

Best Practice – Hero Videos



Hero background videos are intended to accentuate and reinforce the brand and messaging on the page. They provide an experience but are not meant to be consumed as content by themselves.

Overall Production Guidelines

- ❑ Keep condensed
 - Aspect ratio is informed by the design; if background video is part of our recommendation, we will provide guidance around this requirement in the design phase.
 - Recommended file specs: 720p, 24/25 fps, 750-1250k bitrate, 10-15s long
- ❑ No audio
 - Audio tracks increase the size of the video file, negatively impacting performance
 - Audio content, especially with spoken words, may compete with supporting on-page messaging. Strive to ensure all on-page content works in complement, not competition
 - Auto-play audio content is a disruptive user experience.
- ❑ Plan for looping
 - Looping behavior is managed via the code
 - Videographers: ensure end of the video can seamlessly loop back into beginning
- ❑ Create a secondary image accompaniment
 - This image acts as a placeholder during any potential slower load time.
 - This image will be served in lieu of the video for a mobile browsing experience.

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Design and Content Considerations

- ❑ Minimize complexity of visual content
 - Ensure shots are visually interesting — thus avoiding dialogue/interviews, facial close-ups, etc. — but not frenetic. Subtle movements and smooth transitions are less distracting, keeping user focus on the holistic brand and communications experience of the website.
- ❑ No text overlays
 - Video’s intention is not to communicate content or messaging.
 - Text overlay content in the video is not accessible without closed captions
- ❑ Identify video sources up front
 - B-roll from other shoots or projects is a great source for background hero video
 - Cinemagraph-style videos are optimized for use as background videos

Hosting

- ❑ To ensure optimal performance, OHO recommends Vimeo Pro for hosting background (ambient, auto-play, no audio) video.
 - Unlike YouTube, no risk of advertisements, autoplay or recommended videos screen
 - Native HTML5 videos increase performance
 - Control appearance of the video controls