

# **How to use online video to grow your business website**

Aaron Dwyer

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# About Aaron Dwyer

- Been working online since 1995
- Owns Web Smart Central Pty Ltd – software company since 2005
- Offline biz - Netrospect Web Hosting and Web Marketing since 2005
- Have 4 software products in IM niche
- Have info products in other non IM niches
- iPhone App in non IM niche



# Poll

Who runs an offline business  
with a website?

Do you currently use video?



# Video is Mandatory

Everyone knows video is the ultimate medium – visual / audio

Bandwidth now allows online video to be common place internationally

Youtube is king of online videos (keep that in mind)

Every single business can use video to enhance their website

# 2 types of video

Full motion

Screen capture

# Full motion

Equipment

HD handycam / flip camera / iphone

Tripod / monopod

Great microphone (lapel mic)

Video software (Sony Vegas / Windows Movie Maker)

# Screen capture

## Equipment

Screen capture software - Camtasia (windows) / Screen flow (MAC)

Great microphone (rode podcaster usb \$400 / usb headset \$40)

# How to show the video

Use Youtube (create an account in your business name not a personal one)

Or

Use your own hosting (Flow player)

Use Amazon S3 (Flow player)

For most businesses Youtube is the answer

You get the search traffic

The link love

Inbuilt player / easy integration



# Workshop a quick video

Capture in HD full motion

Import into Sony Vegas

Create HD export video (1280 x 720)

Upload to Youtube (use link and business details in the description)

# Connect with Aaron Dwyer

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