

# VIDEO SEO

## Introduction to Video SEO

- ✓ Here are just a few of the many reasons it makes sense to optimize your video for search engines  
Mistake #1 - Mailing Too Often
  - o Cisco Systems, Inc. is a technology-based multinational conglomerate headquartered in San Jose, California. Their substantial research and knowledge of computer usage habits leads them to believe that as much as 80% of all internet traffic will be represented by video by the year 2020.
  - o Videos on YouTube, the largest video sharing website in the world by far and the second largest search engine behind Google, can appear on YouTube and Google search engines.
  - o YouTube hosts video content exclusively and boasts 1.4 billion users, roughly 1/3 of the global Internet.
  - o Data from SmallBizTrends shows that companies which have a regular video marketing plan in place receive 41% more web traffic from search engines than companies that don't use video.
  - o WireBuzz tells us that a web surfer retains just 10% of the text-based content he reads online, as opposed to 95% of the message delivered in a video.

## What Is Video SEO?

- ✓ SEO stands for search engine optimization. This practice refers to making each of your web pages and every piece of your online content as attractive to Google and other search engines as you possibly can

- ✓ SEO optimizes your content using what we know about how search engine algorithms work, so you have the best possible chance of ranking high for your target keywords
- ✓ Video SEO works the same way
- ✓ In many cases, you will find it easier to rank on YouTube for certain search terms than on Google or universal search engines
- ✓ Since Google's purchase of YouTube some time ago, your YouTube video can show up in the search results of that video sharing site, as well as on Google
- ✓ Google will always try and reward the most relevant video and content with the highest rankings, so making quality video content and using smart SEO practices is always important

## **Keyword Research is Important for Video SEO**

- ✓ Whether you host your videos exclusively on your website or blog or you share them with every possible video sharing site as well, your keyword research efforts are going to dictate how those videos rank
- ✓ Here are a few of the most popular keyword research tools:
  - o WordStream Keyword Tool
  - o SEMRush
  - o KW Finder
  - o Google AdWords Keyword Planner
  - o Google Analytics
  - o Moz Keyword Explorer
  - o [KeyWordTool.io](http://KeyWordTool.io)

- ✓ For discovering the best keywords and phrases in your niche to target on YouTube, the following video keyword tools often do a better job than the keyword tools mentioned above
  - o TubeBuddy
  - o Tubics
  - o VidIQ
  - o VideoCents
  - o YTCockpit
  - o SEOChat (YouTube auto-complete feature)]

## How Are YouTube Videos Ranked?

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- ✓ In 2018, the following are the most important components of the YouTube ranking algorithm, and therefore they should be the focus of your video SEO efforts
  - o Frequency and Freshness
  - o Channel Keywords
  - o Video Title
  - o Video description
  - o Video Tags
  - o Number of Views
  - o File Name
  - o Subscriptions Created

- o Total number of subscribers
- o Video Quality
- o Watch time
- o Click-Through Rates (CTR)
- o Video Thumbnails
- o Engagement Metrics
- o Closed Caption Text
- o Transcriptions

## How to Optimize a YouTube Video

- ✓ To make sure you hit as many YouTube algorithm metrics as possible, use the following list of proven practices for optimizing your videos for YouTube
  - o Type one of your target keywords into the YouTube search box. Click on the videos that show in the top 5 spots for that term. Make a list of the keywords those videos use in their description, tags, and title.
  - o Check out a channel in your niche or market.
  - o The Traffic Sources section of your YouTube Search Report will display the keywords and search terms used to find your videos.
  - o Take the list of traffic-driving keywords you just found and search for them on YouTube. Check out the About results number that appears below each keyword. This shows you how many competing videos are targeting that same word.
  - o Don't forget Google.
  - o Make your videos at least 10 minutes long.

- o Put the exact match keyword phrase you are targeting at the very beginning of your video title.
- o Make a great video!
- o Record in HD.
- o Make the first 15 to 20 seconds of your videos spellbinding.
- o Respond to comments.
- o Create a great thumbnail.
- o Include the keyword in your video description in the first 20 to 30 words, the earlier, the better.
- o The first line of your video description should be short, creating a one-line paragraph.
- o The tags you choose for your video should include your exact match target keyword.
- o Share your YouTube video URL everywhere.

## **Where Should You Put Your Videos?**

- ✓ A very effective video SEO tactic is to have your content in multiple places.
- ✓ The following are the top Video Sharing Platforms
  - o YouTube
  - o Vimeo
  - o Daily Motion
  - o MetaCafe
  - o Vevo
- ✓ Other Places for Your Videos

- o Facebook
- o Twitter
- o Instagram
- o Daily Motion
- o Snapchat
- o LinkedIn Native Video
- o Your site or blog