

## TUTORIAL 16A VIDEO FOR YOUR WEBSITE



This tutorial has been produced by The Australian Tourism Data Warehouse as part of the complete online education program, Tourism e-kit

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## VIDEO FOR YOUR WEBSITE

Reading time: 40 minutes

Prerequisite: n/a

In this tutorial you will learn to make short videos, upload them on video sharing sites (such as YouTube) and display them on your website.

### 1) WHY VIDEO?

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Your website should entice online visitors to come and experience your tourism product. It is therefore important for you to maximise the interaction by showing them what they could be experiencing.

VIDEO WILL MAKE YOUR WEBSITE MORE ENTERTAINING FOR VISITORS AND WILL LET YOU SHOWCASE YOUR TOURISM PRODUCT IN A MORE IMMERSIVE WAY.

You will also be able to use the videos on other sites (online distributors, booking websites, TripAdvisor).

There are two main types of videos that could benefit your websites:

- High quality commercial videos (made by a production company)
- User-generated content videos (videos made by users – such as yourself, your staff or your guests – who contribute content)

The aim of this tutorial is to teach you about the second type, the user-generated videos.

### 2) WHAT SHALL I FILM?

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There are many different aspects of your tourism product that you capture on video. For instance a short video testimonial from happy guests is an excellent way for your website visitors to picture themselves having the same great experience. This will take them one step closer to making a booking.

*Let's imagine you are a learn-to-dive operation. You could:*

- *Capture the visitors practicing in the swimming pool*
- *Capture the guests underwater doing an exercise required for the dive certification*
- *Capture guests coming back to surface and capture their first impressions on video*
- *Capture guests back in the dive shop telling you how amazing their dive experience was and ask them what their favourite moment was.*

You would then use these videos on different pages of your website. You could use the testimonial one on your testimonial page, or next to one of your “book now” buttons!

### 3) WHAT MAKES A SUCCESSFUL VIDEO?

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A successful video should aim to convert your online visitors from prospects into guests.

Just like photos, videos are there to tell a story to the person who watches them. They evoke emotion and should allow the viewer to identify themselves with what they are watching. This is best done by ensuring there are people in the videos, instead of just scenery.

JUST LIKE PHOTOS, THE MESSAGE YOU ARE TRYING TO EXPRESS USING VIDEOS SHOULD CONVEY AN ENJOYABLE AND POSITIVE EXPERIENCE. SHOWING GUESTS HAVING A FABULOUS TIME IS A GREAT WAY TO ACHIEVE THIS.

Your message in your videos needs to support the information available on the web page you are going to display it on. Your videos should be short (maximum one and a half minutes), be real and teach your prospects something new or unexpected about your tourism product.

### 4) HOW TO MAKE AND UPLOAD VIDEO

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#### a) Filming your video

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In order to make a short video which will be available online all you need is:



Screen capture copyright: [UntanglemyWeb.com](http://UntanglemyWeb.com)

- A video camera or digital camera that has a video mode. If you have misplaced your camera’s manual you can download it online (just google for “manual *insert brand and model of your camera*”)
- A tripod to stabilise the camera
- One or more happy guests who have given you permission (in writing) to be filmed and displayed on the web

- Simply ask your guests if they would be happy to share their experience on a short video that you will display on YouTube and on your website. They don't have to mention their name. You don't need to practice in advance: just ask them as you film what they like about your place, tour or other tourism attraction and how they spent their day.
- Ensure the filming environment is free from background noise and if you are using a digital camera make sure the camera is close to the subject as the microphone may not be very powerful.
- An understanding of what makes a good video (search for tourism or travel on YouTube and take note of what you like and don't like)
- A 1GB (gigabyte) memory card (or more) for your camera as videos use a lot of memory space.

IF YOU ARE NOT VERY FAMILIAR WITH VIDEO CONTACT YOUR LOCAL VIDEO PROFESSIONAL. YOU CAN ALSO CONTACT YOUR LOCAL TERTIARY EDUCATION PROVIDER TO RECRUIT STUDENTS SPECIALISING IN FILM AND VIDEO WHO MAY BE ABLE TO HELP FOR A SMALL FEE OR A GOOD BUSINESS REFERENCE.

