



**Creating High-Performing**

# **Web Videos**

**Version 1.0**

**How to Add Videos to Your Website that'll  
Multiply Your Traffic and Increase Your Profits!**

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## Introduction

Up until 10-15 years ago, video used to be very uncommon on the Web for a simple reason – the technology available at that time wasn't able to handle videos, as most people had dial-up connections.

Today the situation is completely different thanks to dramatic changes in Internet dial-up speed, digital photography, and Web display technology – today anyone can add and display videos on their Websites at almost zero effort.

The question is: Why add videos to a Website?

The answer to that is quite simple – with the 'explosion' of textual information on the Web, what would you prefer, reading more plain 'tedious' text or watching a quick video? The same goes with your Website's visitors, after all if "a picture is worth a 1,000 words" how much would a video worth...?

Your Website's visitors are busy people (aren't we all...?), you have 5-10 seconds to grab their attention and try to keep them on your Website, otherwise you would lose them, probably forever... Web Videos are an excellent tool to grab your visitor's attention; Web Videos can dramatically improve your Website's conversion ratio and attract many new visitors (pending of course on the relevance, content, and quality of your video(s)). It means more visitors staying on your site, more sales, and more Email list subscribers.

**It is a fact – people respond more to VIDEO than to TEXT.**

Web Videos are everywhere; they are becoming a standard for Websites, Webmasters who do not use Videos are simply missing out hugely one of the most powerful marketing tools available today on the Internet.

Don't get it wrong, it isn't that you'll 'paste' one of your Videos somewhere on your Site and it'll bring you millions of visitors overnight... - there are several (non-complicated) guidelines that you need to follow first.

In this guide we'll teach you the secrets how to properly add videos to your Website and transform them into **effective** and **powerful** marketing tools that can multiply your traffic and increase your profits like never before!, even if you are completely new to computers or just are not good with technology.

## Convert Your Videos to Web Format

In order for you to display videos on your Website, you first need to convert your original video files into the Web's most popular Video Web Display format called FLV, or Flash Video. This format is viewable on most operating systems; it works with almost all computers and web browsers, even computers running on a non-Microsoft operating system like Macintosh or Linux.

FLV has two important capabilities:

1. **'Streaming' your original videos** – it means that your videos would be able to play on your WebSite instantly, without having to download anything.
2. **Compressing your original videos** – it enables you to compress your original 'heavy' video file size into reasonable 'lite' file size that is easy to handle when uploaded to your Webserver and when it is being displayed on your Website, all that without compromising on quality.

In order to convert your original video files into FLV format you need to find an [FLV converter](#). You can find hundreds of these converters on the Internet; however, you need to be very picky with your choice.

It needs to be able to convert the most popular video formats such as AVI, WMV, MOV, MPG, VOB, ASF, and MP4 to FLV, enable you to compress your original video files to at least up to 10%, and provide you with an embedded Web Video Player.

## Branding Your Videos = More Traffic!

One of most important steps that you need to take in order to transform your videos into an effective and powerful marketing tool is branding them with your logo and most importantly with your **Website's address**. You want your logo and URL to appear on the video itself when it is displayed.

By embedding your logo and Website URL you make your videos look more professional and most importantly - it helps people to easily find and remember your Website. After all, you later want to [submit your videos](#) to as many video hosting sites as possible, such as *YouTube.com* or *ViddYou.com* and others.

Submitting your videos to as many video hosting sites as possible means more exposure which can easily be 'translated' into massive incoming traffic to your Website. You definitely don't want to miss this opportunity and submit your videos to these sites without adding your logo and Website's address.

One more reason to brand your videos is to rest assure that no one would be able to download/copy and display your videos on their Website without having your logo and URL being displayed as well.

Here is an example of a branded video:



**Add your logo and URL!**  
Let the viewers easily find you.

## Proper Display Settings = Better Response!

Before adding videos to your Website you need to consider several critical guidelines, failing to follow these guidelines may result in poor results and you won't be able to benefit from your videos.

