



ASCENT

Web Marketing Services

www.AscentWebMarketing.com

Video and Internet Marketing

Leveraging the Full Power of Video

Getting the most out of video on the internet, means using video both on your website and out in the “cloud” of the internet. On your website, video can enhance your Search Engine Optimization (SEO) capabilities, increase the “stickiness” of your site, increase time on site, improve actions and conversions, act as “link bait”, and more. Video placed out in the cloud of the internet can drive traffic back to your website, provide links and link popularity, and if you are lucky, even go viral. Wherever you use video, it needs to be used correctly by being both engaging and informative, and optimized to be found.

Video on a Website



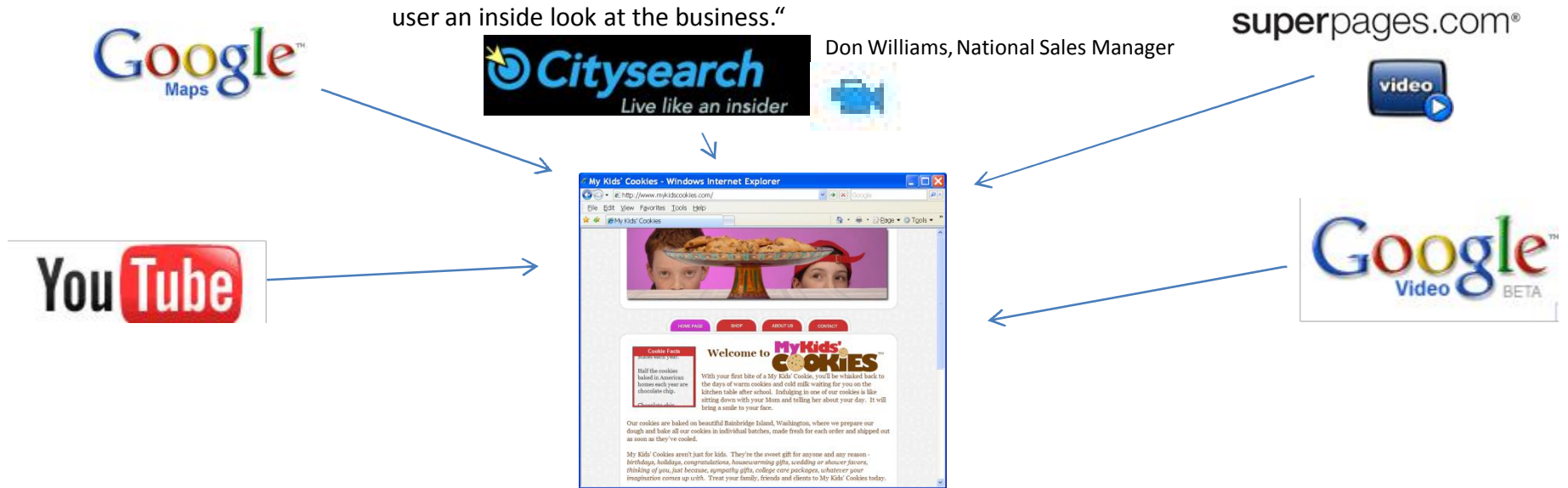
- Improves site ranking
- Increases time on site
- Increases repeat visits
- Provides Link Bait
- Increases actions/conversion

Videos in the Cloud = increased traffic and SEO

Place well-optimized video out in the “cloud” of the internet to drive traffic back to your website and to generate rank-improving backlinks*

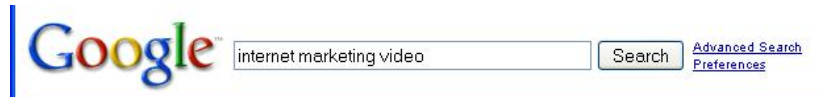
"Citysearch users are engaged with video, more than *any* other element on the profile page, when making a decision about choosing a business. It is the most effective method of advertising as it gives the user an inside look at the business."

Don Williams, National Sales Manager



Video and Universal Search

Videos posted throughout the internet can show up in search results directly.



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