#### b) Transferring videos to my computer

Once you have a few videos of different people experiencing different aspects of your tourism product, you are ready to transfer them onto your computer. This is done in the same way that you transfer photos from your camera to your computer. You can either:

- connect your camera to your computer using the cable provided with the camera
- remove the memory card and insert it into a card reader or directly in your laptop if it has an incorporated memory card reader.

The format of the video file that you will download to your computer will depend on the brand of your camera. It will most likely be either:

- AVI (.avi extension – Windows Media)
- or MOV (.mov extension – Apple Quicktime).

In video jargon, this is known as the container format.

## c) Editing and converting

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### Editing

The aim of this tutorial is to show you how to make user-generated videos to capture guests' impressions and experiences whilst holidaying at your tourism operation. It is not to make a commercial video of your product.

ONE OF THE PROPERTIES OF USER-GENERATED CONTENT IS THAT IT IS GENERALLY RAW AND UNEDITED.

The objective of such videos is to paint a realistic picture of the situation. This also applies to the tourism industry where your online prospects do not necessarily want to see a commercial video. They want to see people just like them having a good time.

If you are making short videos such as guest testimonials and feel confident about the quality of your video, editing them is not crucial. However, if the video you captured is of really poor quality, too long or clearly needs editing it is important you do so or seek assistance to do so.

*If you wish to edit your videos or put together slide shows with your photos, you can use the following programs:*

- *Windows Movie Maker (for Windows)*
- *iMovie (for Mac)*

These programs generally come pre-installed on your operating system. If not, you can download them, which may involve a fee.

It is also recommended not to add captions or subtitle on your videos as this may not be allowed by all video hosting providers or distributors' websites. YouTube however allows you to overlay captions and sub-titles once your video has been uploaded.

### Converting

You need to ensure your video meets the requirements of your video-hosting platform. For instance YouTube allows files up to 1GB in size to be uploaded and accepts the following video file formats:

- 3GP (cell phones)
- AVI (windows)
- MOV (mac)
- MP4 (ipod/psp)
- MPEG
- FLV (adobe flash)
- SWF (shockwave flash)
- MKV (h.264)

If your video meets one of the above formats and is less than 1GB you should be able to directly upload your file to YouTube without resizing it.

However, it is recommended to resize any video larger than 20MB (megabytes) to ensure the upload is fast. To reduce the size of your video you will need to convert it into a different format before uploading it to YouTube.

MOST USERS HAVE FOUND THAT H.264, MPEG-2, FLV, AND .MPEG-4 ARE THE FORMATS THAT WILL PROVIDE THE SMALLEST FILE SIZE WITH THE HIGHEST QUALITY.

The below video converter programs are free and will allow you to convert your .AVI or .MOV file to the above-mentioned formats. (iMovie and Windows Movie Maker can only export in certain formats).

For Windows	For Mac
<ul style="list-style-type: none"> <li>• Super: <a href="http://www.erightsoft.com/SUPER.html">http://www.erightsoft.com/SUPER.html</a></li> <li>• Squared 5 <a href="http://www.squared5.com/">http://www.squared5.com/</a></li> <li>• WinFF <a href="http://winff.org">http://winff.org</a></li> </ul>	<ul style="list-style-type: none"> <li>• Squared 5 <a href="http://www.squared5.com">http://www.squared5.com</a></li> <li>• Quick time pro (pay) <a href="http://www.quicktime.com/pro">http://www.quicktime.com/pro</a></li> </ul>

If you find editing or converting too challenging, consider contacting a professional or a tertiary education provider specialising in film and video. You will be able to send them the video file via <http://www.yousendit.com> and they will be able to do the conversion for you.

