



Episode 1: Upload Upload and Away

Romper, Stomper, Bomper, Boo; Tell me, Tell me, Tell me, Do. Magic Mirror tell me today. How many videos are done halfway?

Well, it's true. And by halfway I mean that A lot of folks, once they have a video for their business, ask: Now What? What do I do with this? Where do I put it so the people I want to see it will see it... and is that all? The short answer is NO, that's not all. The not so short answer is: stick around. That's exactly what this series is all about.

OK, I know what they say about "assume" but in this "educational environment", if you will, I'm going to assume two things: 1, that you have a video for your business, and 2, that you have a YouTube account. If you don't, get one..or both..but regardless, a YouTube account is mandatory because it is the second largest search engine, and it is owned by - you guessed it - Google. YouTube is a great place to start, because it's easy to use, and there is a LOT of video there. How much? well, try this on for size: 100 hours of video is uploaded to YouTube every MINUTE. No, it's not all cute cat videos either. So go ahead and add your video to the global village that is YouTube, but take some time and follow my seven step YouTube checklist:

1. Is my content original with no copyright infringement? Yes, that means music, too. Some folks - get all hot and bothered when you use their music without permission - but there's lots of options for royalty free music, and we'll get to that in future episodes.
2. Is my video in MP4 or other compatible format? There is an alphabet soup of compatible formats but, trust me, stick with MP4 if at all possible. It's pretty much the standard for the web. And that means it can be seen and enjoyed by pretty much everyone. MP4 can pack a lot of info into a small file size. If your video is not in MP4, there are some fine and free converters you can use.
3. Is my file name descriptive? If the file you're uploading is named video0614 , or my webcam video from last week, change it. Just right click and change it. ahh that's better. And it would be good to note here that if you start now with a consistent way of naming your files, you'll be ahead of the game later on.
4. Is my title optimized? Same thing here, use a title that will get folks to play the video. Videos that start with HOW TO are best..but use your own creativity. I will let you in on my secret for writing great titles - look at the magazine covers in the supermarket checkout line. Now, come on. Who wouldn't want to see ... that.

5. Do I have seven strong keywords as tags? If you were your prospective customer, what would you be searching for? Use those words and short phrases as tags.
6. Do I have a weblink as the first thing in the description field? This is where a lot of folks fall short. use a weblink starting with http as the first thing in your description field. Link it to one of the pages on your site. it doesn't have to be the home page. You'll then have a clickable link that viewers can follow.
7. Do I have a strong and compelling description? Remember, this may not only make someone WANT to click your video, but often, it's what shows up in links..from our friends the search engines.
8. Do I need to add annotations or captions? (maybe..probably..it might be a good thing.. we'll get to that in still another episode.

If you have a number of different videos, upload them all.. you're going to get good at this, because guess what? There are other sites just like You Tube, and yes, our friends the search engines look at them all for content. Do you have to upload to all of them, mmm, no, but there are a few you should keep in mind, like... Vimeo. a lot of artsy types like vimeo, and you'll find some independent films and documentaries there. Pretty much anything goes, as long as it isn't blatantly commercial, for as we know - **NOBODY SEARCHES FOR COMMERCIALS** - The other neat thing about Vimeo is they use a different method of compressing your uploaded video that's actually cleaner than YouTube. It's kind of like the difference between a .wav file and an MP3 file.. anyway beyond vimeo, well, the edges of the internet are the limit with sites like Daily Motion...Blip tv, Vzaar, Wistia, Vevo, Veoh, Metacafe, Flickr, and the list goes on

So, congratulations, you've now uploaded a video or 2 or 6. But that is still not all. As a matter of fact, we've only just begun, next time we'll look at how to put the video on your website, your blog...and all of your social media. Feel free to send questions and comments. Or you can download the transcript. for now, That's a wrap.

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