

Title:

How Online Retailers Can Profit From Google Video?

Word Count:

775

Summary:

Google video is now a fast growing repository of video clips of all shapes and sizes, and has

Google video ([www.video.google.com](http://www.video.google.com)) and You Tube ([www.youtube.com](http://www.youtube.com)) are the two main video clip

Keywords:

ecommerce, website, web, design, designer, email,marketing,internet,google,video

Article Body:

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That's all very well, but how can you, as an online retailer, profit from this?

- Tutorials and short ^how to~ tips

You could record short clips (most are under 5 minutes) of tips or tutorials relating to your

Golf: Search for golf tips and you will find a plethora of choice, from tips on chipping from

Fly fishing: Here we find tips of fly tying, finding the best locations, casting and much more

Dog training: this search returns lots of video clips on different training techniques, includ

If you are in the sports, recreation or hobby markets, there are lots of opportunities for you

- Product comparisons

In marketplaces such as audio visual, there is ample opportunity to compare different products

- Product user guides

Again this one works well in technical marketplaces such as audio-visual and computers. For in

Or something a bit simpler . . food retailers, how about some quick and easy recipes using the

Equestrian retailers .. how about clips on correct saddle care, how to fit a saddle, or review

- Funny clips

Perhaps you can make (or obtain! ) a funny clip relating to your marketplace. Funny skiing acco

Getting traffic

There are several ways these videos can get you traffic. First you need to ^brand~ your video,

Users who search and find your videos, will then have your website promoted to them.

One extremely powerful benefit is the viral factor ~ the passing round of video clips by email

Additionally, many content based sites are able to feature video clips from Google, thereby gi

How to record and upload your video

You can use digital cameras, camcorders or even mobile phones to record the videos, and the qu

To upload video clips to google, you need to go to [www.video.google.com](http://www.video.google.com) and select the upload

As well as Google, the other main video clip repository is [www.youtube.com](http://www.youtube.com) which accepts form

There are massive opportunities right now, for online retailers to get in early on the video c

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Available at <http://www.sanface.com/txt2pdf.html>