

“UNSCRIPTED 5: Your Videos”

With Matthew A. Perosi

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<http://www.JewelerWebsiteAG.com>**

You are encouraged to print this out
and read along while watching the video.

Questions?

Don't understand something?
You are probably not the only one,
so please send your questions to
questions@jwag.me

We will try to answer them directly or
include them in future lessons on www.JewelerWebsiteAG.com

Unscripted Video 5; Your Videos

Hello I am Matthew Perosi with Jeweler Website Advisory Group.

I'm here to answer some questions submitted by a few of our members. A question here comes from Luke from Schmidt Jewelers. He says, "Matt my wife and I would like to put some videos up online or on our website. We have a Sony Handy Cam but it doesn't work well. We also have a digital camera and it doesn't look right, and I've just about given up. What advice can you give me? Also, do the videos have to be on my site or should I put them somewhere else online?"

Okay Luke I have your website on our screen here, we're going to take a look at it. You have this really large header, and just so everyone watching knows the resolution of our screen here is 800 x 600, it is actually very small but it's what our big screen limits us to now. It does look like your website fits rather nicely inside this resolution. I'm scrolling down a little bit here, we have a main navigation on the left side here.

Oh, you have a video on your home page already so I'm going to click this and go through this. [video plays] Alright so that was obviously professionally created by a local agency or company. When I clicked on that link on your home page it opened up a brand new window, my screen shows the video, it's a 30 second video. I was noticing that in the video you were using the same graphics that are actually on your website. That's very good to have your graphics in your commercial tie in with the graphics on your website. Although the coloring on

your website doesn't quite match the color of the awning of your store, I'm just thinking of how things tie in together.

Alright, what can you do to add additional videos on your website? Your Sony Handy Cam doesn't work and neither does your digital camera. Well, there's this new little video camcorder available now. The Flip Video camcorder, very small, fits in your pocket, smaller than a cell phone, and you simply plug it into your camera using the USB which simply flips out.

This comes in four different models, but in two different types. You can get it in HD high definition or in standard. I probably recommend going with the standard because the HD one in my experience seems to be a little more difficult to operate and the files are very large. With this video camera you can take very easy videos and post them up on a You Tube account. I actually have a You Tube account pulled up here, it's our own and I'm going to show you real quick one of the my videos that I put up. Get the camera to zoom in on that there. I'm going to mute my volume and play the video so you can see it. This video actually came from this exact Flip video camcorder, and it's only a 24 second video but it's really for the analysis for this piece of jewelry. I put it in a light box, zooming in on it, and seeing some detail on it.

I would recommend you can take some videos like that of jewelry that you want to review and put them up on your website. You can interview some of your customers or even take some videos of repairs in your repair shop and post those on You Tube. Setting up a You Tube account is relatively easy. The important thing to do with any of your videos is to simply make sure that when you go in and upload your video, there

are several fields of information here you want to make sure you give it a nice descriptive title, a description of what the video is all about, and also put in some tags because people are going to search the tags through You Tube or other methods. There are a lot of other details you can put in here, you can change and choose your thumbnail, and there are some other details. I urge you to fill out as much information that applies to you because people will search for your videos randomly.

Now you can also grab, on the side here, you can't quite see it but it indicates where you have the actual URL address of this video directly on You Tube. You can take this code that's in the next box here that says 'Embed' and you grab that code and you can put it directly on your website. Like how you have this photograph that says "Watch our video" you can set up an entire page on your website with different videos.

For example, I see you have a testimonials page here so you have written testimonials. First of all, I have a couple of comments about this. For the testimonials you should include what town they're from and if you can get a photograph of each person and put it in there next to their testimonial. What would be even better is if you can get this person to come back into your store, or ask anyone who comes into your store and ask them for a testimonial. Grab the Flip video, hold it in front of them, let them speak and say whatever they'd like and then use that, upload it to You Tube and then grab the code, bring it back here and put a video testimonial on your website. I also recommend that not only having the video, but having someone transcribe the video and having the text next to the video. If it's going to take an extra page of testimonials, it is only going to help add size to your site and it'll start attracting

more interest from search engines the larger your website gets every time you add a page to it.

If you actually want to do something more than the Flip Video, I'd say take a look at other video cameras that you can actually purchase, which don't have cassette tapes, and have built in hard drives because it's always faster and easier to download. If you use something more than the Flip Video you might have to learn a little bit of video editing. There is one other site let me mention real quick.

For the beginner of video editing you can use this site called OneTrueMedia.com. Spell it out exactly how it sounds, OneTrueMedia.com. Go and create an account, you can create a free account or if you pay \$40 a year, you can have a paid account with unlimited features but through one true media you can actually upload your video to one true media. You can come in here and add different segments of your video, there's different initial segments and pieces here. Within one true media you can actually edit video for free that you taken from a camcorder even from the Flip Video if you wanted to do more to it than just uploading it to You Tube. Another thing that One True Media allows you to do is transfer right from this to your You Tube account so everything works in a very smooth fashion.

So Luke you're going to have to invest in some new hardware. I'd say try the Flip Video first and if this doesn't work out, these run for now about \$200 so try one of these first. You can easily upload your videos to your Facebook account. By the way I didn't mention that but if you do have video on You Tube you should try to share them on Facebook, and tell your customers about them and if you're getting your customers

involved with your videos they are also going to want to show their friends. So if you're doing videos of repairs then you can put those on your You Tube account, on your Facebook, or if your doing video testimonials people like to show off the funny things that they've done on video or things that involve themselves so give them the opportunity to share videos that you've created and people will show more interest in your store.

So Luke thanks for your question, this is Matt Perosi with Jeweler Website Advisory Group. See you next time.