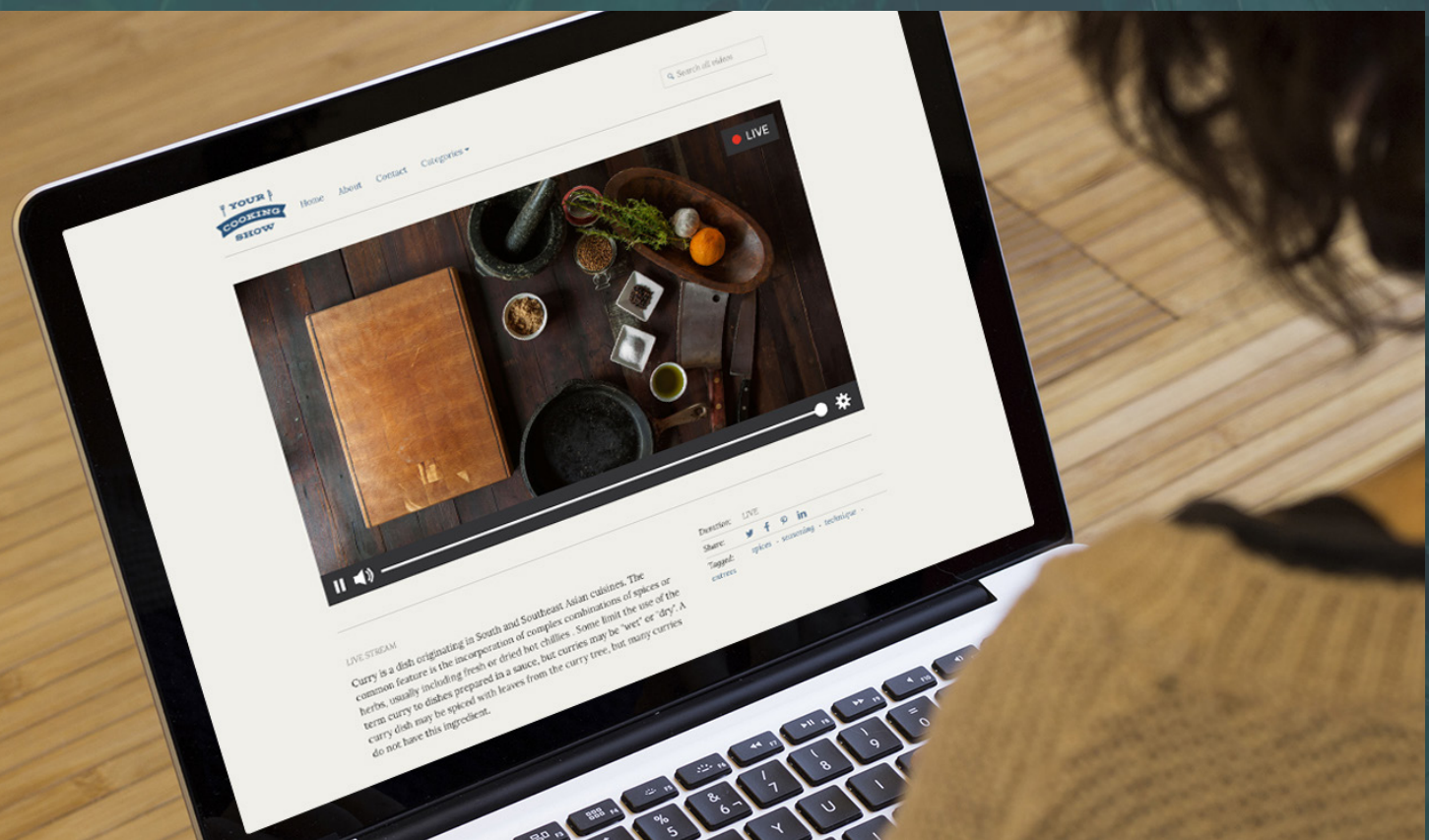




SPROUTVIDEO

How to Build Your Own Live Streaming Website



Published on [4.13.2022](#) by [Deja Williams](#)

The live streaming industry is a growing market that reached \$70 billion in 2021.

Using third-party sites like Facebook, Twitch, or YouTube to stream live classes, conferences, or events can be convenient. However, there is value in building your own site and integrating it with a live streaming platform. As the industry continues to grow, there will be some inevitable changes. Advertising will begin to influence content creation, and the payment structures of third-party sites will probably change (and likely not in your favor).

So how can you stay ahead of the curve, bypass potential challenges, and secure the future of your business? Build your own live streaming website. Trust us, it's not as hard as it seems; in this brief article, we'll explain how.

Why Create Your Own Live Streaming Website?

A steadily increasing number of viewers are opting to stream education and entertainment from the comfort of their own homes, making live video a great tool for marketing purposes or monetization. Additionally, live streams are popular for corporate communications that need to be timely or interactive. You have the option to use a third-party streaming platform to monetize your video content, but these platforms can have drawbacks and subject you to unwanted fees or structural changes that are out of your control.

Having a standalone website that you own gives you:

- Unparalleled freedom and creative control
- Customized branding opportunities
- More robust security options
- More control over your income
- Less distraction for viewers (people who come to your site will only be exposed to your content)

By creating your own live streaming website, you can build an engaged community around your topic and establish your independence without being at the mercy of a platform's creator guidelines.

Which Method is Best?

There are a few common methods for creating a live streaming website. Highly customizable options typically require lengthy time commitments and a higher price tag. The method you choose will ultimately be based on convenience, price, and the ability to customize.

