



The Definitive Guide to Video SEO



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Incorporating Video SEO into your strategies

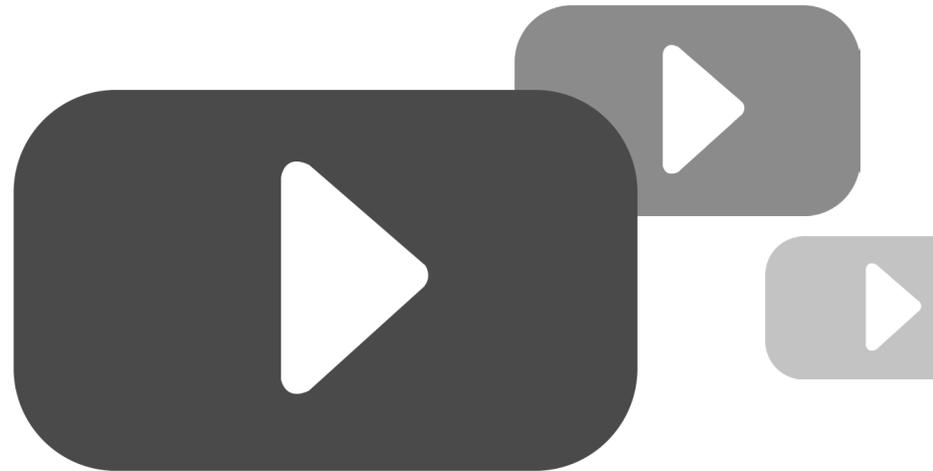
Video represents a unique place in the SEO world. While the contents of a video itself aren't indexed by search engines—at least not yet—the meta data ascribed to the video is. Companies who want to use video as part of their SEO strategies need to use a combination of traditional SEO techniques as well as new techniques that work especially for video SEO.

Adding video within an existing SEO campaign is more about understanding how video and SEO work together, than changing your current SEO practices altogether.

Why Video, Why Now

Video content is one of the most popular and powerful content and communications types on the Internet. In fact, at least 86 percent of the US Internet audience is watching online video—that's 183 million people¹. What makes video so popular to everyone:

- ✓ Video is easily understandable.
- ✓ Video is fun.
- ✓ Video is everywhere.





Video isn't just about fun and games, using video can translate into real revenue for your business. Over 180 million Internet users are estimated to watch online video content every monthⁱⁱ. That's a lot of people who could see your message or learn about your products/services.

Zappos.com is a leading innovator in the online commerce market. This online shoe and apparel store has a billion dollar annual revenue. When Zappos evaluated its revenue stream after incorporating video into its marketing strategy, they discovered a 30% increase in salesⁱⁱⁱ. 180 million is over half the United States population. Video SEO isn't a side strategy for a successful business; it's a direct line to a huge chunk of the consumer market.

Start with great content

Before you can begin to optimize your videos for search, you need to have great video content for people to watch. Great videos don't need to be epic productions or even the next viral sensation to be successful. Here are five proven types of videos that work for any type of business:

- **Company or product profiles:** short, sweet, and to the point, describe who you are and what you do.
- **Customer testimonials:** Let your customers do your selling for you by talking about their experiences working with you.
- **Video news releases:** Take the standard press release to the next level with a short video message about the news and why it's important.
- **Employee profiles:** Put a human face on your company and let employees' passion come through to your customers
- **Product demos:** if you sell a product, show it off. Consumers who watch a video about a product are 52% less likely to return the product after purchase.

How to Make Your Videos Rank in Search Results

Incorporating video into your SEO strategy is pointless unless your videos can be found by search engines, so the first step is to ensure that Google and the other search engines can, and do, index your videos properly. Step one: titles, descriptions, thumbnails, and metadata.

OPTIMIZING TITLES, DESCRIPTIONS, AND METADATA

There are three basic elements of video search engine optimization that must be used in conjunction with high quality video content. Brands can create the most stellar videos on the web, but if these basic elements are not optimized as well, no one will ever discover the content. These three elements are the video title, description, and metadata.