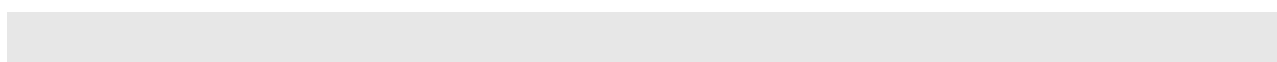
#### d) Uploading options

Once your video is ready, it will need to be uploaded to a video host. Your video host can either be:

- the same web host that contains your website files
- or a specialised video hosting and sharing service, such as YouTube.

If you upload your video to your host instead of uploading them to a video-sharing site such as YouTube you will need to:

- configure your website to be able to display videos
- purchase extra storage space on your hosting server.



VIDEO HOSTING AND UPLOADING CAN BE A TRICKY AND TECHNICAL PROCESS. THEREFORE, IT IS OFTEN RECOMMENDED AND EASIER TO USE A SPECIALISED VIDEO HOSTING AND SHARING SITE TO WHICH YOU CAN UPLOAD YOUR VIDEOS.

These sites are often free and let you upload, view and share video clips. Once your video is hosted on such a site, you will be able to display it (embed it) on your own website as well.

Other benefits of video sharing sites include:


- your video being more visible on search engines like Google
- your video not using up your web host's storage space
- easy embedding (display) of your video on your website.

*Some of the most popular video-hosting websites are: YouTube, Vimeo, Blip.tv, Yahoo Video and many more. See related websites at the end of this tutorial.*

#### Step by step example: Uploading video to YouTube

If you have a Google account you will be able to use it to log in. If you don't you can also simply create a YouTube account.

Using your Google account, go to [www.youtube.com](http://www.youtube.com) and select "Sign in with your Google account" in the right column. You will be asked to create a login for your YouTube account even though you already have a Google account. This is normal.

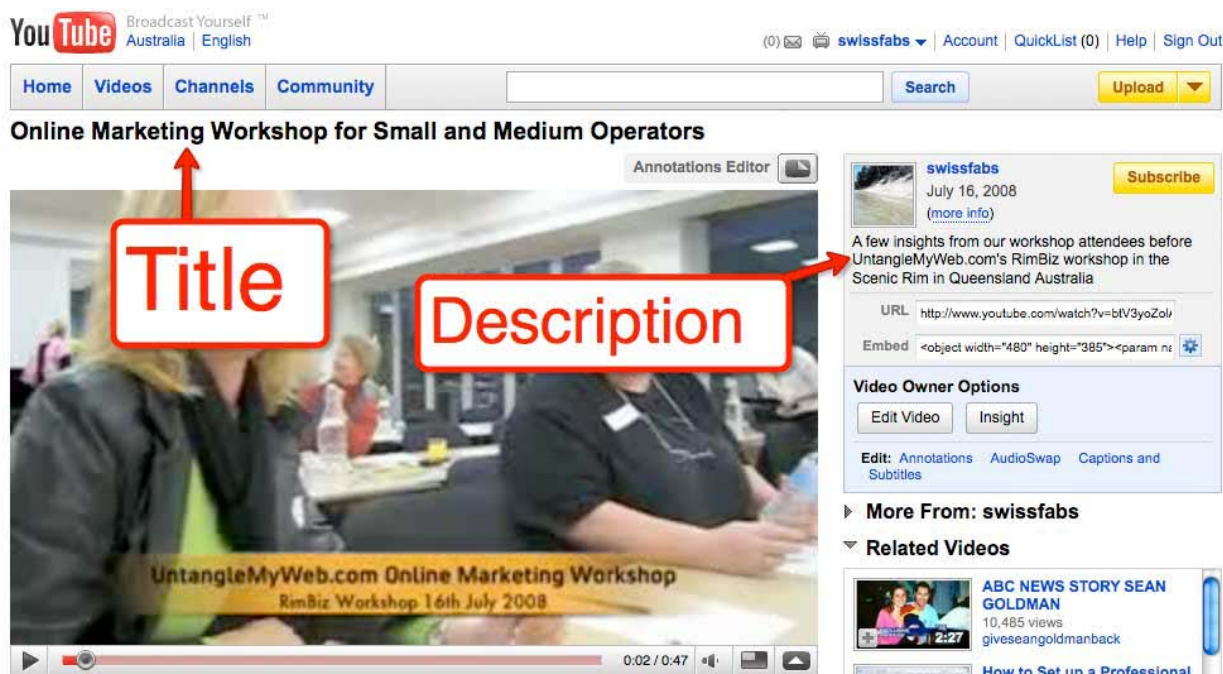
- 1) Hover over the "Upload" button at the top right  and select "video file".
- 2) Use the browse button to search for the video on your computer and click the Upload Video button



Select a video to upload.