Build it yourself: Hiring a full-stack developer affords you complete control over your project but requires a lot of time, money, and collaborative maintenance.

Social streaming sites: While big-name streaming platforms can save you time and effort early on, you'll have to play by someone else's rules to stay monetized. You may also lose a slice of your income to unnecessary fees and will have less control over your site's functionality and appearance.

Use a video hosting platform: If you're looking to save both time and money and maintain the freedom to customize, a video hosting platform like SproutVideo is the best option. You'll have access to customer support and a toolbox of pre-made features.

For this article, we'll focus on the third option: building a live streaming website using SproutVideo as a host. While we honestly believe SproutVideo is the best hosting platform on the market, you do have a few other options out there to choose from. The information you gain in this example will be applicable to any platform you choose.

How To Create a Live Streaming Website:

1. BUILD YOUR WEBSITE (OR UPDATE YOUR CURRENT ONE)

First, you'll need a central place where visitors can view your content. You can choose an easy-to-use site builder like [Squarespace](#) or [Wix](#) to build a website, or create a video website on [SproutVideo](#). Our hosting platform offers the ability to create a site specifically catered to streaming and hosting your videos. Here is a quick video to show you just how simple it can be to build a video website with SproutVideo.



[Click to View Video](#)

2. LOOK FOR KEY FUNCTIONS YOU'LL NEED

If you're using SproutVideo as a host, you'll have access to [custom video players and embeds](#), [powerful marketing tools](#), and [privacy features](#). But our functionality features listed below are the most important. These lay the foundation for your site to operate smoothly, and any hosting platform you choose should offer these key features:

Login and signup: Both you and your viewers should be able to sign up quickly and easily. Subscription and payment details should be clear, and user-friendly functions like password/account recovery should be expected.

Settings and user preferences: Control over your personal notifications, privacy, and blocking.

Organization: Make sure you have the ability to organize your content and viewers can search or access your videos easily if that's appropriate.

Security: Make sure your host has extensive security measures to protect your content. Ideally, you'll want your host to offer multiple security options that can be flexible to current and future needs. Safety and security are paramount. This is especially true with content like quarterly reports or internal corporate communications, but it's also important for content you want to monetize.

Sharing: Your host should offer sharing capabilities that allow you to embed onto other sites and allow viewers to easily share with each other.

Post-Stream Management: After your stream, your content should be automatically available for on-demand viewing and give you the ability to download the video, make edits if necessary, and generally manage your stream after it's over.

Real-time Analytics: This feature gives you the ability to see how many people are viewing, where they are watching from, and similar metrics that allow you to keep tabs on your performance.

Support: Consider whether or not technical support is a must-have for you based on your experience with video hosting.

Our platform also gives users the freedom to add logos, customize video players, and access special integrations like lead capture and analytics. These are great features to consider utilizing for the growth of your live streaming website.

3. ADD SPECIAL FEATURES

Interactive features are what will truly make your live streaming experiences engaging and unique. Calls-to-action or downloadable materials can make viewers feel more involved. Live chat is a particularly effective tool to create engagement and build relationships with your viewers.

There are various chat platforms that serve a variety of needs, such as:

[Chatroll](#): integrates easily with Wordpress, Wix, Squarespace, and Shopify

[Arena](#): made for enterprise companies and large group chats

[Pigeonhole](#): offers Q&A, polls, and quizzes

[tlk.io](#): a simple, easy to install chat that you can use on your site for free

Integrating a live chat tool into your website is fairly simple. On your site builder, just embed the chatbox code as a widget adjacent to your video player. If you're using a SproutVideo website to stream, [check out our help article on adding live chat to a live stream](#).

4. PLAN TO MONETIZE

Clarify your costs, budget, and streaming goals. Once you determine these, you can consider what kind of business model you'll use. Will viewers [pay per stream, via subscription, or pay for membership access](#) to your site? If you have the capability to produce ongoing events and consistent content, a subscription-based model may be for you. These models can be beneficial and generally help to increase viewer retention, provide you with stable, predictable income, and build trust with your viewers. If you don't plan to produce events as frequently, it may be best to have viewers pay per stream. If viewers tend to rewatch or access your content frequently, it may be best to consider having viewers pay for membership to access your content.

5. CENTRALIZE YOUR CONTENT

Make sure all of your content can live in one place on your streaming website. This will cater to users that like to go back and engage with past streams, and give you the ability to gather accurate analytics on your content's performance. SproutVideo saves past live streams on our server and makes them available to you automatically once your stream is complete.

You can have a mixture of live streams and pre-recorded content, which is a unique feature compared to streaming sites like Twitch. If you are migrating your streams to SproutVideo or another host, make sure to upload and organize them before you make your new site live. Having a full library of previous streams adds a sense of depth and dependability to your site.

GOING LIVE

And that's it! You've completed your streaming site and determined how to monetize it. Now you can gather any additional equipment you may need and start preparing to go live. Not sure if you have everything you need to stream? Check out our article [Six Steps to Live Streaming](#) for tips on the right equipment, and how to get started.

The Right Tools are Key to Live Streaming

A live streaming website can look fantastic, but it needs the right tools to get off the ground. SproutVideo offers high quality live streaming, and on-demand recordings of each stream. Paired with our robust security tools and marketing features like calls to action, lead capture, and detailed analytics and engagement, your live streaming website is sure to win a ton of fans.

Start your free trial to get access to these tools and much, much more!

START YOUR FREE TRIAL >