

# Web Video Marketing **REVEALED!**

TECHNICAL MANUAL



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## If It's Worth Doing ...

Now that you are ready to begin using online videos to promote your business, it's important that you learn the proper techniques. I remember when I was a small child my Grandmother used to tell me, "If something is worth doing, it's worth doing right!" That old saying certainly applies to creating web videos!

There are four factors that you must pay close attention to when you are creating videos for the web:

- Video Bit Depth
- Video Frame Size
- Video Frame Rate
- Video Compression

These four factors will dictate what type of video format you will want to use for your video. If you don't pay close attention to these factors, then there's a good chance you will end up with a lousy video. So make sure that you understand these factors when creating your videos and how these factors effect how your video will play.

### Video Bit Depth

Video bit depth is the number of bits that are used to display the color of a single pixel within a video. A video's bit depth is what determines the color resolution in your video -- in other words, the number of colors that will be viewed.

Higher bit depth produces videos with a more accurate color representation of your subject in your video. However, the downside is that using higher bit depths will result in a larger video file size. It's important for you to find the right balance between image quality (bit depth) and file size.

Suggested *starting* point for your video's bit depth: 8 bits

### Video Frame Size

Video frame size is the actual size of the final video output -- the height and width of the actual video window measured in pixels. The higher the frame size that you use, the higher the file size you will have.

It's important not to use a bigger frame size then necessary as the large

frame sizes (or resolution) require much more bandwidth to download.

Suggested *starting* point for your video's frame size: 320 x 240 pixels

## **Video Frame Rate**

The video frame rate is the number of frames recorded per second. The frame rate will determine the quality of motion in your video. When the frame rate is right, the video will flow smoothly. When the frame rate is off, the video will appear choppy and unprofessional.

Frame rate of the project usually should also be equal to the frame rate of the final video file but again for internet usage this is not always the case. Frame rate for web videos should be lower so that it helps with compression of the file.

Suggested video frame rate *starting* point: 15 frames per second

## **Video Compression**

Once your video is complete and you are ready to upload your video to the web, you will need set the compression rate. As you compress the video, you make the video file size much smaller and easier to use online.

By reducing the video file size, you reduce the amount of bandwidth needed to download or view the video. Digital videos can be compressed without affecting the visual quality of the final product because the compression process eliminates the parts of the video that people can't actually see.

The hard part with video file compression is finding the right amount of compression. If the compression is too low the data rate will be too high which can cause errors. If the compression is too high then the data rate will be lowered to far causing the picture quality to lousy.

## **Web Video File Formats**

Several formats can be used for web video files. These formats determine the compression and the decompression of the video files. They also determine which type of player that the videos will run in. Players being Windows Media Player, Quick Time, Flash Media Player and Real Time etcetera. However, some video formats can play within several media players. Web video file formats also use what is known as a codec to encode the compression and decompression of the video, also a codec can determine what player the video is played on.

## **MPEG (Moving Pictures Expert Group)**

MPEG is one of the most popular formats on the World Wide Web. Since MPEG is what is known as a cross-platform format, it is viewable by all the mainstream web browsers. Some professionals liken the quality of a web video in MPEG format to that of the quality of VHS tape. The high level of compression allows the video to be of smaller size without losing the quality. This makes it easier for viewers to watch the video no matter what their connection speed is.

The benefit to your company is that you will not suffer a lost sale because the viewer did not want to wait a long time for the video to load and thus moved on to another website. MPEG has two file extensions and they are filename.mpg and filename.mpeg.

## **Microsoft AVI Video (AVI)**

AVI file format offers you minimal compression and is available for the Windows platform. There are several Windows applications that can play an AVI video file but the most common is Windows Media Player. While a video file format is basically a codec, AVI itself uses different codecs such as Indeo 3.2, MPEG-4V2, Cinepak and several others. This makes an AVI file format difficult to run because it requires that your customers or clients have that specific codec installed in their media player.

