

Web Video 101 for Publishers

Producing, Publishing and Marketing Your Online Videos

Today's Host



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Today's Speaker



Patrick Hughes

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Mequoda Group

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Co-Founder:

Visual Post, video production studio

BuzzFarmers, social media agency

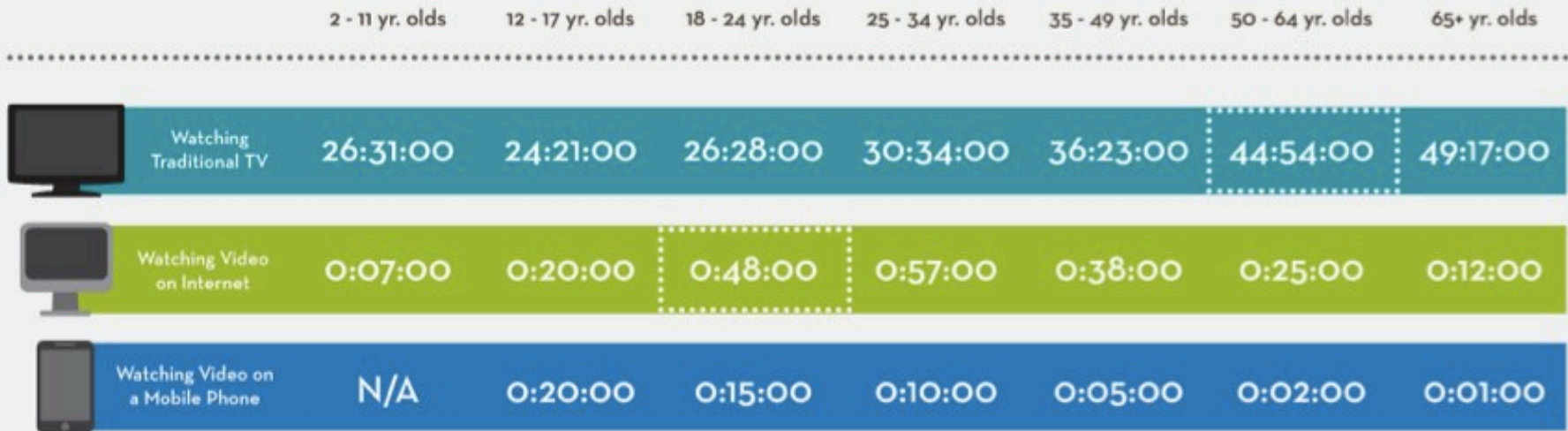


Web Video Update

Younger Demographic Watches More Video

The Younger Set Adopts Online Streaming More Enthusiastically

Average Amount of Time Each Age Group Spends in a Week Doing the Following Activities (Hours:Minutes)



18 to 24-year-olds make up the bulk of those who stream content online, and adults aged 50 to 64 make up 25%—the largest segment—of the traditional TV audience.

Sources: Nielsen. "The Cross-Platform Report: Quarter 1, 2011." | Nielsen.com | HuffingtonPost.com

More Web Video is Watched

OVER
3 Billion
Videos
Are Watched
EVERYDAY

Source: http://www.youtube.com/t/press_statistics

 **MEQUODA**
Digital Strategy for Publishers

Web Video Update

You  is



Videos that Work for Publishers

Types of Videos Publishers Should Produce

- Product demo videos
- Promotional videos
- Training videos (external & internal)
- Quick, fun viral videos
- Staff videos
- Video Podcast / Video Series
- **Testimonials**

How To Videos

Knit Kimono Too - Vicki Square Talks with Marilyn Murphy Jan 21, 2011

posted by JaimeG

PREVIOUS | NEXT | VIEW ALL FILES | VIEW SLIDESHOW



Filed under: Vicki Square, Knit Kimono Too

Views: 1,105

Average rating: ★★★★★

Embed

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<script type="text/javasc
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SHARE



TAGS

A Knitting Wrapsody andean
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MacDonald Colorwork
crocheting with beads Elements
of Style Eunny Jang Fair Isle
French Girl Knits handspindle
how to make yarn Interweave
Knits Interweave Knits Summer
2009 Interweave Knits Winter
2008 Interweave Knits Winter
2010

Interweave
Video Knit Kimono



In *Knit Kimono Too*, Vicki Square returns with a brand new collection of 20 kimono and Asian-inspired tops, tunics, and vests, blending traditional inspiration with projects that contemporary knitters can't resist. *Knit Kimono Too* focuses on lighter weight knits for layering, plus unique stitch patterns, colorwork, and openwork designs, in addition to innovative shaping, interesting closures and edgings, and clever knitting techniques.

