



What to Look For in a Video Hosting Site

This is an extra resource to go along with the original article:

[The 8 Best Video Hosting Sites in 2019](#)

As you may have noticed from reading our main article, no two video hosting platforms are the same. You have free options like YouTube, Facebook, and Vimeo. On the opposite side of the spectrum, you have Vidyard, which caters to the enterprise-level organization while Bonjoro is all about flexibility and personalization.

As such, it's safe to say that making a decision about what video hosting platform to invest in (or use if you're opting for a free one) depends on closely looking at a few key things.

Here, we'll look at some of the things that brands need to consider as they make this decision.

The Essential Features

The best video hosting sites come with a few features that take things beyond where platforms like YouTube go.

- An easy-to-use interface
- Works across all browsers and video players, such as Flash and HTML5
- Compatibility with mobile devices
- SEO tools
- Ability to add embed codes to email and other websites
- Analytics tools that help you measure your performance

You may not need all of these features or you may need a platform that comes with some more "niche" features, but these are sort of the standard capabilities most brands will want from their video player.

What Do You Hope to Accomplish?

Not all video hosting platforms are created with the same goals in mind.

We've found that tools like Vidyard are great for those brands that need to create a lot of knowledge base content—these are longer videos that live on your website and show visitors how to use your product.

By contrast, JW Player is built for media pros. So, this may be a good choice for brands/channels that post a lot of news videos or interviews.

Bonjoro, of course, is all about short, personal videos—an alternative to an email or call complete with custom calls to action to further drive action.

All three provide a place for your video content—and track performance, but are each suited for different business goals.

Make a list of what you hope to accomplish by using a video hosting platform. This might include the following:

- Knowledgebase
- Personal video
- Content monetization
- SEO-optimized content
- Webinars
- News clips
- Screenshare

Integrations

Your choice of video hosting company may depend on the suite of programs with which it integrates.

When looking at video hosting sites, you'll want to make sure that it fits in with the rest of your business tools. Consider whether it works with your marketing automation software, your CRM, the Google Suite, and whatever else you use to run your business.

Customizations

Another thing you'll want to think about is customizations. Look for tools that allow you to add clickable CTAs to your video, thumbnails, and perhaps even a custom player.

With YouTube and other free hosting plans, video players are often branded with someone else's logo.

The ability to change this with your color scheme and logo may seem like a small thing, but it goes a long way in reinforcing your branding and helping you appear more professional.