### Video Size

[Researches prove](#) that the bigger a video/image is, the more time people take to look at it and click on it, it means better response rate, more time they spend on your Website, and it means **better conversions!** It doesn't mean that you need a full page size video...however; always make your video the most dominant element on your Webpage.

### Display Quality

It is very simple – the display quality of your videos determines whether your viewers would respond to it or not, not only that, it reflects how professional your Website is. Low quality video means an unprofessional Website and it can easily cause your visitors to abandon your Website.

You always want your videos to have a high quality, clean and clear appearance; and it is in your hands to determine that. Assuming that your original video file was created/taken by using high quality settings, you can easily control your new Web Video's display settings while converting it to Web format.

[Professional Web Video Software](#) should easily enable you to control the Resolution, Bit Rate and Frame Rate of your new Web video. If you don't understand that computer-speak don't worry, these settings determine the display quality of your video. Most video converters provide default values for these settings, so basically you don't have to do anything, however, you can always 'play' with these settings in order to fine tune your video's display quality, it is easier than it sounds...

### Tip!

*It is recommended to test your new web videos on several different computers and Web Browsers (Internet Explorer and FireFox) before they are published, see if there is anything to improve. Also, ask your family and friends if they spot any problem that you may have not noticed.*

## **Buffering Time**

As explained earlier, a professional Web Video Software can easily create streaming Web videos, it means that the compressed Web video data is sent from your Web server and displayed by your visitor in real time, so it can be viewed almost instantly without having to download anything.

However, it takes some time for your Web server to deliver that data to your viewer, in some cases it may cause your video to pause for a few seconds and then resume. In order to avoid that you set a 'Buffering Time'– by setting a buffering time to 5 seconds for example, your video will start playing on the viewer's screen 5 seconds after he/she clicked the PLAY button, so in that 5 seconds time frame enough data is being transferred from your Web server to your viewer, so eventually there are no pauses or interruptions while the video displays.

Make a few 'Buffering Time' tests to find the optimal time frame that'll make your videos display fluently, otherwise your viewers may lose their patience...and you'll be losing them.

## **Player Style**

A professional and appealing Web Video Player can significantly improve your visitor's response rate. Make sure that the Web Video Software you intend to use provides you with a wide selection of Web players that can fit the style and colors of your Website.

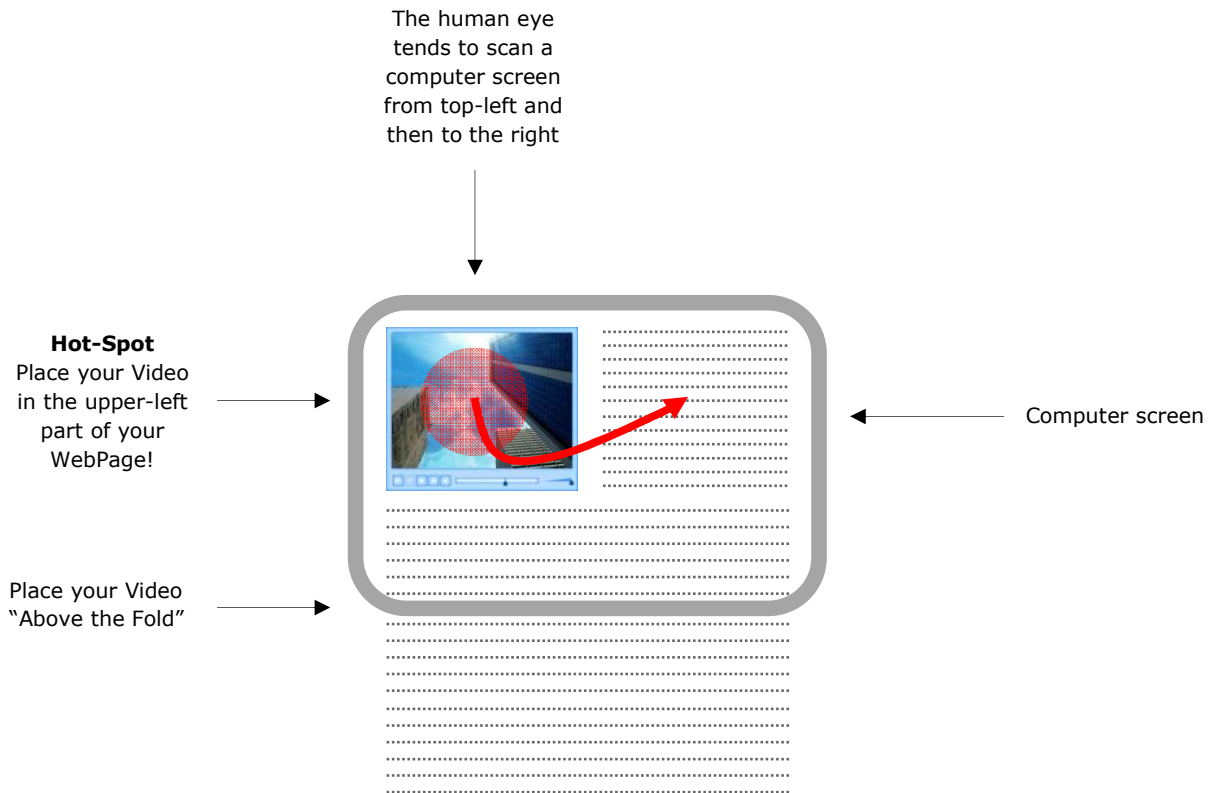
## The Most Effective Spot for Your Videos

