

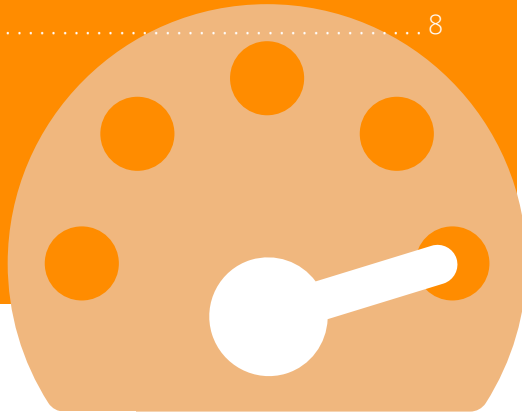
Ultimate Guide to Video SEO: Part Three

Adding Video to Your Website



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Thanks for downloading!

Here at Xcite Media Group, we are dedicated to providing businesses across North America with solutions for all of their digital marketing needs, including affordable video production services. That's why we've created the Ultimate Guide to Video SEO, to help your video and brand get noticed.

This is the final part in our three-part SEO series that will guide you through the process of optimizing your videos. In Part One, we revealed how video on your website can boost your site's ranking, covering topics like video thumbnails, engagement rates, and social sharing. In Part Two, you learned how to create descriptive metadata for your videos, such as your keywords, titles and descriptions. And finally, in Part Three, we will discuss how to tag your videos with your metadata, along with best practices for hosting and measuring video success.

Read on and learn how video SEO techniques can help you make the most out of your investment, attract more customers and increase the likelihood of a front-page search result.

Enjoy!

The Xcite Media Group Team
www.XciteMediaGroup.com

Tag your videos with descriptive metadata to rank higher for your keywords.

Adding Video to Your Website

Now that you have your metadata, the next step is to add video to your website and other social sites. Part Three will show you where to host your videos, how to tag your videos with your metadata and how to measure your results. Following these best practices will help you rank higher for your keywords and make your listing more visible in search engine results pages (SERPs).

Video Hosting Practices

You can either host your videos on your own server, on popular video-hosting sites like YouTube or Vimeo, or on free third-party sites like Xcite Media Partner Networks. The first option is very expensive and not recommended by many digital marketers¹. The other two options—YouTube and Xcite hosting—will be covered in the following section.





YouTube Hosting

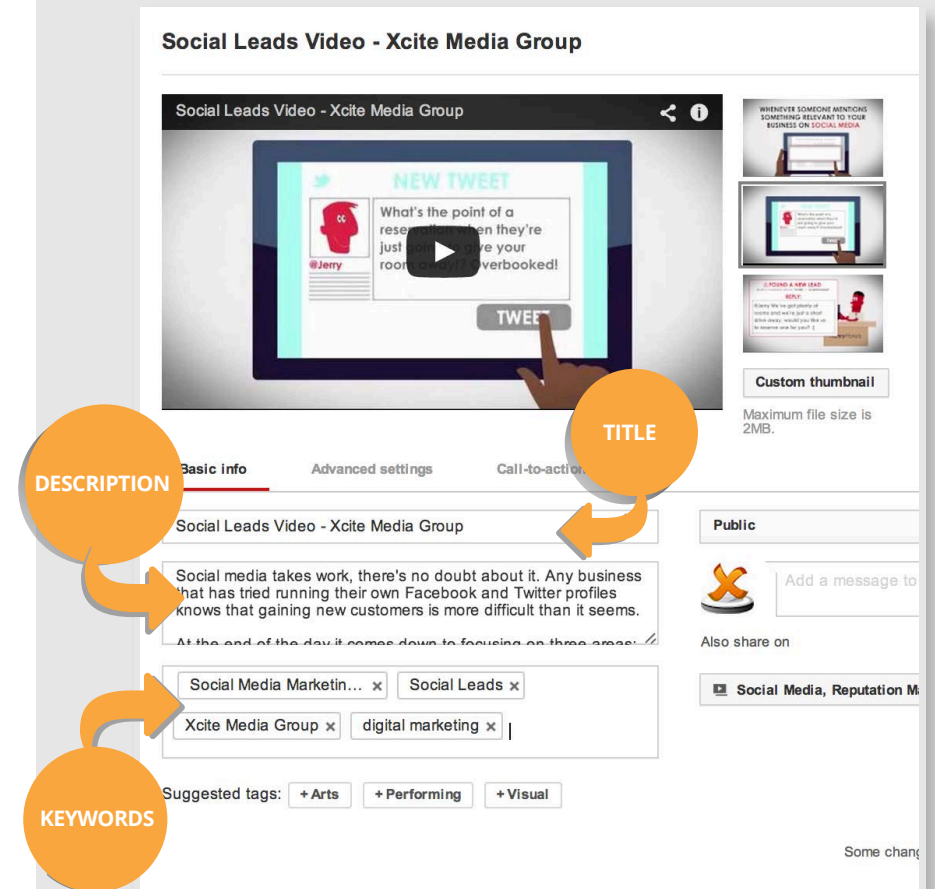
While YouTube makes a great distribution tool, many businesses avoid embedding YouTube-hosted videos onto their websites because of the branding and advertising within YouTube players.

