

Cobourg Internet

Newsletter to Customers

June 2010 Newsletter #29

Videos

You can make your site interesting by adding things that move! If you have a video, that can be good. These days, it is quite common for web sites to include videos but there are several issues that need to be considered.

Creating the video

An amateurish video is not good - but maybe a professional has made a video of your business. For example, if you have Cogeco or Chex do a news item, you may be able to get the video from them. Or maybe you sell something made by a big company who has made promotional videos. In many cases they will be quite happy to allow you to put it on your web site.

Format

The best format these days for videos on a web site is a Flash Video or .flv format. This is what is used by YouTube and if you can see YouTube videos then you can see flvs. Windows works with wmv or avi formats and Macs works with mov (quicktime). If you have these, I would convert them to flv before putting on a site.

Size

No matter what the source size, then size for the web should be at least 450 px wide. The actual size used can be changed although enlarging can mean a more blurry picture.

Impact on your site

Apart from needing a place (page and location) to put the video, it will also impact your download traffic. If you have a minimum plan, you will be limited to 1GB and that could well be exceeded if many people download your video - that is if they play the video or even open the page with it on. The Business plan has 10GB and that should be enough for most people. If you have a problem there are other solutions:

- You can edit the video to make it much shorter - or reduce the size - make it less sharp.
- You can put the video on YouTube then the site could embed the YouTube video and none of the download is "charged" to your site.

Web mail

I see from usage that quite a few people are using web mail - that is, they login via a browser. The usual way to do this is to type your domain with the suffix 2095 e.g. <http://www.cobourginternet.com:2095>. If you want maximum privacy, you can **encrypt** the connection between you and the server - this would prevent eavesdropping on your mail when it's downloaded or sent. To encrypt, login using the following <https://www.cobourginternet.com:2096> Note that you must use https. You may get a warning about security - that's because the encryption certificate is for the host and not really for your site but it still works!! Because you know this is a safe site, there is no security concern.

John Draper

Note. To see this email (and others) formatted properly, you should ensure your email program is set to HTML and not plain text formatting.