Great! So now you have a Video in Web Format which is ready to be uploaded to your WebPage, but wait, do you know where on your WebPage it should be added to? Always remember - your visitors are busy people and you haven't got much time to grab their attention.

**Rule-1:** Always place your main Video 'Above the Fold', in simple words - you want your video to be on the top part of your WebPage, so when visitors arrive at your Site it is immediately visible and accessible to them - don't "hide" it below that point, they won't bother to find it and you'd lose that precious opportunity to grab their attention.

**Rule-2:** Add the Video to the **top-left** of your WebPage, do you have any idea why? Well, [researches prove](#) that the human eye tends to scan a computer screen from **top-left** and then to the **right**, that is why you want to take this opportunity and place the most important attention-grabbing element - that is your Video, on that Hot-Spot.

[Watch how we used this technique](#) on our own WebPage.



## Adding Videos to Your Website

Now that your video is converted into Web Format and you know where you should add it on your WebPage, it is ready to be uploaded to your Website. It might sound complicated, but it is actually extremely easy. Basically you need to get a small piece of code from the software that converted your original video to FLV.

1. You need to paste that small piece of code into your Webpage's .html code.
2. Then upload your updated WebPage to your Web server.
3. And finally upload your converted FLV file together with the embedded player to your Web server.

That's it! Your Video is ready for display.

Take a look at this [3 minutes demo video](#) (located in the middle of this page) and watch how it is done.

### **Tip – Pasting a Video into a specific spot on your WebPage**

*If you want to place your Web Video on a specific spot on your WebPage do the following:*

1. *Open your WebPage.*
2. *Add the text "**Paste Video Here**" to the exact spot on your WebPage where you want your Video to appear.*
3. *Access your WebPage's .html code and look for the text "**Paste Video Here**"*
4. *Replace that "**Paste Video Here**" text with the piece of code we talked about earlier.*

*That's it! Your video should appear exactly on that spot.*

### **Tip – Use Video Testimonials**

*If your Website promotes products or services, use video testimonials of real customers, it is more trustworthy and it'll significantly increase your conversions to sales.*

## **Summary**

Adding videos to your Website isn't that difficult, as you can see you don't have to be a technical expert, basically anyone can do it and you can have the first video on your Website in 10 minutes from now or less.

Take the time to train yourself with the techniques and methods described here, add videos to your WebPages, gain more experience and improve your Website's performance, very quickly you'll be able to dramatically improve your conversions, and most importantly – your profits!

We hope that you've found our guide enjoyable and helpful.

Good luck,

[www.VideoToYourSite.com](http://www.VideoToYourSite.com)