



Mark Thorn's five powerful tips for optimising your online video:

Tip 1:

Place your video where it will support your business goals

Hi, it's Mark here.

In business we all know it's a great idea to produce a video on what we sell or what we do. But is that all there is to it? Let's say you have a great video to post online. Where will you post it: YouTube, Vimeo or your own website?

YouTube may not be the best place. Why not? Because YouTube is a business that wants your content for their reasons: to draw viewers to YouTube.

Let me ask you a question: What do *you* want from *your* online video?

Well for starters, you want people to watch your video and come to your website. And then you might want them to connect with you in some way.

If you've spent money and time to make a video, you want it to produce some return. So here's the thing: If you want your videos to work for you, then put them on your own website, not just on YouTube. In the next video, we'll tell you why.

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About Mark Thorn: Mark is the founder and visionary behind VideoLinc. Across a 30-year career in broadcast media and online video delivery, he has designed and implemented substantial new businesses and solutions in video delivery platforms, targeted advertising and content production. Mark is an exemplary producer, writer and technical architect who is always ahead of the curve.

See other videos in this series at www.videolinc.com.au/videoblogs

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