



Episode 6  
Host With The Most

<kitchen> Looks like everything's almost ready...the hors d'oeuvres, drinks, good music...being a host takes a lot of work. FINDING a good host for your website is even more important, especially if you're going to be using videos. I mean, YouTube, Vimeo and the others are great, but if you host your video on the same server as your website, with a dedicated video player - well, that's just real special to our friends the search engines.

You know, it LOOKS like I have everything here, but I still feel like I'm forgetting something <doorbell> Ah, my guests are here. Excuse me wont you?

<open>

You cant overstate the importance of good video hosting.

Unfortunately, a lot of businesses who use video believe: upload it and they will come. (heavenly choir) Nothing could be further from the truth (text follows) hey, stop that. Actually, after you put your video everywhere you can online with a YouTube or Vimeo embed code, you may want it to look differently when you add it to your website or blog. There are quite a few stand alone video players you can use - you just have to find the one that's right for you. Some have a monthly usage fee, so it's like you're renting the player. Others may be Flash based. Flash is a great application, but it doesn't play nicely with Apple products, and some mobile devices .

If you're able to fiddle with the code - the nuts and bolts - of your site, then I recommend a little thing called the Wimpy Player. It's easy to use, supports lots of video formats, and the one time cost is affordable to all small businesses - probably less than a business lunch. Some content management systems may not let you get to the coding, but if you have a web developer person, they can help.

At any rate, when you add a content video to your website, You'll want to create a page just for that video, with a little descriptive text (that's for our friends the search engines) and to make it user friendly, add a note about the duration, and a link to the transcript. You already know why that's important. Don't forget the Page Title tag, AND the NAME of the page. So, the URL of the page would be something like mywebsite.com - forward slash - factoryvideotour. That page file name, being very descriptive, not only assists your

visitors in finding what they want, but guess who else likes it....(search engines) Very Good!

Remember, if you can help it, don't stuff a whole lot of content on the same page, just the video, some descriptive text, optimize the Page title tag and the file name, and you're good to go.

<first scene, food is gone> A good host brings a lot to the party. For videos and websites, it can make or break the party. So what are you waiting for? Get going, and put more videos on your website. I still have to clean up (bites) that's a wrap.