

---

# Best Color Video

---

250-744-4111 // 1021 Ridgeway Place // Victoria BC. // V8X 3C5  
www.bestcolorvideo.com // mark@bestcolorvideo.com // Twitter: @BestColorVideo

---

## Video for the Web – YouTube, Vimeo & WordPress

**HARDWARE:** ProCams, FlipCams, Digital Still cameras, Cellphone Cameras

**FILE FORMATS & RECORDING MEDIA – YouTube Supported Media:**  
MiniDV = .AVI fat files .WMV .FLV .MOV (Mac) Cards often .MPEG4 AVCHD

**SOFTWARE: Premium:** ..... \$500 plus  
Adobe Premiere Pro, Final Cut Pro, Camtasia.

**Economy:** .....\$99  
Premier Elements, Final Cut X, Sony Vegas Video

**Free, basic:** Windows Movie Maker, YouTube Online edit, Open Source options

**Video Format Converters:** Windows Media Encoder...free, but prisoner of Bill  
AVS Video Converter ..... \$60

**YouTube: Wide value & Appeal. Free. SERP Friendly.**

Ask Me what SERP's are.

**Part of the GooglePlex.** Create Account choosing appropriate name. Choose parameters & add descriptive text to 'Brand' your channel, **ask me what that means!** Create & **Upload Custom background image.** Upload your videos. Add descriptive text to help your videos be found via Search.

**YouTube: BG .jpeg 1260 x 1600 pixels - Demo**

**Vimeo: More 'Pro'. Pay & Play for Commercial use.**

**CREATE your YouTube Channel & Upload your Video.**  
Demonstration.

**YouTube Video SEO Optimization: Keywords & Phrases**

Title, Description, Tags, Transcripts.

**Video STATE: Public, Private, Remove, Monetize**

**EMBED Your Video in Your WordPress or other Website:  
Image Dimensions: Demo display options – Custom or Plug-Ins**

You Control sequence & size – at the root, OR use a Plug-In for Quicker but more Generic Presentation.

**YouTube ENGAGEMENT Strategies:**

Channel comments, Video comments, Video Response, Share a video, Private Message.

**YouTube ANALYTICS:**

Views, Minutes watched, Engagement, Demographics, Discovery

**YouTube PARTNER PROGRAM Benefits:**

Longer uploads, Custom Thumbnails, Custom Channel Banners, Monetization

**ANNOTATIONS:**

Text Overlay, Speech Bubbles, Notes, Titles, Labels. Must Publish to go live. Currently little support on Mobile or Tablets.

**YouTube is the second largest Search Engine.  
You should strongly consider gaining a presence on it!**

Thank you for attending today!      Questions? Contact - Mark McLaughlin

[mark@bestcolorvideo.com](mailto:mark@bestcolorvideo.com)

Twitter: @BestColorVideo

Victoria BC

250-744-4111