

PromoSupport News

A Value-Added Service of OnYourMark, LLC

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Visual Site Inspections

We are performing a comprehensive visual inspection of all client sites this month.

While tools like XML sitemaps can tell us about broken links, a visual inspection allows us to go through your entire website to ensure:

- All images are appearing
- Programming is working properly
- Page elements are in place and aligned properly
- All links are working
- Other items based on your site's individual configuration



We will make minor repairs if needed. If repairs require more time (i.e. upgrading an old site design to work with current browsers), we will notify you.

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Wisconsin Business Owner Interviews Schedule Your Interview Today!

If you are a Wisconsin business owner, we invite you to join us at the OnYourMark studio for a Wisconsin Business Owner Interview. In a WBO Interview, Keith sits down with business owners to discuss their business, industry and how they got started. It's a great way for business owners, in and out of Wisconsin, to learn what it takes to run or start a business.



We generally tape these interviews on a "Video Thursday," in the OnYourMark studio. Video Thursday occurs every Thursday from 1:30 pm to 6:30 pm, but of course we can always work around your schedule.

If you are interested in being a guest, please contact Christian or Kathy at 262-820-8201 to schedule your interview. Also, please feel free to review our script and interview questions.

onyourmark.com/clientforms/wboiscript.pdf

To look at one of our Wisconsin Business Owner Interviews, please visit

Check Your Site's Traffic @ Gateway!



WisEmployment



Clients Post Jobs Free!



Audio
Video
Photography
Videocracy.com

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Free Wisconsin Classifieds
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WisTube.com. Here are links to our most recent interview with Dale Johnson, President of Johnsons Way, LLC.

Part 1

wistube.com/modules/OYMVideos/view.php?vid=75

Part 2

wistube.com/modules/OYMVideos/view.php?vid=76

Part 3

wistube.com/modules/OYMVideos/view.php?vid=77

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Domain Name Registration Renewal Policy Change

OnYourMark, LLC will now send renewal of domain name notice 2 years before expiration. Please respond to this earlier renewal so you can continue to keep your domain name and to build your website reputation with the search engines.

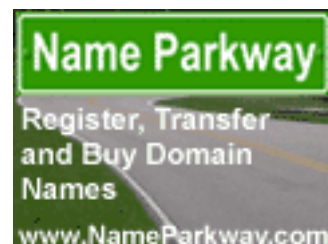
A domain name is an important commodity to your company. Some time and thought went into picking just the right domain name for your web site and it is probably printed on all of your literature. Just how important is the length of your domain name registration in your search engine optimization and results?

The marketing department at OnYourMark, LLC took a look at this question and found that the age of a web site and the length of the domain name registration are significant factors in search engine rankings. Google and other search engines are looking at domain name registration length to determine the legitimacy of a web site. It appears that spam content websites tend to register their domain name for a year or two. A longer registration time tells the search engines you intend to keep your web presence on the Internet, that you have invested in your site's future.

The following is from the text of one of the patents Google owns for ranking websites.

"Certain signals may be used to distinguish between illegitimate and legitimate domains. For example, domains can be renewed up to a period of 10 years. Valuable (legitimate) domains are often paid for several years in advance, while doorway (illegitimate) domains rarely are used for more than a year. Therefore, the date when a domain expires in the future can be used as a factor in predicting the legitimacy of a domain and, thus, the documents associated therewith."

Google has also become a domain name registrar itself so they have direct access to the domain name registration database to easily how long a domain name is registered for. This information is also available



to the public.

As our research indicates, age of a website and length of domain name registration is starting to play a role in organic (free) search engine optimization and search results.

Here are some links:

<http://www.news.com/2100-1024-986204.html>

<http://www.seomoz.org/article/google-historical-data-patent#domainrelatedinfo>

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Ask The Pro: What are the do's and don'ts of corporate videos?

This month's Pro is [Christian Kocinski](#), Video Developer at [OnYourMark, LLC](#). Christian offers advice for planning your corporate video.

When you decide to do a corporate video, you need to think about what you want your video to represent. Your company of course, but besides that... what about your company are you interested in showing? Do you have a particular product worth mentioning, or is it a service that you provide? In either case, what is your main focus of your video?



When you start to develop ideas, the best place to start is your website and current marketing materials. Your video should help enhance your website and existing fulfillment materials. Your video can have a similar look and feel as your website and literature, making them go hand in hand. Look at the most important information presented on your website and print pieces; this information should be referenced in your video.

Once you have gotten your ideas put together, start organizing your thoughts. Create an outline of what you want to show and the order it should be shown in. Starting on paper, brainstorming and creating a flow of ideas will help to solidify your plan before a camera crew is hired or tape starts rolling. We'll work from these thoughts to develop your script and shot list. This way everything will fall into place throughout the entire process.

The first few minutes of your video are the most important. These moments of the video will determine whether the customer will move on or keep watching. It's important to grab viewers right away. Once you have them hooked you can start to show them specifics, go into greater detail and show examples of why they should select you or your product. Starting with an overview of your company gives viewers or prospective customers a chance to learn a little bit more about you.

Breaking down your video into sections is a great way to create a flow. Ease one section into another to keep the viewer's attention level up. If

your video spends too much time on one section, or one specific thing, the viewer may start to lose interest. Breaking your video up into smaller sections will help eliminate this.

Once you have your outline, decide how long you would like to spend on each section of your video. Keep in mind your ultimate time goal. If you only want to make a five-minute video, decide what items are worth keeping and what items can be cut. What items do you want to spend more time on, and what items do you want to spend less?

From there you can begin to write the voice over. We'll help! The outline and voice over script are a starting point for deciding what shots will be taken. Devote time to carefully planning the voice over, or narration, and to reviewing our recommendations. We use a stop watch to determine if you are over or under your time goal. The more you do in pre-planning, the more time and money will be saved in the end.

Overall, always keep your goals in mind. What do you want your video to say about you? With that and early planning, you can have a successful corporate video.

See Videocracy.com.

What would you like to ask the pro? Email your questions to askthepro@OnYourMark.com!

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