SEO for Business: Tips when Adding a Video Spokesperson to Your Site by Rose Ector

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If youâ€™re a business owner, you know how essential it is to acquire the services of a Search Engine Optimization (SEO) company to help you advertise your products or services. You need to garner a lot of customers to visit your site, and part of the SEO strategy is having a video spokesperson to deliver your companyâ€™s message effectively to your target audience. To make sure you have only the best, here are some things you need to consider:

Keep the script simple and straight to the point.

You want your audience to get the gist of what your company is offering, so keep the script precise and simpleâ€”something that average individuals can understand. Have the spokesperson talk about the future changes in your company, and ensure the audience that the products or services youâ€™re offering will stay fresh and useful in the long term.

Hire the right actor or spokesperson.

The actor youâ€™ve hired can make or break your business, so carefully choose one that appeals to a specific target market. If youâ€™re in retail business, hiring a quirky and edgy actress who knows a lot about the ins and outs of fashion is a good strategy. Never hire a dull or characterless person as it can have a negative effect on your business and to the audience as well.

Keep the video short and creative.

Some people simply donâ€™t have the time or patience to watch a 10-minute video promotion about your product. Present them with only the essentials. The main goal of the videospokesperson is not only to make a connection with the audience, but also to present all the necessary information in the most coherent and concise way possible.

nvest in state-of-the-art video and audio.

Videos these days tend to be shot and uploaded in high definition, as visitors only want to watch and hear the best in terms of image and sound quality. You wouldnâ€™t want your clients to be put off by a poorly crafted and pixilated video, so hire a service that can shoot your video spokesperson in HD to help exude professionalism and sophistication.

Consider your marketâ€™s special needs.

Your must learn to cater to everyone, even to the differently-abled. For instance, it would be to your advantage if you customize your video to be hearing impaired-friendly by adding subtitles on it. This only goes to show how much you care for all your customers and how you strive to treat and serve them fairly. Visit articleseen.com/Article_web-video-spokesperson-to-connect-with-visitors_29658.aspx for articles related to free video spokesperson.

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