

**Title:**

How to Put Video on your Website: The Basics

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333

**Summary:**

Video is an extremely powerful medium. If you use eye-catching videos on your website chances are you will capture your website visitor's interest. Moreover, if you put video on your webpages, search engines will love you and will push your website in the top pages of their search results.

**Keywords:**

website,video,software,put video

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**Article Body:**

Video is an extremely powerful medium. If you use eye-catching videos on your website chances are you will capture your website visitor's interest. Moreover, if you put video on your webpages, search engines will love you and will push your website in the top pages of their search results.

There are a lot of ways to implement videos on your website. Let's discuss some basic issues in this article.

You have two options (from the website visitor's perspective) when you want to put video on your website. Either let the visitor wait for the download of the entire video file and then view it, or use streaming techniques to immediately start playing the video file when the page loads. Streaming video becomes more and more popular every day.

Many web designers or webmasters think that the process of creating a video, editing it and uploading it to the website is a pain. The truth is that it does take time to do it, but it's not that complicated.

What you should pay attention to, is the bandwidth usage. Videos are real bandwidth eaters. You should also be aware of the various legal problems that may arise if you use video files that don't belong to you.

So if you decide to put video on your website you may first think if the value of the video justifies the time you need to spent to prepare the video and

implement it on your website. Will the specific video help the website visitors? What technique of video implementation is better for you?

For example in a slow internet connection (56 kbps), a 1mb video file will take about 5 minutes to download. Is the value of the video high so that a visitor with a slow internet connection will wait for the file to download?

In other words, if you want to put video on your website make sure it's a good one. One that adds real value for your website's visitors and enhances your website's quality.