Should a customer or client not have the specific codec that you used when creating your AVI file, they will not be able to play your web video within their media player. The way around this would be to set your web video up to play directly on the web page. This is usually only possible if your web video is embedded in your own web page on your own website. The file extension for Microsoft AVI format is filename.avi.

## **Apple Quick Time (MOV)**

Apple Quick Time is a file format that was developed by Apple and is a widely used format on the Internet. Apple Quick Time videos can be what are known as flattened. The reason for flattening the videos is so that they can be viewed on both a Macintosh and a PC. While Apple Quick Time can offer higher quality on the images, the file sizes are large. This can pose a problem with loading and bandwidth usage on a website.

Depending on how large your video file is and the amount of bandwidth, you are allowed will determine if an Apple Quick Time file format is what you

should use. The fact that it can be viewed by both PC and Mac users mean that you can reach a potentially higher customer/client base. The format extension for Apple Quick Time is filename.mov

## **Real Audio/Real Video (RA)**

Real Audio/Real Video is another popular video file format on the internet today. The advantage of using Real Audio/Real Video is that it will reduce the frame rate as well as remove unneeded information within each frame. This gives for smaller files that are streaming, which means that the video will play while it is being downloaded.

Most customers/clients already have this codec on their computer so no risk of them not being able to view your web video. This video helps you to reach even more potential customers/clients because it is such a small file that those using dial up can still view your video. Real Audio/Real Video has two file extensions that are filename.rm or filename.ram.

## **Shockwave (Flash)**

Shockwave was developed by Macromedia and this file format requires that your viewers have an extra component on their computer to be able to play the video. The newest versions of Netscape as well as Internet Explorer come with this component. Therefore, the only problem you will have with viewers watching your video in this format is if they are running on an older computer with an older browser.

In addition, if they are running on another type of browser there maybe is problems if they had not already downloaded the component. Most places that have Shockwave files will place a link to the free download, the bad thing is a lot of people do not want to go downloading things off a site they are not familiar with. Therefore, it is a 50/50 chance on this angle. The file extension for Shockwave is filename.swf.

## **Web Video Capturing Software Programs**

It takes more than just recording a video to make an impact on the potential customers/clients visiting your website. You need to be able to reach out and grab their attention. It is harder to make a sale or gain someone's long-term business from the internet. It is so much easier for people to just close the screen and move on to another website, than it is to walk away from an in person sale.

Therefore, you have to really grab their attention to keep them from just

closing their web browser out and moving on. The software that you choose to use needs to be able to create the type of web video that fits your needs. Knowing which one to go with though can sometimes prove a little difficult. A break down of web video software will help you in deciding which one is right for you.

## **Camtasia Studio 5**

Camtasia Studio 5 allows you to create training videos, presentation videos as well as high dynamic videos all with the purpose of persuading those watching. Not only can you put together great videos from your already recorded videos but with Camtasia Studio 5, you can also add in some screenshots to your web video. Your videos will be ready to place on your website, in a blog onto CDs as well as being able to be sent to devices such as iPods. This literally means that not only can you create a high dynamic web video but you can put it in front of virtually everyone.

Camtasia Studio 5 is easy enough that a beginner can use this software for creating professional high quality web videos. A 30-day free trial will allow you to see how well Camtasia Studio 5 will work for you. After that, the software sells for \$299.00.

## **DV-Screen Video Creator 1.2**

DV-Screen Video Creator allows you to create web videos from various source of video capturing equipment. So whether you use a webcam, DV video camera or a TV video card you can still create high quality web videos with just this one software. The power of this software is that it allows you to go back and forth between your recording device and your screenshots to give the greatest freedom in creating your web videos.

DV-Screen Video Creator is easy for a beginner to understand as well as great choice for more advanced web video creators. There is a 15-day trial so that you can test out the software before purchasing. After the trial the software sells for \$34.00

## **Webinaria**

Webinaria allows you to create great Flash videos easily by converting your AVI files to FLV files. With Webinaria, you can record screen movements, add in some voice narration to your video and input your webcam videos. Webinaria allows you to edit your video frame by frame to ensure that you have a high quality Flash video presentation before publishing your video to the internet.

Webinaria is free software that is a good choice for beginners. While those with experience with creating web videos may still find this a good choice for converting AVI files to FLV files for flash presentations, its simplicity makes it good for beginners. With being free, it allows a beginner to gain some useful knowledge on web videos prior to spending money on more high tech software.

### **CoffeeCup Video Recorder 3.0**

CoffeeCup Video Recorder 3.0 is brought to you by the makers of CoffeeCup html editor and does more than just capture your videos. In fact, it is a complete software program that does the capturing and editing. This software can capture videos from any video capturing device source such as a camcorder or webcam. Once you have your video captured then you can proceed to editing it. Add text overlays and voice narrations to your video right from this all in one software program.

This program is simple to use even for a complete beginner, as it will walk you step by step through every aspect of your video creation. It comes with a 28-day free trial and then after that can be purchased for only \$39.

## **Web Video Editing Budget Programs**

Once you have captured your web video, you need to edit the video. By using web video editing software, you can create truly unique videos. Countless sites on the internet use web videos to grab the attention of their visitors. The downfall is when the visitors see the same cookie cutter videos on every site they start to stop watching. You want to create a video that is different that will keep them watching and get them looking at what you have to offer.

### **Windows Movie Maker**

This a beginner's software program that usually comes on most Windows PC and has no trial limits. Limited in some functionality it does allow for some creative web videos. This program allows for videos to be created using still pictures, video captured with a camcorder or webcam as well as voice over narration. Simple to use you can cut your streaming videos and place still pictures within the new video. Most who are advanced in creating web videos may find this editing program a little lacking. Very easy though for a beginner to learn and use and gain some knowledge and practice with.

## **Apple iMovie**

Apple iMovie is Macintosh's version of the Windows Movie Maker. It is easy to use for beginners and unlike Windows Movie Maker for Windows PC; it can also appeal to those with some web video editing knowledge. Apple iMovie allows for some professional looking videos to be created with out the professional price tags. For those who do not already have this software on their Mac computers, it can be purchased for \$45.

## **VideoSpin 1.0.2.410**

VideoSpin 1.0.2.410 is a freeware software that is basic enough for a beginner to get started making web videos. With VideoSpin from Pinnacle Systems Inc, you can create web ready videos using video clips, still pictures and overlay with music or voice narration. For videos that are more dynamic, you can stream in some titles and other transitions. By being able to incorporate still pictures in with your video allows you to highlight your products or services as you add in voice narration. With being free this software will help those on a strict budget still be able to create some unique web videos.

## **Video Caster 3.45**

Video Caster 3.45 is another freeware software that you can use to edit your videos. Video Caster 3.45 does more than edit the videos though, it also works for capturing video and as well, as encode the video into a format ready for web publishing. Therefore, with this simple freeware software you get three software programs in one. This can save you from having to hunt down multiple software programs that you will need to get your video onto the internet. With this software, you can capture your videos using either a camcorder or webcam. With Video Caster 3.45, you can take still pictures and create them into a streaming slide show complete with music or voice narration. This allows you to create a web video even if you do not have a camcorder or webcam. This is great for those who do not have a budget for purchasing a camcorder or webcam to create a video with.

## **CoffeeCup Web Video Recorder 3**

CoffeeCup Web Video Recorder 3 is brought to you by the makers of the CoffeeCup html editor and goes beyond just recording your videos, it also allows for editing and adding special effects to your videos. Text overlays work great for those who wish to brand their videos with their company name or other points of interest. This software allows you to place an image at the beginning and at the end of your video. Not much in the way of

switching between video and stills throughout the video creation process though. With CoffeeCup Web Video Recorder 3, you can create your video from start to finish with just this one software. Trial is 21 days and then purchase price is only \$39.

