

GET MORE FROM YOUR VIDEO SERMONS

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WAY VIDEO MATTERS

- Today, online video will account for 74% of all online traffic; it will be 80% by 2020
- 55% of people watch videos online every day which translates to over 8 billion videos or 100 million hours on Facebook and 500 million hours on YouTube
- 60% of the time, if both text and video are available on the same topic, people are more likely to choose video
- Using the word 'video' in an email subject line boosts the open rates by 19%
- Including video on a landing page can increase conversion and page retention by 80%
- 50% of people 18-34 years old (people we need to be reaching more effectively) will stop what they are doing immediately to watch a video from their favorite video creator
- A Facebook video has 135% more effective average reach than a photo

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WHAT ARE CHURCHES DOING?

- **Step 1:** Record video
- **Step 2:** Upload video to website
- **Step 3:** Post one link of a full length video sermon that's on your website, Monday morning to their socials media accounts
- **Step 4:** ... Well there is no step 4

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HAVING A STRATEGY

- **More people are going to find you:** Based on the stats that I just showed, the more short clips you have on the web in the more places, the more likely it is that people will find you.
- **Tremendous Search Engine Value:** The fact is, if you're at the top of Google on the first page, people are naturally going to find your church. If you follow the distribution and inner page linking strategy that I'm going to show, your site is going to sky rocket to the top of the search engines FAST!
- **Social Content:** In my experience, churches are always looking for more social content. Using the strategy that I'm about to show you, you'll never have to worry about that again. You'll be able to create natural conversations about your church and transition from Sunday service to weekly engagement flawlessly.

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STRATEGY STEPS

- **Record Everything:** Churches are content machines. Everyone is creating new content every week.
- **Transcribe:** Once you have a video, get it transcribed
- **Post:** Post the full length video to your website with the transcription
- **Short Clips:** Turn full length recordings into short clips
- **Distribute:** Once the clips have been created distribute them to rich media sites

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RECORD EVERYTHING

- **Everyone Is Creating Content:** Every ministry leader in your church is creating content every single week. Your Sr. Pastor, your Youth Pastor, your Children's Pastor are creating messages that can be and should be recorded.

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TRANSCRIBE EVERYTHING

- **Transcribe Everything:** Once you have videos over everything, you'll want to get them transcribed so that you have a text copy of the video. You can do that here: <https://www.temi.com/> or [fiverr.com](https://www.fiverr.com)
- **Edit Everything:** Transcription does the heavy lifting of converting the video to text, but you want to throw the content in [grammarly.com](https://www.grammarly.com) to make sure the content is easy to read and grammatically correct. Google likes good content.

POST EVERYTHING

- **Post the Full Video to Your YouTube Channel:** The first thing you want to do, is create a YouTube channel for your full length video sermons. Once you've uploaded the video you want to embed that video into your website (don't add a description to the video yet).
- **Post the Transcript to Your Page:** Once the video is embedded into your website, you want to add the full transcript to the same page. Once the transcript and the video are added to the page, publish the page, submit, crawl and index the URL to Google using Google Webmaster Tools (your website admin should know how to do this).
- **Back to YouTube:** Once you've submitted the URL to Google website master tools, go back to YouTube, write a unique description of the sermon (or take some content from the transcription) and paste it to the description box of YouTube. In the description, you want to make sure that you include a link to a specific URL the sermon is on inside your website. Example: YourChurchWebsite.org/Sermon (Important Note: If you are going to use the same written content that you are using from your website post you want to make sure it has been indexed by Google first before posting your YouTube description. Google has to see your website content first ... otherwise it will not have the same ranking value and will be seen as duplicate content.)

