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Video Marketing: when Video Sharing Becomes a Challenge, Call on the Experts by [Rose Ector](#)

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According to an article by Jason Gilbert, a writer for the online newspaper The Huffington Post, one out of four Americans watches a video online every day. Pew Research Center's Internet & American Life Project, a non-profit and non-partisan research organization, provided statistics showing that in 2011, 71% of adult Americans online visited a video sharing site like Vimeo and YouTube.

Worldwide trends support the fact that online videos are increasingly becoming popular as the years progress. In 2011, the fixed internet traffic was 20,634 PB/month. PB stands for Petabyte, which is equivalent to quadrillion bytes. Additionally, with more than two billion internet users at present, it has become clear that the internet is the new arena wherein various businesses will compete against each other in terms of product and service advertisement.

Today, video marketing is a popular trend in the business world. What a business owner, video maker, and video editor are usually concerned about are the contents of the video and how these would be presented to a particular niche. However, it soon became apparent that simply running a business website with a bunch of videos in it would not automatically propel your site to the first page of Google, Yahoo, Bing, and other search engines.

One thing website developers should understand about online marketing is that Google does not individually view videos online no matter how carefully and beautifully made and edited these videos are. If a business owner and his staff are not knowledgeable about the dynamics of online video sharing then they should get the services of a trusted online video solutions company.

Sharing one's videos online can be quite challenging. Fortunately, an effective video sharing platform could help improve the conversion rate, otherwise known as the ratio of website visitors who become clients or members because of subtle or direct requests from the content creators or online retailers.

Online video solutions companies can further help you increase your conversion rate by helping optimize your keywords. The file name, title, tags, URL, and link text of your video matters when it comes to sharing your video. In many cases, internet users have difficulty finding your video because of inappropriate wording or keyword usage. It is advisable that you utilize a video sharing platform to increase the probability that your video will be seen by millions of internet users. For more information about video marketing, you can head over to articleddashboard.com/Article/Video-Marketing-4-Secrets-You-Must-Know/1741470.

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