- 3) While the video uploads, you will be asked to give your video different attributes. This step is important as it will help your video get indexed better with YouTube and Google and could therefore bring more visitors to your video:



Screen capture copyright: YouTube

<p><b>Title:</b></p>	<p>The title is very important and should be short and clear (4-8 words). Make sure you use relevant keywords and adjectives to spice it up.</p>
<p><b>Description:</b></p>	<p>To best promote your video, you will want its description to be both accurate and interesting.</p> <p><b>Make your description clear and specific</b></p> <p>Your video should stand out from the crowd. Try to determine what content it contains that will help users find it and distinguish it from other videos. Using descriptive language in complete sentences is a good idea.</p> <hr/> <p>IT IS A GOOD IDEA TO WRITE YOUR WEBSITE'S URL IN FULL HERE.</p> <hr/> <p><b>Give credit when appropriate</b></p> <p>If people don't know the exact title or other keywords associated with your video, they might search the name of a participant or another website where it is featured. Be sure to include as much information as you feel comfortable, but be careful not to include anything that shouldn't be publicly displayed.</p> <p><a href="http://www.google.com/support/youtube/bin/answer.py?answer=57927&amp;topic=16637">www.google.com/support/youtube/bin/answer.py?answer=57927&amp;topic=16637</a></p>
<p><b>Tags:</b></p>	<p>Tags are keywords that describe videos.</p>



	<p><i>For example, a surfing video might be tagged with "surfing," "beach," and "waves" or a location like "cactus beach".</i></p> <p>Users who enjoy watching surfing videos can then search for any of those terms and that video will show up in their search results. Tags help you label videos you upload so that other people can find them more easily.</p> <p>You can also add tags to your videos later by clicking the "Videos, Favourites, &amp; Playlists" link under "Manage my Videos" in your account, and selecting "Edit Video Info." Enter as many tags as you'd like into the Tags field and click the "Update Video Info" button at the bottom of the page.</p> <p><a href="http://www.google.com/support/youtube/bin/answer.py?hl=en&amp;answer=55769">www.google.com/support/youtube/bin/answer.py?hl=en&amp;answer=55769</a></p>
<b>Category:</b>	The category you will generally select is "Travel & Events".

**If you later want to change your video information:**

- 1) Click the "My Videos" link in the upper right corner (click the blue arrow to the right of your login name).
- 2) Click the "Edit Video Information" link under the video you want to edit.
- 3) From the next screen, you can change, add to, or delete whatever information you'd like about your video, including permissions settings (allowing comments, responses, ratings, etc.).

ACCOUNT AND VIDEO INFORMATION CAN TAKE A LITTLE WHILE TO UPDATE. PLEASE BE PATIENT AND CHECK BACK LATER TO SEE THAT YOUR CHANGES DISPLAY ON THE SITE. IF YOU ENCOUNTER AN ERROR, ENSURE YOUR VIDEO SIZE IS SMALL (LESS THAN 20MB) AND TRY AGAIN. IF IT PERSISTS, COPY THE ERROR MESSAGE IN GOOGLE AND LOOK FOR A SOLUTION AMONGST THE LISTINGS. ALTERNATIVELY, POST A MESSAGE IN THE YOUTUBE HELP FORUM ([HTTP://HELP.YOUTUBE.COM/GROUP/YOUTUBE-HELP](http://help.youtube.com/group/youtube-help)).

e) Step by step example: Displaying your video on your website

- 1) Locate your video (or any other video that may be relevant to your target market) on YouTube by using the search functionality. You may be surprised to find existing user-generated videos about your product.
- 2) Look for the Embed code and click the "wheel" to the right to customise.

