

mediakite**web**

Mediakite Launches MediakiteWeb to Help Clients Increase Their Visibility on the Internet

Do you have a story to tell? Explain who you are and what you do with an online video.

Mediakite introduces its new spinoff company MediakiteWeb, a service that focuses on Internet video production and distribution of high quality, visually inspired HD videos.

The rapid emergence and popularity of online videos in today's market allows companies to reach more prospective consumers at a faster rate while providing them with interactive information about products and services.

While a television commercial plays to a distracted audience to reinforce a brand, **viewers of Internet videos** strive to seek more information about a particular product or service. According to Comscore.com, the online video audience is 20 times more likely to make a purchase.

MediakiteWeb produces **online HD videos** by working with clients to develop a video concept that will appeal to their target audience. Before the shoot clients receive an **easy-to-understand** guide and a simple checklist to prepare for the production.

A professional crew will then direct, light, shoot and record audio on location. A few days after the shoot, MediakiteWeb provides clients with a **private link** of the video where they can stream the edit for review. After they approve the final cut of the video, they'll receive a video file or **embedded code** for their website.

Not only does MediakiteWeb produce and create high quality videos for companies for a reasonable cost, but they also help maximize the businesses' presence on the web by optimizing videos with the **right tags** and **keywords** for web distribution. In turn, this will increase the companies' visibility on SERPs (Search Engine Return Pages), such as on Google and Yahoo!.

For more information, please contact info@mediakiteweb.com or call us at 212.947.4703.

Mediakite is a New York City based company and a leading provider of production services and content for broadcasters, production companies, advertising agencies, music labels and corporations.