## **Web Video Services**

For those of you that are not inclined to create your own web video for your business, you can pay for someone else to create the video for you. Countless services on the internet market the service that they offer. This is a good option for those who have the money to spend to have another company create their web video for them.

### **1 Stop Digital**

1 Stop Digital ([www.1stopdigital.com](http://www.1stopdigital.com)) will add a personal touch to your website by offering you a video of an announcer or greeter that will greet your visitors. What they do is allow you to choose one of their models that they will film, with whatever message you send for them to use. This video will make your site more personal for your visitors. The message that you choose can be something that you want your visitors to know about while they are reading the text on your site. The price for this service is \$249.00, which is not expensive if you weight it against the benefits. The model will be filmed and then the background will be removed creating a custom floating transparent video. If you have read anything that I have written previously you will know what unique and fresh grabs people's attention.

### **Inexus**

Inexus ([www.inexus.com](http://www.inexus.com)) offers full service for web videos starting at the creation all the way to post production services. Inexus can help you no matter what stage of the game you are in. Need help with ideas for your web video? Do you already have a video but need help getting it web ready? Inexus can help in these areas to make getting your video ready and seen by viewers easier for you. Inexus will help with script writing so that you can come up with the perfect script for your web video. For those that need their video produced Inexus uses high quality cameras, experienced production crews and all the audio equipment needed to produce your web video. Inexus can help no matter what type of web video you need, whether it is a training video all the way to a commercial.

## **Cazarin**

Cazarin ([www.cazarin.com](http://www.cazarin.com)) is available to create your web video for you to ensure that you have a high quality and effective web video. They can tape the video for you in a studio, edit the tape in house and upload the video to your website. Cazarin is geared toward creating videos that relate to your viewers needs, shows how your company is qualified to meet those needs and places tactful calls of action into your video. Features that you can have Carazin place in your web video are voice narration, music creation and/or implementation. Carazin will place your video on your website with VCR style controls such as pause, play rewind and fast forward. You will be walked through all that you can do with your web video as well as all the options available to you. This will ensure that you get the web video that is right for you and your company.

## **Web Video File Conversion Services**

Online file conversion can work great if you need a web video file converted from one format to another. A lot of video editing software has a built in file conversion but sometimes it is simpler to just get online and upload a file and have it come out the way you want it. This works for those that have camcorder movies uploaded on their computer and do not need to edit the movie but just need to get it internet ready. After all, why download software that takes up memory on your hard drive when you can get it done for free online. There are several decent places on the internet that will do this for you with fairly simple instructions on how to use their services.

## **Zamzar**

Zamzar ([www.zamzar.com](http://www.zamzar.com)) is a simple online conversion site that is easy to use with only four simple steps needed to convert your movie file to any format you need it converted to. Step one: just click the browse button and locate the file you need. Step two: choose the file format that you want your file converted to. Step three you just need to enter your email address. Step four just click convert and you are done. Your email address is needed as this is where Zamzar will send your converted file to.

## **Movavi Online**

Movavi Online ([www.online.movavi.com](http://www.online.movavi.com)) is another online site that offers video file format conversion. The same as Zamzar there are only four simple steps that you need to perform to convert your video files. The difference is

that Movavi Online allows for you to upload five video files at one time to convert as long as they are being converted to the same file format. Step one you just locate the file or files that you want converted. Step two you choose the format you want them converted to. Step three you need to enter your email address and step four just hit convert. The same as Zamzar, your email address is where your converted files will be sent.

## **Video Code Zone**

Video Code Zone ([www.videocodezone.com](http://www.videocodezone.com)) is a simple three step file conversion service. You can choice to convert a video that is already on the internet by typing in the video URL, choosing the file format you want to convert it to and then just clicking the convert download button. Converting a file to another format from your computer is also a simple three step process. All you need to do is locate the file, choose the file format you want to convert it to and then just click the convert download button. This site does not require you to enter an email address.