

Why Content Is Still King

Believe it or not a youtube vidoe entitled "Charlie bit me" got more than 6 million views worldwide. It has inspired several spoofs featuring not so cute adults mimicking the innocent, unrehearsed acts of two children.

The video has been added about 9 months ago, the exact date is May 22, 2007. To date, it has received a total of 7,764 comments and has been "favorited "43,030 times.

Around 106,000 website has wrote about or featured the video. So popular is the video that in fact, search for it has reached a high amount of volume. As a result, statistics for it is made available at google trends. (Note that Google trends shows searches only when it has become so popular)

The phrase "Charlie bit me" itself has been exploited by several webmasters and several venture capitalist to get more traffic into their website or blogs. The mother of the boys commented that "I have noticed that the phrase Charlie bit me is catching on and people are trying to profit of it . . ."

The parents is starting to realize that there is income to be made through utilizing the high volume of traffic that the popular youtube video and the popular keyword "Charlie bit me" has brought. In order not to be left behind by other venture capitalist, the parents are making available to the public the "Charlie bit me" t-shirt series.

I don't blame the parents. After all it's their kids and they were the one who uploaded the video. They should be the first to benefit from the popularity and the high volume of traffic that the video has brought.

Without a doubt the video is certainly cute. The British accent certainly adds to its appeal. (Sadly most spoof videos of "Charlie bit me" are not so cute at all; in fact I would call some of them dumb)

If there is one lesson that can be learned from this "Charlie bit me phenomenon" or "Charlie bit me craze" that is that CONTENT IS STILL KING. No matter what other Search Engine Optimization (SEO) gurus say, in the end its still "The content stupid." Most of "Charlie bit me" fans know about the video through word of mouth. It is quite obvious that people who do not know about the video knew about this through others and not by searching for "funny videos" over the internet. I doubt if the parents of these kid did some advertisement, tried to increase their back links, released several press releases, bought some articles are bought text link or google ads. The "Charlie bit me" video has become so popular because people liked the content. In fact they go crazy over it. It's funny and it's cute. Of course I am not underestimating the importance of SEO strategies and techniques, however in the end, high volume sustainable traffic to your site is mainly due to rich content.

Any by the way, if you really like the video I highly recommend that you get a "Charlie bit me" shirt.

About the Author

Zigfred Diaz is a fan of the [charlie bit me](#) craze however this is not what his blog is all about. He writes on several interesting topics including [How to invest in the Philippine stock market](#), financial management, investments, law and business. Visit his blog today !

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