Vicki also demonstrates the special techniques and stitches that make these garments so elegantly wearable on the instructional DVD, including two-color slip stitch, surface embroidery, two-hand stranded colorwork, garter-stitch shortrows, attaching knitted cord, making origami folds, double knitting, and more.

Knit Kimono Too is now available in yarn shops and bookstores nationwide; more information at shop.knittingdaily.com

Promotional Videos

LEARN HARINDER SINGH'S
FIGHTING TECHNIQUES
IN HIS TWO-PART ARTICLE

blackbeltmag.com

FEATURED IN THESE
TWO ISSUES

blackbeltmag.com



blackbeltmag.com

 **MEQUODA**
Digital Strategy for Publishers

Fun Staff Video



[TravelAge West TMZ Spoof](#)

Creating Engaging Video in 3 Steps*

K.I.S.S.



Be Educational & Actionable



Be Entertaining - Make it Share Worthy



Always Mention a Call to Action



Tie Your Videos Into Existing Content



On Camera Tips

Practice Makes Perfect




Use an Outline Instead of a Script

- A. *Intro*
 - 1. *introduce myself*
 - 2. *give explanation of how book came about*
- B. *Chapter 1 - Making The Decision (what are some of the factors involved when a person makes such a decision?)*
 - 1. *Money*
 - 2. *Time*
 - 3. *Kids*
 - 4. *Special circumstances*
- C. *Chapter 2 - Getting Started (what are some of the things a person must do, or obstacles a person must overcome??)*
 - 1. *finding info on real estate licensing*
 - 2. *real estate school*
- D. *Chapter 3 - Finding a Broker(what are some of the things a person should look for when finding a broker?)*
 - 1. *Reputation*
 - 2. *Training*
 - 3. *Commission splits*
 - 4. *Fees*
 - 5. *Extra crap you have to deal with*
- E. *Chapter 4 - Business Start-up (what does a person need to start in the real estate biz?)*
 - 1. *Business cards*
 - 2. *Signage*
 - 3. *Gadgets and whatnot*
- F. *Chapter 5 – Perks (what are the perks that go along with being a real estate professional?)*
 - 1. *Biz expense write offs*
 - 2. *Flexibility*
 - 3. *Non-job*

Watch Other People Present

TED
Ideas worth spreading

TEDGlobal 2011, Filmed Jul 2011; Posted Jul 2011



02:09 | 07:50 Share Rate

Subtitles Available in: 16 languages [Off]

Tweet this talk! (we'll add the URL) Post to: [t](#) [f](#) [g+](#) [v](#) [s](#) [e](#) [m](#)

Embed this video: DOWNLOAD FAVORITE EMAIL

On Camera Interviews

Prepping for on Camera Interviews



Video SEO For Self Hosted Videos

Self Hosted Video SEO Tips



<> Embed VIDEO STATS

Video Transcription

Howdy, Whiteboard fans. Different look this week. Will Critchlow from Distilled. I am going to be talking to you about some ways you can avoid some common statistical errors.

I am a huge fan of the power of statistics. I studied it. I have forgotten most of the technical details, but I use it in my work. We use it a lot at Distilled. But it is so easy to make really easy to avoid mistakes. Most of it comes from the natural way that humans aren't really very good at dealing with numbers generally, but statistics and probability in particular.

Create Video Sitemaps

[+ Submit a Sitemap](#)

