



TEN Great Tips for Making the Most of Online Video

1. Make Sure Your Main Videos are Shot Well.

You may want to hire someone to shoot your ten video guides on a single day. It's cheaper that way. These could be your main corporate style videos giving valuable info on each area of your business.

Or [you may be confident enough yourself to get results like this.](#)

You can do testimonials and quick update videos with low cost cameras such as the Flip video camera. **Just make sure they are well-lit.**

These you can easily post on your own law firm website by using the embed code that You Tube gives you when you upload it. Remember videos can also be screen casts ([like this](#))

[Here's your guide on how to do write a video script in 5 minutes](#)

2. Submit Your Video to as Many Outlets as Possible.

YouTube is the clear leader but there are many other video sharing sites.

Use [Tubemogul](#) to get you on these sites automatically;

- [Google Video](#)
- [Yahoo! Video](#)
- [Daily Motion](#)
- [MySpaceTV](#)
- [MetaCafe](#)
- [Revver](#)
- [Veoh](#)
- [Blinkx](#)
- [Break](#)

3. Embed Your Video on the Front Page of Your Site.

Get your video on your home page. Prospects and search engines will love it.

4. Find Out What Search Terms Your Prospects Use and Put Them in Your Video's Title.

Once you've identified these terms, use the most popular in your video's title. E.G *Solicitors In Reading Explain How To Make A Will*

5. Make Your Tags and Descriptions Search Engine friendly, too.

Video sharing sites let you tag videos with keywords and post a description. Sprinkle in the search terms you've identified as important.

6. Thumbnails are important.

A thumbnail is a still picture from your video that appears with search results. Choose a key scene from your video, preferably one where you're smiling!

7. Link Back to Your Website.

Put your URL (website address) at the top of your video's description. This will help your search ranking prospects will quickly learn where to go for more information.

8. Interact With People That Watch Your Videos.

Video sharing sites allow viewer comments. Use this to answer questions, respond to comments, and further promote your business.

9. Consider a Pay-Per-Click Campaign.

Natural search engine optimization can take time to work.

You may want to send searchers via paid adverts to your videos online.

- sem.smallbusiness.yahoo.com/searchenginemarketing
- advertising.microsoft.com/search-advertising

10. Add Content Often.

Search engines love it and so do prospects.

Keep your content up-to-date and visitors will come back for more.

Can I get your advice on something please?

<http://www.surveymonkey.com/s/V98JBVX>

It'll take like 10 seconds ...

Thanks!