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How Internet Streaming Video Can Turbo Charge Your Business Growth

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Article:

The manipulation of search engines in the early 2000's by keyword spamming and web page bombardment of search engines from places like India was damaging the power of the video sharing site. The updated search engine algorithms have all but cut this practice.

Article marketing is a more legitimate way of gaining keyword rankings on search engines. With an article written targeting a specific keyword and then submitted to an article directory would be able to leach off these "authority" sites and therefore gain higher rankings within search engines.

To make this technique work and not be found out for multiple applications of articles and therefore those articles ending up rejected then many, many, unique articles had to be written for this method of dominating search engines to be effective

Video Sharing Sites - Don't Work For Business - or - Do They?

With the increased use of web video as a projection and prospecting tool the search engines have been working hard to disseminate what is relevant content of the videos and therefore are unable to rank videos as is evident by You Tube. Individual videos are ranked by their **Popularity**. However, setting a video into a player in a web page allows the search engines to rank the associated web pages against relevant keywords.

Let's clear things up about the actual position of video in relation to search engines. A video is a **Flash** file. This means that the video is virtually invisible to search engines. This means the actual video is not ranked or indexed by the search engine. For example, YouTube being used to display video it is then the video sharing site which owns the web page and not the provider and therefore this allows the site to be ranked to assist with the delivery of videos for public consumption.

The downside of the above is that, as the web page belongs to the video sharing site then they can virtually do whatever they want with it. They can say what the page looks like, they can add content, they can monetise the page or they can just remove it.

So not only is a client's video sending traffic to a site that is **not their own** – but they are relinquishing any chance of being able to monetise that video.

QUESTION? 1,000 visitors to the client's website
OR 1,000 visitors to You Tube without a link back to your website

Obvious! If you convert 1% of customers to your web site that is 10 Sales

It is imperative to understand the WEB and its visitors. All businesses must become proficient and professional at using the internet to their advantage and that includes using the internet and all its social media links for marketing and Web Video Marketing will increase sales.

It is important to realise that the web is not primarily a **MARKETING** space It is in its purest form it is a **SOCIAL** space

Most people do not go online with the express purpose of purchasing **STUFF** they go online for Information and particularly information from people they can trust. People become consumers before they become customers.

Consumers of information.

Today on the internet there has to be **LIKE & TRUST** before a business relationship happens

There is a simple and easy way to confirm the relationship building process. The power of video is clear by the fact that there were 6 Billion views of You Tube videos in 2010. The addition of strap line advertising since Google acquired YouTube has meant that YouTube has turned from a loss-making organisation into a cash cow for Google. It also meant that in 2010 YouTube became the second largest search engine in the world.

Video is only a tool and unless that tool is kept sharpened to its best ability then there is always the chance that the visitor will not be impressed. So, we all need a video to be successful.

- **Quality Content**
- **Quality Filming**
- **Quality marketing**

Quality Content

Content is the key. The content must reflect the company and must be able to be held up for scrutiny by the viewer always showing the company and its products and services at their best without fraudulent favour. (does what it says on the tin). The message of the content must reflect the physical provenance of the business.

Quality Filming

The consumer is no longer immune to an amateurish approach to presentation videos when viewing any sites with which they wish to have a buyer/provider relationship. The amount of poor quality web sites, which never deliver a client to a business are a clear testament of this.

There is a skill for producing a quality video which can be learnt to a high level of competence by simply copying others. Setting up filming shots the background and lighting and the working of a story board will be essential to the success of a video. Editing is the art form and many times can save and enhance a poor shoot,

BUT you wouldn't be able to teach someone else your trade in say a couple of days, so why not use a professional.

Quality Marketing

This part of the equation is a real skill. It is also the one area requiring constant attention to detail. The Web is a shifting sea of information and the ease of being able to navigate to that information requires daily practice. An immediate example of this is Twitter. Yes most people are on it **NOW**, but when it hit in 2004 there was a lot of hoo haa about it and how it would never replace other forms of communication.

And now in 2011 it is used more than texting. If you add to the equation the explosion of Facebook, the relentless drive of LinkedIn and the re-emergence of My Space, then any business that can't see the possibilities of video in social media will not emerge from this present recession in good shape and may well never recover.

MAXIMISE THE MARKETING OF YOUR VIDEO

To stop your clients from buying your product from your competitors!

FBI Consultancy www.fbiconsultancy.com

FBI Consultancy is the latest business social media organisation to enter the marketing and social media networking industry.

The founding directors implemented a very clever 10 added value concepts for business interested people who join FBI Consultancy by creating a **'nothing to lose and everything to gain membership'** it looks set to make a huge impact in the contact network industry. Simply visit the web site to view the 10 concepts.

Summary

If you want to cut to the chase and find lots of added value benefits from a social media networking group, then you need to join FBI Consultancy today. It takes less than 30 seconds to join, is absolutely technophobe friendly and it's FREE to join.

When you join, be sure to check out our cost-effective state of the art video production service for all business sectors because Internet Streaming Video really can help to turbo charge your business growth.

END:

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