Google webmaster tools

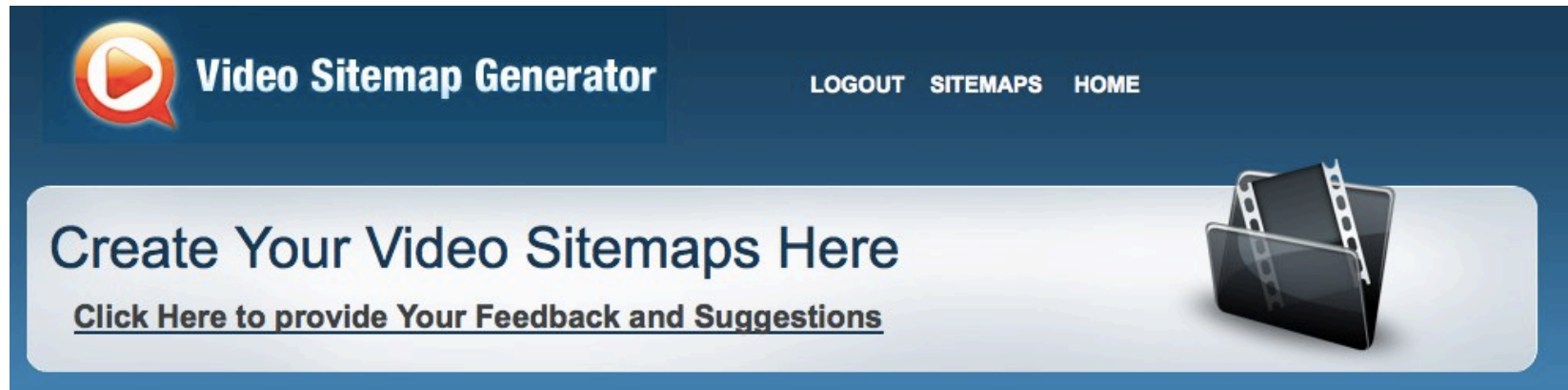
	Sitemap	Status	Type	Downloaded
<input type="checkbox"/>	sitemap-mobile.xml	✓	Mobile	Jul 16, 2010
<input type="checkbox"/>	sitemap.xml	✓	Sitemap	Jul 21, 2010
<input type="checkbox"/>	sitemap.xml.gz	✓	Sitemap	Jul 22, 2010
<input type="checkbox"/>	tag/wordpress/feed	✓	RSS	Jul 22, 2010
<input type="checkbox"/>	video-sitemap.xml	✓	Video	Jul 22, 2010



[Delete](#) [Resubmit](#)

```
<video:video>
  <video:title>The Sample Show, Season 1, Episode 2</video:title>
  <!-- other required root level video tags omitted -->
  <video:tvshow>
    <video:show_title>The Sample Show</video:show_title>
    <video:video_type>full</video:video_type>
    <video:episode_title>A Sample Episode Title</video:episode_title>
    <video:season_number>1</video:season_number>
    <video:episode_number>2</video:episode_number>
  </video:tvshow>
</video:video>
```

Creating Video Site Maps Part 2



The screenshot shows the top section of the 'Video Sitemap Generator' website. On the left is a logo featuring a play button inside a speech bubble. To its right is the text 'Video Sitemap Generator'. Further right are navigation links for 'LOGOUT', 'SITEMAPS', and 'HOME'. Below the navigation is a large light-colored button with the text 'Create Your Video Sitemaps Here' and a sub-link: '[Click Here to provide Your Feedback and Suggestions](#)'. To the right of the button is an illustration of a film strip.

<http://video-sitemap.org/>



Video SEO For YouTube Videos

Old Layout

The screenshot displays a LinkedIn profile page for Grant Crowell, Videologist, with a video player and a list of recommended videos. The video player shows a video titled "How to embed a VIDEO into your LinkedIn profile" by REELSEO, with a duration of 6:42. The video player interface includes a play button, a progress bar at 0:08 / 6:42, and a 360p resolution option. Below the video player, there are navigation options: Info, Favorite, Share, Playlists, and Flag. A red box highlights the video title "How to Embed/Add a YouTube Video on Your LinkedIn.com Profile Page". Below the video player, there is a description of the video content, starting with "From: reelseo | Dec 13, 2010 | 906 views" and a link to the video: "http://bit.ly/linkedin-video". The text continues: "Learn how to embed (add) a video to your LinkedIn profile page with our 'Reel' step-by-step tutorial. We'll show you how to add a YouTube video into LinkedIn.com using the Google Docs application." Below this, it says: "If you click over to our article about it, http://bit.ly/linkedin-video, you can follow the step by step instructions. We also answer the question of 'Why should you put a video on your linkedin profile page?' and we also talk about the limitations and suggestions that we would like to see LinkedIn.com implement for users so that video can be a larger part of the LinkedIn.com profile pages for users that want it. (less info)".