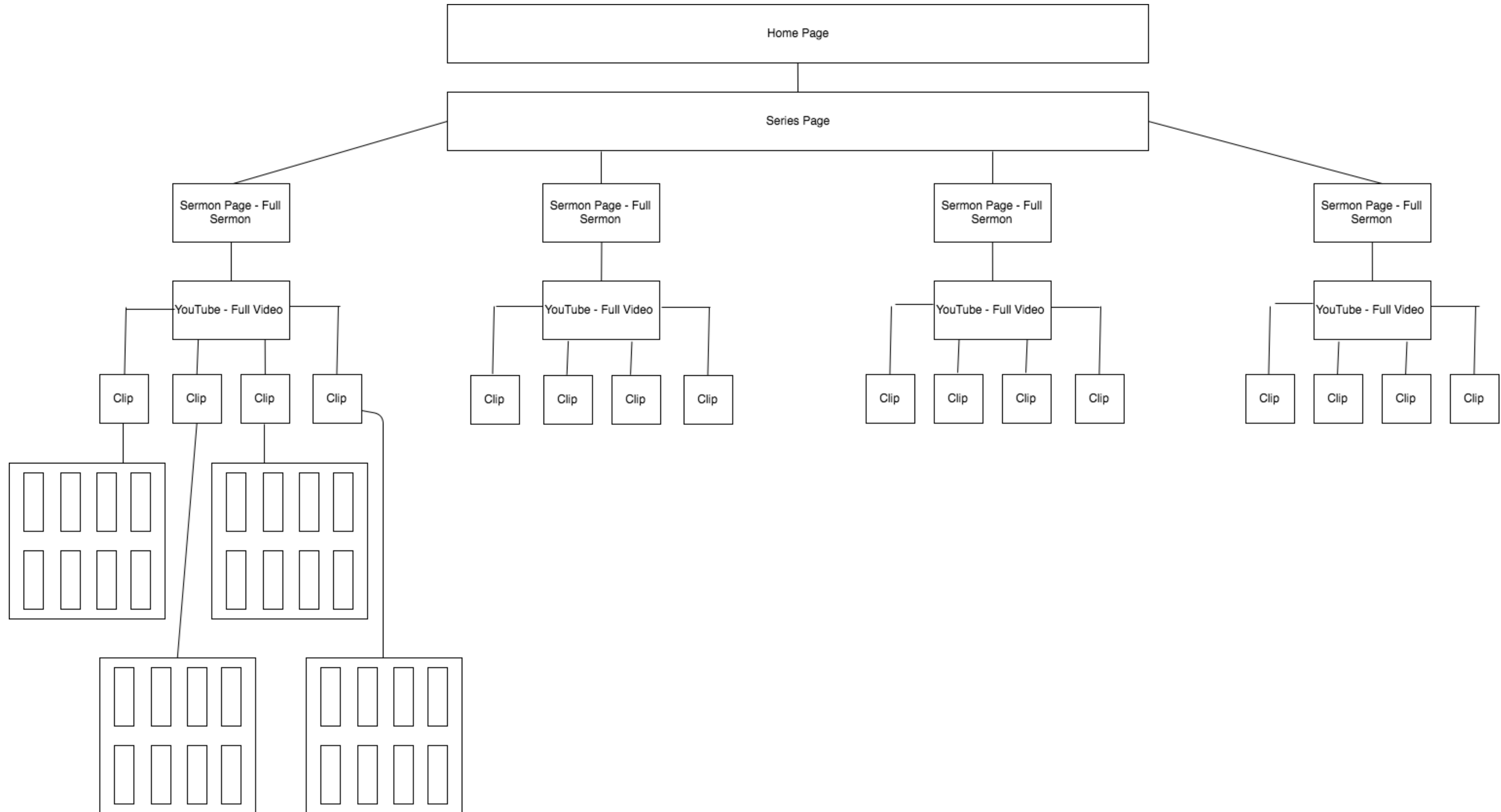
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CREATE SHORT CLIPS

- **Cut Videos into Clips:** Once you've gotten the first couple of steps done, you want to make sure you are taking full advantage of the videos. You want to clip that full length video into as many small clips as you can. Remember you want some of them to be super short to keep people's attention on social media.
- **Clip Length 1:** Some of the clips should be short, profound points from the sermon. You'll want to use these for social media and conversation pieces throughout the week.
 - **Add Text:** Add text to the bottom of these clips; they have a better retention rate than clips without text, plus as you probably know, when someone scrolls past it, the sound is not going to be playing. With text, you're more likely to get people to click and open the clip.
- **Clip Length 2:** The length of most of these clips won't matter (within reason 3-5 min max). They will be going to rich media websites.

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DISTRIBUTION STRUCTURE



DISTRIBUTION STRUCTURE

Rich Media → YouTube Clip → YouTube Sermon Full Length → Website Sermon Page → Website Homepage

- **Why Does This Matter:**

- **Reason 1:** When people find your video clips on your rich media properties they are going to click through a natural progression of websites that is going to help them learn more about your church and ministry.
- **Reason 2:** Your website authority in the search engines is going to sky rocket. Which means it's also going to sky rocket in the search results. With this strategy there will be a seemingly unlimited amount of high authority websites pointing to your church website every single week.

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RICH MEDIA VIDEO SITES

- <http://flickr.com/>
- <http://tumblr.com/>
- <http://archive.org/>
- <http://pinterest.com/>
- <http://mobypicture.com/>
- <http://wordpress.com/>
- <http://livejournal.com/>
- <http://dailymotion.com/>
- <http://mediafire.com/>
- <http://popscreen.com/>
- <http://myvidster.com/>
- <http://jimdo.com/>
- <http://tune.pk/>
- <http://amara.org/>
- <http://www.trello.com>
- <http://scoop.it/>
- <http://www.youtube.com>
- <http://metacafe.com/>
- <https://wistia.com/>
- <https://myspace.com/>
- <https://vimeo.com/>
- <http://www.dropshots.com>
- <http://www.youmaker.com>
- <http://www.mefedia.com>
- <https://www.storeboard.com>
- <http://tinypic.com>
- <http://list.ly>
- <http://jigsy.com>
- <http://reverbnation.com/>
- <http://use.com>

WEBSITES MATTER

- **Your Website Matters:** If you follow these steps, your website traffic is going to go through the roof! Your Google rankings are going to go up, your social shares will increase. You want to make sure that your website is ready for all of the new traffic.
- **More People:** With all of the new people visiting your site, you're naturally going to get more people interested in learning more about you and support what you're doing.

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