Having branding and ads from another company can distract from your company message and can be perceived as less professional. One survey even found that a majority of users (68.4%) believe that non-YouTube embeds make a business look more credible than YouTube embeds.²



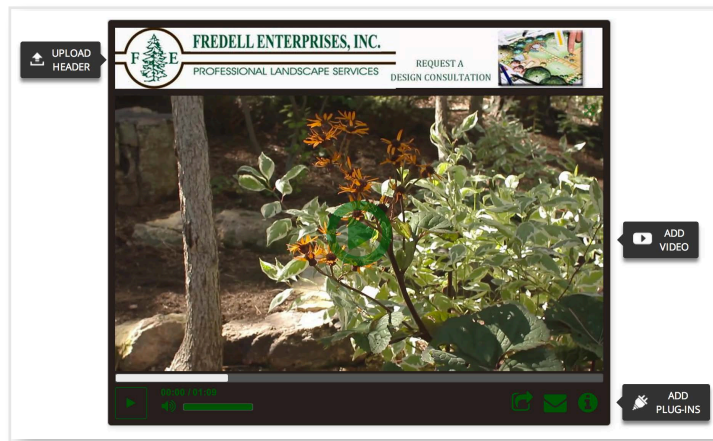
How to Host on YouTube

To add a video to YouTube, click "Upload" on the top right corner, and drop in your file. Then add your title, description and keywords in the "Basic info" section. Make sure to include your website URL somewhere in your description or annotations to drive viewers to your website.



Xcite Video Hosting

Like YouTube, hosting your videos through Xcite Partner Networks is free and easy. The biggest advantage of hosting with Xcite is the video player you receive—it is customizable to your branding, has marketing plug-ins you can track, and it delivers an ad-free video experience.



While customizable video players like Xcite's look and perform better on your website, it doesn't mean you should ignore YouTube altogether.

After adding a third-party player to your site, you can also add your video to YouTube to get additional views and drive traffic back to your site. Using both methods together will ensure you extend your online reach while strengthening your own brand.



How to Host on Xcite

To host videos through Xcite, we will create the player for you and then customize the skin with your colors, logo, and marketing plug-ins.

Once your player is customized, you can add your title, URL, description, keywords and transcript to the “Share & SEO” section, and the system will generate code that you can add to your site.

CUSTOMIZE | **SHARE & SEO** | VIDEO THUMBNAIL

VIDEO LANDING PAGE
Use this link to share your player with others.
<http://videoplayer.somedia.net/shareroom?vid=328>

EMBED CODE
Copy the code and insert the player directly on your webpage.
PLAYER SIZE: 420 x 236

```
<script type="text/javascript" id="somedia_player_script_328" src="http://videoplayer.somedia.net/videoplayer_js?vid=328&w=420"></script>
```

SOCIAL SHARE
f t p g+ e

VIDEO SEO
Meta Data & Sitemap Generator
Maximize search engine optimization for your videos. Complete the form below, and we'll automatically generate your meta data and video sitemap.

Video Title:

Your Webpage URL:

Description:

Keywords:

Transcripts:

GENERATE

DESCRIPTION **TITLE** **KEYWORDS**

Do I Need to Submit a Video Sitemap?

If you're new to SEO and you've done some research on the subject, you may have noticed that a lot of articles recommend that you create and submit a video sitemap with your video. A video sitemap is a code document embedded in your website, and it tells Google precisely where all your videos are located in your site and what they are about.³

These were mostly needed in the past because search engines weren't able to read Flash content or understand the content inside iframes. But now that most of the internet is moving toward HTML5, search crawlers don't have the same issue accessing your site and the content within it.

Measuring Results

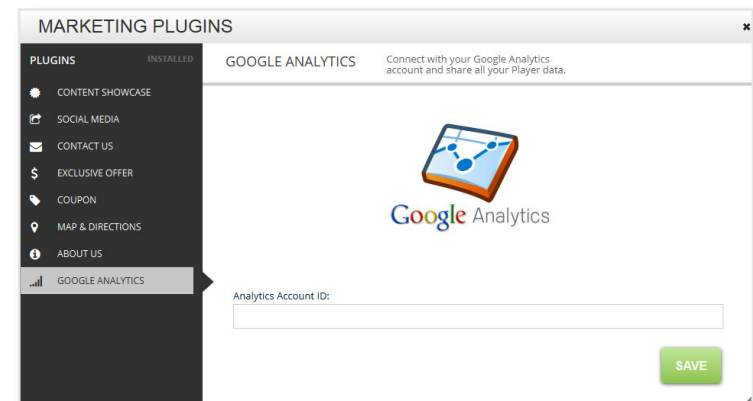
Just like any marketing strategy, it's important to measure the results of your video content so that you can optimize future video efforts. Regularly tracking data trends and responses from viewers will help you understand what types of videos and content are performing well with your target audience.