On the right side of the page, there is an advertisement section with a search bar and a list of recommended videos. The recommended videos include:

- REELSEO.com Dumper Video for ReelSEO (870 views - 3 months ago)
- Sukhjit Ghag, Sony's Social Media (461 views - 3 months ago)
- How to Embed/Add a YouTube Video on LinkedIn (906 views - 3 months ago)
- The Power Of Website Video SEO (Hosted)

New Layout

WHATCOUNTS

Create Template

Name: Under Enhanced Email Campaigns

Subject: What's new in WhatCounts Publisher 2.00

Video Library

Name: Publisher 1st Release 2011

ID: 1

Created: 08/19/2011 09:36:18

Duration: 3:07

Resolution: 1280 x 720 pixels

Now playing
Video enhanced email marketing from WhatCounts

Uploaded by christopherspenn on Aug 19, 2011

<http://www.whatcounts.com>

Videos from christopherspenn
No description available.
Created by christopherspenn on Aug 22, 2011 | 41 videos

Video SEO For YouTube

STEP 1: Use a Keyword Rich Title



The screenshot shows a YouTube video player interface. The video is titled "Dealing with On Camera Anxiety - Web Video Tips from Visual Post" and is from the channel "visualpost401". The video has 85 views and 0 likes/dislikes. The video player shows a man in a yellow shirt speaking. The video title is highlighted in a red box. Below the video player, there is a description: "I go over some helpful tips to help you deal with on-camera anxiety. This video is part of my Web Video Tips Newsletter. Sign up here <http://ow.ly/2wtWS>".

Video SEO For YouTube

STEP 2: Include a keyword rich description with links



Dealing with On Camera Anxiety - Web Video Tips from Visual Post

visualpost401

Comments Suggested Videos

Video Size: [] [] []

Like Add to Share

0 likes, 0 dislikes 85 views

<http://visualpost.com/web-video-tips>


I go over some helpful tips to help you deal with on-camera anxiety. This video is part of my Web Video Tips Newsletter. Sign up here <http://ow.ly/2wtWS>

I go over some helpful tips to help you deal with on-camera anxiety. This video is part of my Web Video Tips Newsletter. Sign up here <http://ow.ly/2wtWS>

by sbbflicks 241,102 views

Video SEO For YouTube

STEP 3: Use Keyword Rich Tags



Dealing with On Camera Anxiety - Web Video Tips from Visual Post

visualpost401

Comments Suggested Videos

Video Size: [] [] []

Like Add to Share

0 likes, 0 dislikes 85 views

Tags:
On Camera Anxiety web video tips visual post educational

by sbblicks 241,102 views

Newsletter. Sign up here <http://ow.ly/2wtWS>

YouTube Annotations

YouTube Annotations Walk Through

Uploaded Videos »

TubeMogul Overview - Web Video Tips from Visual Post

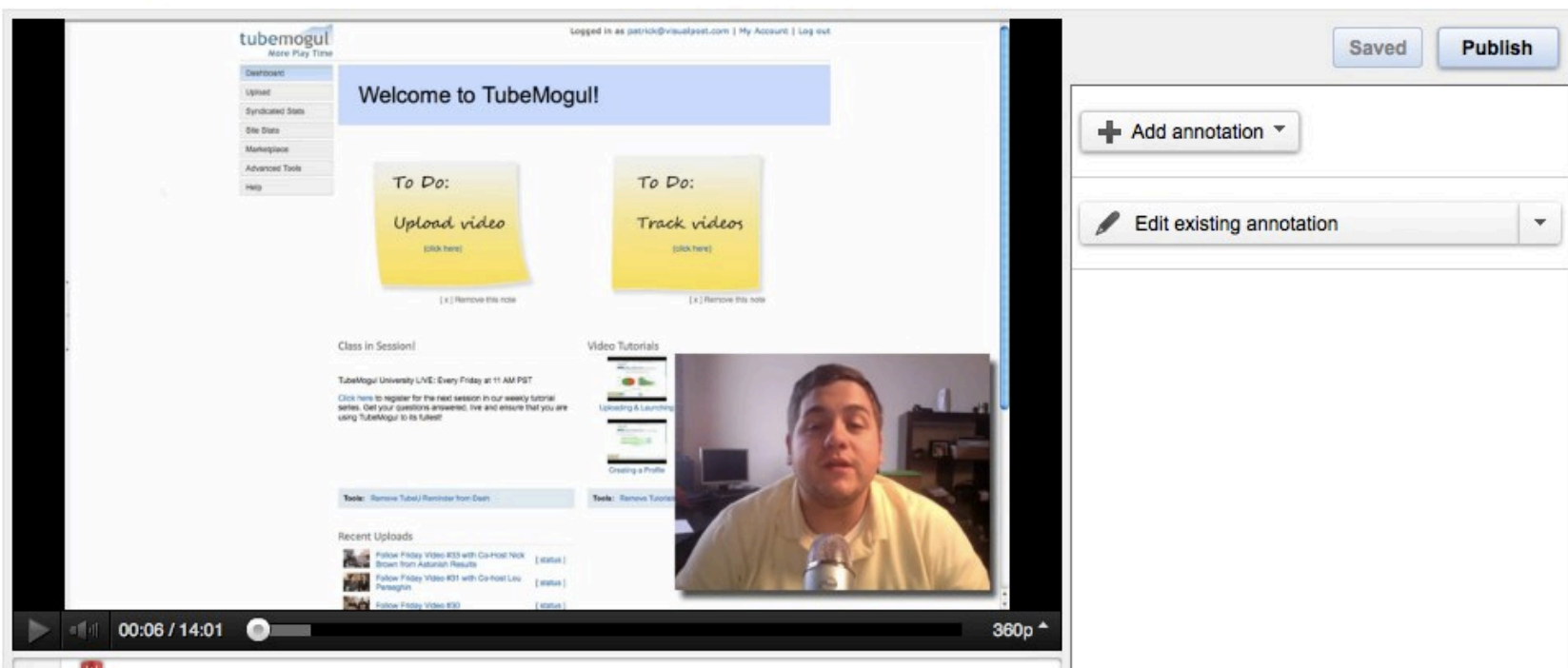
Info and Settings | AudioSwap | Annotations | Captions and Subtitles | View on video page »

