

Best Internet Marketing Series Video Guide

910 Web Traffic - [Contact](#)

Why Web Video

If you are looking to drive traffic and send a personal message to your audience, there is no better way than to use web video. Here's why:

- Low cost to produce and distribute
- There are 15 Billion videos watched in the US every month
- 52% of all web traffic is video
- 200 million view online video/month in US
- Video listings show up in all search engines
- Video submissions show up in Google in as little as 10 minutes
- You can communicate in the way the human brain processes-via story and immersive sensory experience

Tools We Use & Recommend (current versions & models may vary)

- Kodak Zi8 camera - This is a reasonably priced HD camera with stabilization, stereo sound and an external mic jack (this is a key feature). The Zi8 is super easy to use and currently retails at just over \$100. There is also an optional remote control so you can easily record yourself.
- Audio Technica ATR-3350 Lavalier Omnidirectional Condenser Mic - This mic has a 20 foot cord and is available for around \$30. Be sure to get a couple of spare batteries too.
- 1/8" Stereo Plug to 1/8" Mono Plug Adapter - This will balance the stereo input on your sound. This plug is available for about \$3.
- Basic Tripod

Screen Capture & Record

- Jing - <http://www.techsmith.com/jing/> Available in both Free and Pro Versions. Allows you to capture and share your screen instantly to email, IM, YouTube, social sites, etc.
- CamStudio - <http://camstudio.org/> Open source version is free. CamStudio will easily produce streaming Flash videos of your screen.

Video Conversion

- Any Video Converter - http://www.any-video-converter.com/products/for_video_free/ Available for free and includes many features.

Video & Sound Editing

VideoPad Video Editor Software - <http://www.nchsoftware.com/videopad/index.html> Free and Pro versions available.

AudaCity - <http://audacity.sourceforge.net/> Free Cross-Platform Sound Editor.

Animoto - <http://animoto.com> Create professional slide show videos very easily. Highly recommended.

(There are many other tools commercially available plus some bundled with most computers)

Web Video Distribution

Tube Mogul - <http://www.tubemogul.com/about/oneload> Provides a single point for video distribution to multiple sites.

Here's a couple of pointers from 910 Web Traffic to keep your videos interesting and effective:

- Keep each video brief and to the point. It is better to produce a short series, rather than one long, never-ending video.
- Lighting is important so adjust as necessary to reduce shadows or bleaching. A lite application of stage makeup can also even out your complexion a bit.
- Keep Smiling :-)
- Maintain high energy during the shoot.
- Don't worry about being 'perfect'. Just be you. The beauty of web video is that it does not have to be perfect and professionally produced. Honest information delivered in a personal way is meaningful.
- Always give good content. People will not come back to your videos if there is a lot of rambling without quality content.
- Always make your call to action clear. Even if the video is strictly informational, you can direct the audience back to your web site or a lead capture page. This is an effective way to create a lot a backlinks.
- Once you get a little more advanced, try editing your videos to add your web address on the bottom $\frac{1}{3}$ of the video.
- Look for ways to automatically syndicate or publish to multiple sources at once. For example, you can publish a blog post containing a video and have it go to Facebook, Twitter other blog sites, etc. automatically.
- Always do keyword research and tag your videos when you upload them.
- Include a short keyword-rich description with every video upload.
- Set goals for video production. If you commit to only 3 videos a month and stick to it, that's 36 by the end of the year!

OK...ready?? Here are some of the video sites that 910 Web Traffic regularly uploads to for our clients. You will need to establish an account at each of these places before you upload:

<http://blip.tv/>

<http://www.bofunk.com/>

<http://www.dailymotion.com/us>

<http://ecorptv.com/>

<http://www.iviewtube.com/>

<http://www.kewego.com/en/>

<http://www.livevideo.com/>

<http://megavideo.com/>

<http://www.myspace.com/videos>

<http://photobucket.com/>

<http://en.sevenload.com/>

<http://www.spike.com/>

<http://ugoto.com/>

<http://www.veoh.com/>

<http://vidilife.com/>

<http://www.vimeo.com/>

<http://www.youtube.com/>

Additional Resources

Rob Brooks, has a free eBook you can download: <http://www.amazingonyoutube.com/>