For example, be on the lookout for videos that have a high play rate but low completion rate – this may stem from a highly engaging yet misleading video thumbnail.



Or alternatively, in cases where there is a high completion rate but low play rate, a split-test of different video thumbnails may help identify a better converting image.

There are some great free tools like [Google Analytics](#), [YouTube Analytics](#) and Xcite Player Analytics that can show you how your videos are performing. Best of all, you can combine these tools for more accurate measurements.



Combining Xcite Player and Google Analytics

If you want to see your video player stats alongside your website stats, you can connect your Xcite video player with your Google Analytics account. Just add your Google analytics ID into your marketing plugins, and you will be able to see all your player analytics in your Google dashboard.

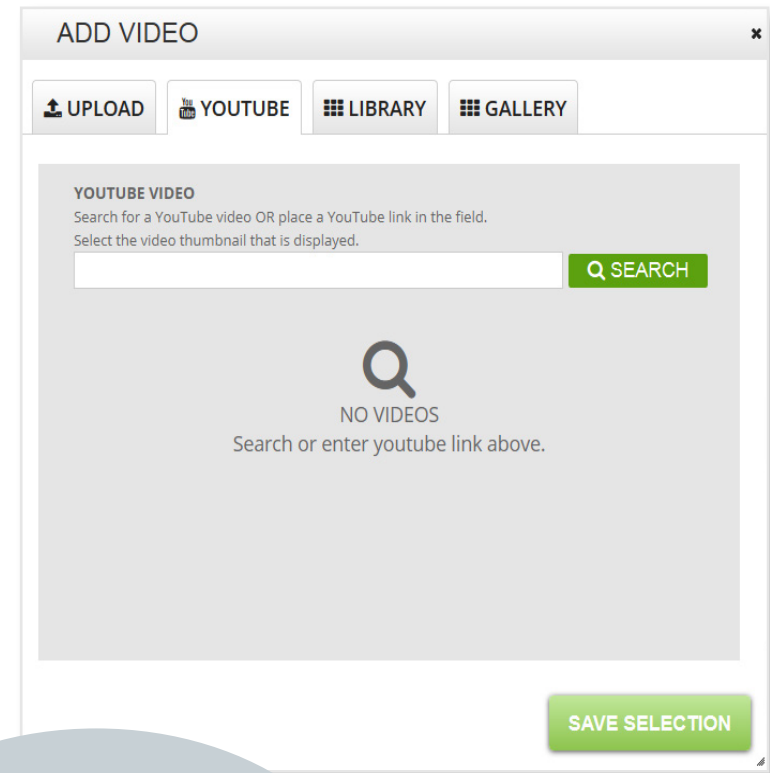
After logging into Google Analytics, find the "Behavior" tab on your left side, and then click on "Events," followed by "Overview." On the bottom left corner, you will see Xcite's video player under "Top Events."

Combining Xcite's Player and YouTube Analytics

If you want to add a YouTube video into your Xcite video player, you will be able to see your YouTube channel stats combined with your Xcite player stats.

So if your video received 500 views on your YouTube page, and 500 views on your homepage, your Xcite analytics report will show you that you've received 1000 views for that video.

Free tools like YouTube, Google & Xcite Analytics will help you track data trends and optimize future videos.



Conclusion

Video content has repeatedly proven to be one of the best ways to engage consumers and boost search rankings. But producing video content is just one piece of the puzzle—it's important for businesses to take the time to apply SEO principles to get the greatest return on investment.

When creating your content, think like a user. What do you look for in a company? What do you find useful and interesting? What type of quality do you want to see in a video? Think about bringing value and originality to consumers.

When creating your metadata, think like a search engine. How can you help users quickly find what they're looking for? How can you be more specific about the contents of your video? What do consumers search for when they search for products or services like yours? This step is all about research and accuracy.

As video and content marketing become even more prevalent in the future, it is crucial for businesses to clearly describe their website content so that consumers can better sort through the abundance of information online. And while there is no trick to SEO, remember the golden rule—a little bit of preparation and research go a long way!

Appendix:

1. <http://www.sitepoint.com/the-principles-of-embedding-online-video/>
2. <http://www.reelseo.com/youtube-embed-credibility/>
3. <http://www.reelseo.com/8-practices-optimize-video-landing-pages-search/>



Top 5 Tips

Here is a summary of our top five tips to keep in mind as you venture down the path to video success:

- 1 Create high quality and original video content that consumers will want to watch.
- 2 A video can only do its job properly when people can find it on your site, so make sure to apply general SEO techniques to your website before adding your video.
- 3 Use keyword planning tools to research keywords that are popular with your audience, and use these insights to drive video content ideas.
- 4 Take your keyword research one step further by including popular keywords in your video script.
- 5 Ensure the metadata of your video is consistent with the metadata of the webpage you embed it in.

Change the Way You Think About Video.



A Different Agency For

An Evolving World.



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Search Marketing & SEO



STAY AHEAD

Strategy & Planning



**RIGHT PLACEMENTS,
RIGHT TIMES**
Creative & Technology



CREATE & ENGAGE
Social Marketing

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