

How to Capitalize Using Website Video

Here are some ideas on how to use video content on your website.

Place Video Content On Your Home Page

Help to capture your website visitor's attention with home page video content. It is best if the video does not launch automatically because there are people that don't like the intrusion and prefer to have audio and video optional.

Also, use a text link with a keyword phrase as this will also get you some credit with the major search engines.

Place Your Video Content in a Visible Place.

Never hide your video. Place it on the page in a location where a person will naturally see it. Have text and perhaps a graphic pointing to the video very briefly stating the topic.

Give Length of Video

We have been doing some experiments and we can conclude that given the choice between 2 videos, one of unknown length and one clearly marked as a three minute video, a viewer is significantly more likely (3.2 to 1 times more likely) to watch the 3 minute video. We believe that this is simply because the visitor knows the maximum amount of time needed and can decide how this matches with the time available.

Do Not Make Your Videos Start Automatically

Even though people like video they still like to be in control. Make it their choice to view your video content.

Also, provide a visitor the option to stop the video if they want to and have them remain on your site if they do stop the video. If they close the video and also close the browser and are then off your site - you lose!

Create a Special Sub Page

A video or set of videos on a subpage can be a very effective sales tool. With a link from your main page that clearly states the "area video page" or "video testimonial page" you will attract a certain audience.

Those who choose to go to a video page are usually going to watch at least one video.

If you make a series of videos then to create a page with your video library is a sure way to add depth of content and variety of content. You will be rewarded with longer visits and also be rewarded with higher rankings in the search engines.

Create a Series of Videos

If the presentation of your product or service could be enhanced with multiple videos then by all means create more videos. People will be impressed with the breath of video content and again you will be rewarded with longer visits, higher search engine rankings and more website bookmarking and website referrals.

Link to Your Videos

Including a link in your advertising, newsletter or ezine can be very beneficial. If your audience is already receiving some form of communication from you then enhance this further by providing them the link to your video or video page. Adding a well defined link to a video or video series can be powerful.

This is a good way to increase your time with the visitor if your video is compelling, interesting and entertaining.

Remember that there are some products that sell better with audio and video. If your product is one of these then make sure you take advantage of video.

Put a Video on Your Sales Page

It is becoming more common to have a video on a sales page. If what you sell shows well with video then it will be a clear hit to use video. If you place a video on your sales page then make it brief.

Translate Your Message

Since a video is easy to edit it is possible to make multiple language versions of one video by dubbing the voice. If you want to attract a foreign-language audience then a video in the foreign language will be very impressive.

Take advantage of this Internet Video Marketing possibility and if appropriate make multiple language versions of your video.

Targeting a foreign audience may open a whole new part of the world to your products with little additional cost.

Be Selective and Careful with Video Location

Be selective on where you place your videos, your clients have to see the video, but should not think that video is their only option. Consider all the possibilities where video can work for you.

It is not only one web page that can benefit from your video, place the video where it will help your sales or promotion the most.

Practice and try new things.

Video marketing can work for you!

If you want to set up ready-made video content on your website to promote the area and attract more people to your website then consider a subscription to the Upper Valley Video Library (www.uppervalleyvideos.com).