

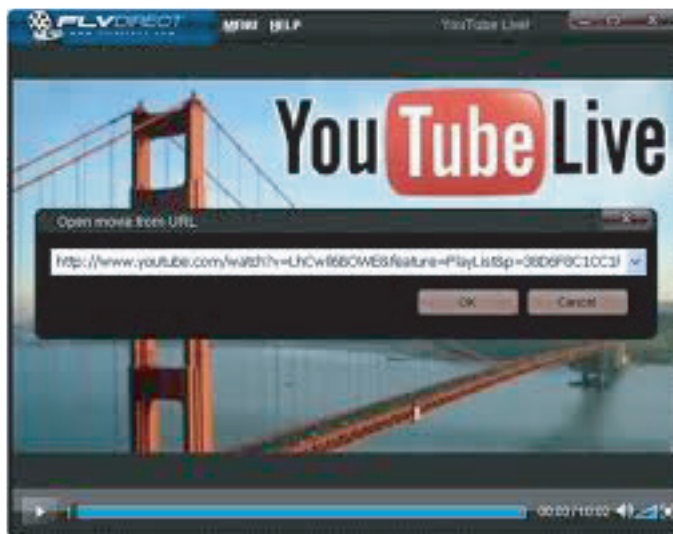
Got web video?

Today, the average attention span of a web user is measured in seconds.

Your web site needs elements that engage the reader and entices them to stay for several minutes.

A well-done video that showcases your company's products and accomplishments can make a huge difference.

“This is the year in which we will see video grow from a “frill” some businesses occasionally include on their web-sites, to an essential, competitive differentiator that drives SEO and increases brand identification.” (Search Engine Land, August 2010)



Why web video? 5 reasons:

1. It brings a more personal interaction between a business and its audience. The mix of visual effects and sound makes it an effective way of capturing an audience's attention.
2. It gives the web-users new information delivered fast and simple with a dash of entertainment. As they say: a picture is worth a 1,000 words, but when you add sound to it ...it's worth millions for your business!
3. It is more cost-effective to produce because it will produce quality results.
4. It can go viral and get passed around by your friends, business partners and supporters.
5. It can increase the SEO for your web site by as much as 50 percent on Google.

Need help with web video? Steve Stuebner, principal of Steve Stuebner PR & Marketing, has a proven track record of producing web videos for many clients.

Contact Steve at sstuebner@cableone.net or 208-484-0295.

See Steve's web videos at www.stevestuebner.com/pr-marketing-services/.

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