

Web Video Planning Guide

This guide can be used to improve your own personal videos for YouTube (DIY) or a planning guide to help get a professional video produced by us. Our perspective is from the web medium and many of the questions below are specifically targeting a holistic approach for the web.

We combine video production with SEO Search Engine Optimisation (getting to the top of Google) and years of web development.

Now you can watch YouTube directly on your TV and portable devices – this is definitely a growing medium. Fortunately Google own YouTube and keep it free for everyone to enjoy.

Call Phil on 07 55320651 to discuss your project.

DETAILS

Movie Name:

Aim of Movie:

Style of Movie:

Notes: You may already have a vision for what you would like to achieve. This may include an interactive animation or simply a video for viewing only.

Target audience:

Selling point:

Notes: Is there a key message? What message does the viewer need to retain? Is there a call to action?

Duration:

Notes: YouTube has a limit of 10 minutes however commercial and branded accounts can be longer. The length of your movie depends on your target audience – how long can you maintain their attention?

Medium:

Notes: Where is your video going to be viewed? This could be web (YouTube), web Flash (embedded in site), CD/DVD or all of these.

Location:

Notes: Where will the video be shot – are a variety of locations involved and will weather and availability be an issue?

Props:

Quality Lighting

Backdrops

Blue Screen (removing background)

Options:

Audio

Background Music (copyright free)

Screen Shots

Screen Capture

Graphics

Titles

Overlays

Animations

Transitions

Note: Quality audio and lighting can be an area DIY video can fail. Look for videos with echoey hard to hear audio and compare them to those with professional audio.

Dialog/Monologue:

Notes: What parts of your movie contain dialog or monologue? Script these out (either formally or informally) and attach.

Logos and Colour:

Notes: Is there existing branding and logos that need to be incorporated into your movie?

Be Creative:

Notes: There are many techniques for creativity including brainstorming, incubation and just writing any thing that comes out of your head. Even seemingly ridiculous ideas can add value to your outcome so list them here.

RESEARCH

Similar examples:

Notes: List examples you like.

Styles you like:

Notes: Non related styles that appeal to you.

Existing Footage:

Notes: Do you have any existing of archival footage that may enhance this video? You do not always have to create everything from scratch. These can often be converted to a format that suits YouTube and can be included on a CD/DVD memory stick DV video or any usable format.

YOUTUBE

Promotion Image:

Notes: The image you would like displayed as the video to play – this can dramatically increase the number of direct clicks in YouTube.

Title:

Notes: Important for being found on YouTube.

Description:

Notes: Important for being found on YouTube.

Tags:

Notes: Important for being found on YouTube – similar to keywords.

Category:

Size:

Notes: This depends on your audience and the type of information in your video. For example if screen capture (live screen capture from your computer) is used this will influence the maximum resolution we can use and still look good.



SEARCH ENGINE OPTIMISATION

We are Web Developers who have evolved to SEO (since 2000) and video production with the advent of YouTube and web video. At our core we are developers who specialise in programming sites and building systems that work from both a design and SEO perspective. Its not just numbers – it's about effective sites that prompt visitors to buy or just pick up the phone and enquire.

Website:

Page URL:

Notes: Is there an existing page or should one be created specifically for this video?

Supporting Content:

Notes: Sometimes a page enhances a video and it can be that a video enhances a page. Plan any additional content. Is it a landing page for a specific promotion?

Keywords:

Notes: List keywords you do well on in Google and those your competitors are going better.

Website Design:

Notes: Is the current design effective – an independent assessment may be beneficial. SEO is only part of the picture – a holistic approach may be best. Hence expertise on Design, Programming, SEO and Marketing need to be considered. Most successful sites successfully combine at least three of these elements.

Statistics:

Notes: Web statistics are available for every website – these can be in a variety of forms however there are usually key indicators of the effectiveness of a site. E.g. What % of people stay longer than 30 seconds? Which pages are doing well and why?

Other Marketing and advertising used:

Notes: Adwords and sponsored links in Google are where a website pays on a per click basis to be at the top of the organic (non paid) results. Google also has an Adsense system where websites add Google ads and receive payment if they are clicked on. Adwords campaigns can be beneficial to test a design or in the lead up to getting a better organic ranking. Spending on Adwords does not improve your organic SEO rankings. The real value can vary for certain industries – generally we prefer SEO techniques for long term value.

STORYBOARDS

Use the Storyboard below to plan your movie. You can have main sections on one storyboard and subsections for fine grained details. The more detail on the storyboard the more efficient the production can be.

Sketch the scene using a pencil and don't worry about having to go over and redo sections as this greatly assists the planning and finished product. You may end up with 4-5 revisions of your video. Print off as many of the storyboards below as you need.

Movie:

Storyboard#:
