.0, Spy Sweeper 5.5, and Spyware Doctor 5.1. A central section titled "Today's Featured Download" highlights CCleaner, describing it as a utility to clean up Windows machines. To the right, a "Most Popular Software" list includes AVG Anti-Virus Free Edition, Ad-Aware 2007, LimeWire, ICQ, BitComet, and Avast Home Edition, each with its download count.

Another option is to download the free trial versions of encoder/converter software for sale.

This can be beneficial because you will typically receive higher quality and user-friendly software than other shareware programs on the Internet, and is a great short-term solution.



## Part 3

### Streaming Audio Process

**N**ow that you have your audio files in MP3 format how are your visitors going to hear them on your website without downloading the entire file?

(As mentioned above, one option is to make the whole file a downloadable link so they can download the MP3 and play it back on their own PC. This isn't very effective for sales pages because the whole point is to just have the visitor listen to the audio rather than having to have to 'do something' to listen to it. So most will just leave your site.

So how will they hear it without downloading the entire file?

This is where many people who lack the technical expertise or "know how" wind up getting frustrated and buy a \$40 to \$100 dollar program or use a service that requires expensive monthly fees.

Sites such as [soundstreamer.com](http://soundstreamer.com), [easyaudiowizard.com](http://easyaudiowizard.com) and [onstreammedia.com](http://onstreammedia.com) will give you a general idea of what these programs and services do.

Now I'm sure most of these services and programs do a great job at allowing you to stream audio from your website, but they charge you for it and we want to do this for free, right?

I know of two ways to do this for free. The first method I'm going to discuss is the ultimate poor man's way of placing streaming audio on your website.

...and nothing wrong with that - if you're anything like me and want to save money while outfitting your website with streaming audio it's a great way to go.

The second method is similar and probably the best way to go because it's faster and will provide your visitors with a free MP3 player that you can customize to match the look and feel of your website.

## **M**ethod 1 – The ultimate poor man’s way to audio streaming.

Let’s say your audio clip is saved with the following filename myaudioclip.mp3. If you simply upload the file to your server or hosting service and provide a link to the file, the audio will not stream and instead people will be able to download the file.

So upload it to your server – the link will be something like [www.yourwebsite.com/myaudioclip.mp3](http://www.yourwebsite.com/myaudioclip.mp3)

As I said above it will NOT stream like this and instead when the link is clicked on will start to download as a file.

To fix this problem, open a simple text editor such as Windows notepad and type the text: <http://www.yourwebsite.com/myaudioclip.mp3> **and then save this text file as say for example, soundclips.m3u.**

Now of course this file is only a text file, but it will appear to be a sound file.

Now upload this file to the appropriate domain file location on your web host.

For the next step, simply place a link or graphic (with url) on your web page that points to the file soundclips.m3u.

Now when your visitors click on that link they will hear your audio clip streaming through their speakers.

Typically this file will be played on whatever the default .mp3 player they designated for their computer such as Winamp, iTunes, etc.

Now this method works great, but what if we want to provide nicer looking features for our website visitors, such as an .mp3 player or functions that will allow them to start and stop the audio directly from the website?

This is the solution.....and here it comes.

## Method 2 – FREE audio streaming with features!

This is the quickest way and best of all free way to stream audio from your website.

First upload your .mp3 file to your server or hosting account via FTP.

Next go to the website <http://www.awesome-mp3-player.com> and have a look at the features.



**Dylan Benjamin's**  
**Awesome-MP3-Player.com**

**"Streaming Audio On Your Blog Or Website Has Never Been So Fast, Free, And Easy - No Software Or Subscriptions To Buy, No Technical Expertise Needed"**

- ✔ **Unlimited play times, any bitrate**, simple "copy & paste" code...
- ✔ **Share audio with your website and blog visitors** while you protect your intellectual property from unauthorized downloads...
- ✔ **No media player software required** on your visitor's computer. Works on all current browsers with Flash 7. Works with any blogging platform, and in any webpage.
- ✔ **Stream any kind of audio in MP3 format**: music, voice, news, sound effects, samples, comedy... anything goes.
- ✔ **Create as many Awesome-MP3-Players as you want** for as many blogs and sites as you want - **for free (tips encouraged)**

**Design Your Free Awesome-MP3-Player Below!**

*must* begin with *http://* and *must* end with *.mp3* (see example) - [Clean Your URL](#)

Your MP3's URL:

You will quickly see why this is a pretty amazing free (and easy to use) tool that you can use to stream your audio and make it look professional at the same time.

On the website data box simply insert your url information to where your MP3 file is located, choose the color and display features, choose whether or not you want the clip to auto-play, and last of all click "Create My Awesome MP3 Player!" (a bit over the top if you ask me but the features are great)

Simply paste the code provided into your HTML editor, upload to your hosting server, and you'll be up and running in no time!

That's really all there is to it! After reading this guide you should be able to place streaming audio on your website in less than 20 minutes, provided you have the .mp3 audio files ready to go.

If you are looking for background or intro music for your website or looking for ways to record your own audio messages then be sure to check out the recommended resources section in this guide.

Putting audio on your website feels 'weird' the first time you do it, especially if you have to listen to your own voice whenever you check your websites.

The more you play with audio, the more you realise it's not a gimmick or there to make your website 'fancy' – it's a serious and deadly effective sales tool and should be used as such.

Once you've established that you want to go ahead and use audio on your websites you might want to invest in some paid software or service, but the whole point of this report is for you to have the chance to see if you can utilise audio for free. After all what's the point of spending hundreds on software if you don't like the idea?

This report gives you the freedom to try it out, for free.

It's also ideal for bum marketers who don't like paying for anything 😊

Good luck with your audio experiments and don't forget to check out the resources below.

## **R**ecommended Resources

<http://www.mp3-recorder.biz> - Easily record audio using your PC sound card into audio formats such as MP3 and WAV file.

<http://www.awesome-mp3-player.com> – Free customizable MP3 player for streaming audio.

<http://www.sharewareguide.net> – Free converter/encoder software programs.

<http://www.mp3-converter.com> - List of MP3converter/encoders among other helpful information.

<http://www.wmrecorder.com> – Easily records streaming audio and video.

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