### Online Marketing Workshop for Small and Medium Operators

The image shows a YouTube video player for the video 'Online Marketing Workshop for Small and Medium Operators'. The video title is 'UntangleMyWeb.com Online Marketing Workshop RimBiz Workshop 16th July 2008'. The video is from the channel 'swissfabs', which has a 'Subscribe' button. The video player has a progress bar at the bottom showing 0:02 / 0:47. To the right of the video player is a sidebar with the following elements: a 'Subscribe' button, a 'Share' button, a 'URL' field containing 'http://www.youtube.com/watch?v=btV3yoZol...', an 'Embed' button, and a 'Video Owner Options' section with buttons for 'Embed' and 'Insight'. Below this are links for 'Edit: Annotations', 'AudioSwap', and 'Captions and Subtitles'. There is also a 'More From: swissfabs' section and a 'Related Videos' section with a video titled 'ABC NEWS STORY SEAN GOLDMAN'.

**Embed (display)**

**Customise**

Screen capture copyright: YouTube

The image shows the YouTube embed customization dialog box. It contains the following text: 'After making your selection, copy and paste the embed code above. The code changes based on your selection.' Below this text are three checkboxes: 'Include related videos' (unchecked), 'Show Border' (checked), and 'Enable delayed cookies [?]' (unchecked). There is a small video player thumbnail to the right of the text. Below the checkboxes are two rows of color swatches. The first row has five swatches: grey, dark grey, blue, light blue, and green. The second row has four swatches: orange, pink, purple, and red. Below the color swatches are four size options: '320x265', '425x344', '480x385', and '640x505'. Each size option has a corresponding video player thumbnail. The '480x385' option is selected. At the bottom right of the dialog box is a '(close)' button.

Screen capture copyright: YouTube

- Avoid including related videos as you will have no control of what Google defines as related videos.
- If you would like to show a border around your video, tick the “show border” box and select the colour below.
- Change the display size of the video if you wish. You don’t need to tick “enable delayed cookies”.

To watch a demo video of how to embed a video, follow this link: [www.google.com/support/youtube/bin/answer.py?hl=en&answer=57788](http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=57788).

- 3) When you have finished customising, copy the code located in the Embed box.
- 4) Go to your website (login to your content management system), locate which page you want to display the video in, go in HTML editing mode and paste the code. If you don’t have a content management system and don’t have access to your files you may need to talk to your web developer.
- 5) Save and you are done. Your YouTube video should now be displaying on your site.
- 6) You will be able to use YouTube Insight to know who is watching your video, when and where from. You can access YouTube Insight from your “My Videos” page of your YouTube account. <http://www.youtube.com/watch?v=Xo6HBKTyIzQ>

IF YOU ENCOUNTER AN ERROR, COPY THE ERROR MESSAGE IN GOOGLE AND LOOK FOR A SOLUTION AMONGST THE LISTINGS. ALTERNATIVELY, CONTACT YOUR WEB DEVELOPER OR POST A MESSAGE IN THE YOUTUBE HELP FORUM ([HTTP://HELP.YOUTUBE.COM/GROUP/YOUTUBE-HELP](http://help.youtube.com/group/youtube-help)).

## 5) RELATED MATERIAL

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### a) Related tutorials

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- Google tools
- Images 101
- Images: going online

### b) Related websites

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- Wikipedia video comparison:  
[http://en.wikipedia.org/wiki/Comparison\\_of\\_video\\_services](http://en.wikipedia.org/wiki/Comparison_of_video_services)

- YouTube handbook: [http://www.youtube.com/t/yt\\_handbook\\_produce](http://www.youtube.com/t/yt_handbook_produce)
- YouTube file formats:  
<http://help.youtube.com/support/youtube/bin/answer.py?answer=55744&topic=16612>
- YouTube changing video categories:  
[www.google.com/support/youtube/bin/answer.py?answer=74654&topic=16637](http://www.google.com/support/youtube/bin/answer.py?answer=74654&topic=16637)
- YouTube help: <http://help.youtube.com/group/youtube-help>