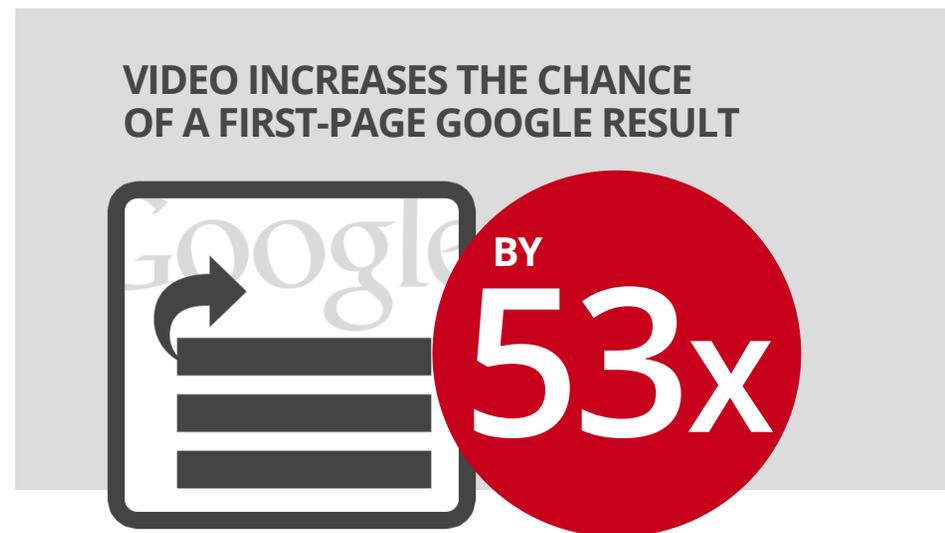
The title of your video shouldn't just be catchy, it should also be descriptive if you want viewers and search engines to know what the video is about. A title like: "Product Overview"

might make sense in the context of a larger page, but on its own? Whose product? What is the product? So something like "SoMedia VideoBuilder - Automated Video Creator Product Overview" tells potential viewers what the video is about and the title will give search engines the context required to start to index the video properly. Titles, however, can't be too long. The next step is crafting a description that completes the picture.

Descriptions are crucial to video SEO. A video description should be written to attract the attention of search engines and consumers. Write your description like a movie trailer, giving enticing info about the content without spoiling the end. Phrases like "You won't believe what happens next," may sound cliché, but they work to encourage consumer clicking. Integrating keywords throughout the video description or adding meta tags to a video will help

search engine algorithms assess the video's content.

Video increases the chance of a front-page Google result by 53x^{iv} so being strategic about your video descriptions and messaging is crucial to your success.



YouTube and other video upload sites allow (and require) you to include other meta data with your video. Things like genre (required), date filmed, author, company, location, and keywords help to further cement your video into search indices in the context you want. Don't just skip over or rush through picking the right keywords for your video. Take time to make sure you have the right words with your post. This doesn't mean that you get to fill the space with every keyword you can imagine, but use the words that are most meaningful to the video you are uploading.

Thumbnails shouldn't be an afterthought

When someone is searching for a video, they are likely going to be looking for your video among a sea of other videos—and video thumbnails—you need to make sure your video stands out from the crowd. A video in universal search results has a 41% higher click through rate compared to its plain

text counterparts^v—this only holds true if your video and associated thumbnail are enticing, so make sure they are!

Thumbnails may be screenshots from the video content, or they may be created separately to advertise the video. If your thumbnail is boring, blank, or difficult to make out, people may not click your video. All video sharing sites—like YouTube—allow you to pick from several different thumbnails from your video. While the default choice might sometimes be perfect, often it isn't. Take a moment and look at the other options and see if there is an image that represents your video better.

Tips for Your YouTube Channel

While there are other places to upload videos, YouTube rules the roost (according to recent comScore data, YouTube claims roughly 78% of the traffic to video websites^{vi}), so uploading



videos to your company YouTube account is a very safe SEO bet to make. However, just uploading your videos to your YouTube account isn't a good idea. To make the most out of YouTube you need to customize your YouTube Channel Page with your company name, logo, background, links to your website, Twitter, even Facebook and LinkedIn. By fully and completely customizing your YouTube channel you give not just viewers more information about you, but Google as well. These data pulled together, again, help Google put all of your videos, your Twitter stream, your website, and other social media profiles into context with each other in search results. For Google, and SEO in general, context and connectivity are paramount to good SEO.

Video SEO Tips

for Your Website

Once your YouTube channel is customized and fully fleshed out, you need to apply some of the same steps to your website as well to give your SEO efforts an extra boost and context. Here are four easy steps you can take to extend and enhance the SEO strength of your videos (and website):



EMBED YOUR VIDEOS IN APPROPRIATE PAGES

Your YouTube channel is a great warehouse for all your videos and will help Google understand more about your company as a whole, but make sure you embed your videos in your own website as well. So Google sees not just the video, but the video in context of related content as well. Embed your videos on the appropriate pages on your website to not just enhance the content there, but make those connections between the video and the point you are trying to convey.

