

🎯 Give Your Visitors a Taste of Bullseye Kiln-Glass Education Online

Bullseye Kiln-Glass Education Online (BKEO) helps kiln-glass makers around the globe build foundational skills, acquire new techniques, and find inspiration for new forms and projects. For affiliates like you this means more customers on your doorstep eager to put into practice what they learned online.

*To give people a taste of what our online classes are like, we've made a selection of our introductory videos available for free. We encourage you to embed them on your website or blog. (If any visitors to your site, sign up for a BKEO subscription, you get a commission.**)*

HOW TO EMBED BKEO VIDEOS

Embedding a video is relatively straightforward. We'll demonstrate with instructions for embedding the "What Is Glass?" video, using both YouTube or Vimeo.

Not sure whether to use YouTube or Vimeo? It's really up to you. The same videos are available on both places, and both provide high-quality embedded playback. If you're more familiar with one, then go with that.

EMBEDDING FROM YOUTUBE

- Go to the Bullseye Glass page on YouTube: <http://www.youtube.com/bullseyeglassco>
- Scroll down to the "What is Glass?" video. Click it.
- When the video opens, look on the control bar under the video player for the button labeled 'Share'. Click it.
- A block will open under the control bar with a button labeled 'Embed' near the center. Click it.
- Another block will open. It contains the html embed code you will need for your website. There are some options to select if you would like to customize your player. While these default settings are fine for most uses, you may want to uncheck the first item "Show suggested videos when the video finishes." The other options are for player size if you would like a larger player. Keep in mind: on average, smaller videos will play successfully for more people.

The resulting embed code will look something like this:

```
<iframe width="560" height="315" src="http://www.youtube.com/embed/D07584g57z0?rel=0" frameborder="0" allowfullscreen></iframe>
```

- Open the page editor for your website. If it has a WYSIWYG editor (like a word processor) be sure to switch to HTML view (where you can see the with tags like these: <p>
).
- Copy and paste the embed code into your page at the preferred location. Click save.
- Refresh your page on the website. You should now have the Bullseye video player embedded and ready to go.

Learn more about YouTube embedding options

<http://support.google.com/youtube/bin/answer.py?hl=en&answer=171780>

EMBEDDING FROM VIMEO

- Go to the Bullseye Glass Videos page on Vimeo: <http://vimeo.com/bullseyeglass/videos>
- Scroll down to the ‘What is Glass?’ video. Click it.
- Look for the button labeled ‘Share’ in the upper right corner of the “What is Glass?” video player screen. Click it.
- A Share This Video panel will open that contains the html embed code you need for your website. Directly under the code is a preview of the video. You can use the embed code as-is or to access the options by clicking on the “Customize embed options” link below the preview. With these controls you can alter the size of the player, change frame colors, and customize other aspects of playback. The defaults will work just fine, so only use these options if you require specific changes. Keep in mind that, in most cases, smaller videos will play successfully for more people.

The default Vimeo embed code will look like this:

```
<iframe src="http://player.vimeo.com/video/37707918" width="500" height="281" frameborder="0" webkitAllowFullScreen mozallowfullscreen allowFullScreen></iframe>
```

- Open the page editor for your website. If it has a WYSIWYG editor (like a word processor) be sure to switch to HTML view (where you can see the with tags like these: <p>
).
- Copy and paste the embed code into your page at the preferred location. Click save.
- Refresh your page on the website. You should now have the Bullseye video player embedded and ready to go.

Learn more about Vimeo embedding options

<http://vimeo.com/help/faq/embedding>

** To receive your commission, you need to place a specially-coded text link or graphic banner on your site. This sends the potential subscriber to Bullseye’s website and tracks the subscription. Instructions and html code for these banners are available on the BKEO Affiliate Panel, under “Promotions.”

<http://www.bullseyeglass.com/affiliate/affiliates/panel.php>