Logged in as patrick@visualpost.com | My Account | Log out

Save | Publish

+ Add annotation ▾

Edit existing annotation ▾



The screenshot displays the TubeMogul video player interface. The video content shows a 'Welcome to TubeMogul!' message with two yellow sticky notes: 'To Do: Upload video' and 'To Do: Track videos'. Below this, there are sections for 'Class in Session!' and 'Video Tutorials'. A video player is visible in the bottom right corner of the video frame, showing a man speaking. The video player controls at the bottom indicate a duration of 00:06 / 14:01 and a resolution of 360p.

YouTube Insights

YouTube Insights



YouTube Insight Take-Aways

- **YouTube Insights can help you understand how your videos get found**
- **Keywords**
- **External Websites**
- **Related Video**
- **Data to make your future videos more popular**

YouTube Google Hangout Button

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in a YouTube video's id (or watch page url).

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to the languages and countries you choose below:

English, Chinese (Simplified), Chinese (Traditional), Danish, Dutch, Finnish, Twinkl, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States

How would you like to generate keyword ideas?

Descriptive words or phrases (e.g. green tea)

YouTube video id or url (e.g. youtube.com/watch?v=jgT4a55_Zw)

Demographics™ (e.g. male or female)

Enter one keyword or phrase per line:
search engine marketing

Don't show ideas for new keywords. I only want to see data about the keywords I entered.

Get keyword ideas

Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Sign in to your AdWords account, then paste the keywords into a campaign.

Remove this keyword, Remove All, Add your own keywords, Download these keywords (txt, csv for excel, csv), Include search volumes

Keywords related to term(s) entered - sorted by relevance	Monthly Search Volume	Match Type
search engine marketing	Not Enough Data	Add
internet marketing training	Not Enough Data	Add
searchers	16,400	Add
eo	26,200	Add
google	827,600	Add
search engine marketing	Not Enough Data	Add
proprietary web optimization	Not Enough Data	Add
bid strategy	Not Enough Data	Add
pesuber	Not Enough Data	Add

0:01 / 3:28

Like, Add to, **Share**, 0 likes, 0 dislikes, 21 views

Link to this video:
http://youtu.be/SKVL0vSig_s show options

Embed, Email this video, Facebook, Twitter, +1 show more, **Watch with your friends. Start a Google+ Hangout**

Video Equipment

Entry Level Cameras



Flip



letsGoDigital

Kodak Zi8

FLIP TIP: Wide Angle Lens



BEFORE



AFTER

FLIP TIP: Wide Angle Lens

- **Use a mount or tripod**
 - **Nasty Clamp**
<http://www.nastyclamps.com>
\$44
- **Be aware of external noise**
- **Consider a wide angle lens**

Kodak Zi8 Tip: External Microphone



Kodak Zi8 Tip: External Microphone



Heavy Duty L-bracket with 2 Standard Flash Shoe Mounts
- <http://amzn.to/fF8Of7>

Rode Video Mic - <http://amzn.to/hp7m1F>

Prosumer Level



VIXIA HF G10

iPhone Video

OWLE BUBO



iPhone Video Tips

- **Airplane Mode**
- **iRip (Mac and PC) \$20**
<http://thelittleappfactory.com/irip>
- **Owle Bubo \$149**
<http://www.wantowle.com>
- **Glif Mount \$20**
<http://www.theglif.com>

Lighting Equipment

ALZO 790L



Thank You

Patrick Hughes

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