VIDEO LIBRARY OR GALLERY

A video library or gallery page that lists all of your brand's videos in an organized fashion is a great tool for visitors and search engines alike. On your own page you have more freedom to describe, organize, and categorize your videos beyond YouTube's imposed hierarchy. A video gallery gives you the same effect as your YouTube channel and playlists, but caters to your audience who doesn't visit YouTube.

THUMBNAILS

The thumbnails of your video can inspire clicks or send potential customers on their merry way. The video thumbnail is usually a frame of the video itself. If, however, your thumbnail features a boring frame such as a blank screen or a surplus of words, consumers may assume that the video is uninteresting. Choose thumbnails with action, color, and excitement.

ADD CLEAR, THOROUGH DESCRIPTIONS

Be sure that all of your videos have keyword-rich descriptions that communicate precisely what the video is about. Descriptions should appeal to search engines and consumers, so including a teaser at the end may increase video clicks.

Optimizing Video Landing Pages for Search

Optimizing your video landing pages for search involves many of the same techniques and practices common to content search engine optimization. Keywords should describe that specific video and the message on the page itself, not be filled with extraneous, irrelevant keywords—be SEO smart and only use the words that match the content. Using video social media sites, like YouTube, is a great way to research popular search strings. When you type in a keyword, YouTube will provide a list of common phrases associated with that word.

Add transcripts of the videos that you post to your website.

At least 86 percent of the US Internet audience is watching online video—that's 183 million people comScore

Because Google algorithms and other search engine algorithms are incapable of assessing the content of a video, a transcription document provides a search engine (and human) friendly version of your video content that can be indexed.

Including widgets for popular social media sites such as

Facebook, Twitter, and Pinterest will make it easier for consumers to share your videos with their friends and followers. Social media activity is a great search engine rankings booster and Google is using how many times a video has been shared as one factor in search rankings.

Creating a Video Sitemap

If your website is filled with videos, but you're simply not ranking for the videos that you've posted, there may be an issue with Google's ability to evaluate the video content on your site. To solve this issue, it's important to create a video sitemap. Google enabled sitemap protocol for video content in 2007. Creating a video sitemap will tell Google precisely where all your videos are located and what the content of each video is.

A video sitemap is, in essence, a text document that utilizes officially recognized Google sitemap protocol. This text document will have specific video tags embedded within the text. You can use Google Webmaster tools to create a sitemap for the videos on your site. Google walks you through the process, and the steps are fairly easy to understand. Incredibly, each sitemap allows you to provide information for up to 50,000 video files.

You can use tags within the sitemap document to state the location of the video landing page, provide the specific URL for the video, point to a recommended video player if

your videos require specific players, provide a recommended thumbnail for your video, provide a title and description for your video, provide video length information, and even encode alerts that will tell users whether or not content is appropriate for all ages.

Measuring Results

Just like any search engine optimization strategy, it's important to measure the results of your video content. Use Google Analytics to see how your

website is ranking with Google. If you've developed a specific landing page for video content, it will be quite easy to determine whether or not your video content is effective in generating site activity. Given that landing pages with video are known to generate 4-7x more engagement and response rates^{vii}, you should see a considerable lift. Also check your social media accounts to see how often videos were shared via Facebook, retweeted via Twitter, or viewed on YouTube. Watch the trends including time of day and day of the week when looking at your data to see

if you can get better results changing when you post and share videos.

Keeping a record of different videos and the response generated with consumers will help you understand what types of videos and what type of content is performing well within your target audience.



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~ReelSEO

Conclusion

Online video is likely going to continue expanding and developing far into the future. As Internet connectivity becomes more powerful and more pronounced, mobile browsing and connecting becomes more prevalent, and top search engines like Google start paying more attention to video content marketing, it will become crucial for successful brands to use video SEO tactics to boost search engine rankings.

IN 2013

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WILL BE WATCHING ONLINE CONTENT

**BY
2015**

**WILL BE WATCHING ONLINE CONTENT
76% OR 195 MILLION USERS**
(eMarketer)

- i. http://www.comscore.com/Insights/Press_Releases/2012/11/comScore_Releases_October_2012_U.S._Online_Video_Rankings
- ii. <http://www.broadbandtvnews.com/2013/02/22/83-5-of-us-internet-users-watch-video/>
- iii. <http://www.reelseo.com/video-demos-sales-zappos/>
- iv. <http://www.searchenginejournal.com/seo-101-video-marketing-strategy/57000/>
- v. <http://www.wordtracker.com/academy/video-for-seo>
- vi. <http://www.comscore.com/>
- vii. <http://www.finance4nonfinancemanagers.com/why-you-need-an-affordable-video-on-your-static-website-blog-or-facebook-page/>



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