
Best Color Video

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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

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