

Ultimate Guide to Video SEO: Part One

How Online Video Boosts SEO



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Video in search results can increase traffic to your site **by 50%** ¹³.



Incorporating Video Into Your SEO Strategy

Video can be a powerful tool for enhancing your online presence, especially if you take the right steps to optimize your content. This three-part SEO series will guide you through that process by covering three facets of video SEO:

1. How video can enhance your website's overall ranking
2. How to create metadata for your videos
3. How to tag your videos with your metadata to enhance your online visibility.

In Part One, we will reveal some ways that video can enhance your website's ranking, covering topics like video thumbnails, engagement rates, and social sharing.

Ready? Let's begin!

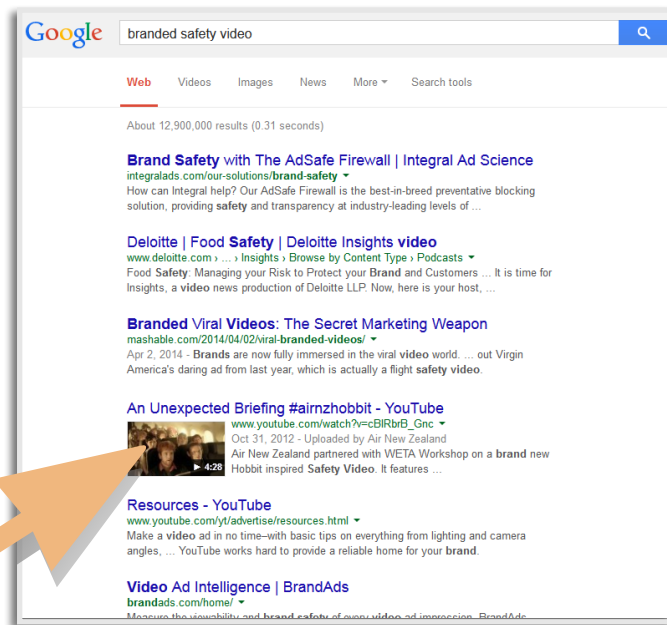


How Can Video Enhance Website SEO?

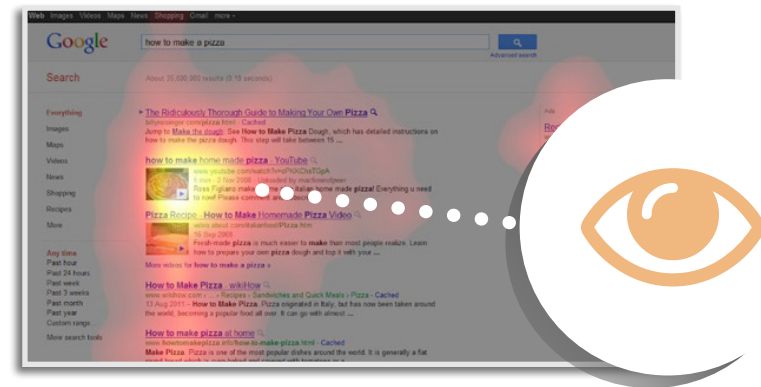
It has been revealed that it is 53 times easier to reach page one of Google search results with a video than it is with a web page ¹. Here are some reasons why:

Video is More Noticeable than Text

In 2007, Google rolled out its “Universal Search” system, where the main search result listings included a blend from its news, video, image, local and book search engines. As a result, videos appear as thumbnails for search results, making them more visible than plain-text links ².



This greater visibility can be demonstrated with a study by Moz ³. Using eye-tracking systems and heat maps, Moz researchers collected data from the search engine results pages (SERPs) of pizza shops. When they looked up “how to make a pizza,” they found that viewers went directly to the first video thumbnail on the results page, and then to the text underneath, in an “F” pattern.



The Moz study confirms that video results get noticed over standard results, and that ranking #1 may not be as important if you can't compete with companies that have more visually appealing results.



Video is More Engaging Than Text

Popular search engines like YouTube and Google use engagement rates to identify and deliver quality content⁴. When content has a high engagement rate like video, (400% higher engagement rate than static content⁵) it can increase your ranking in SERPs and the chances that people will find your business.

Social Sharing

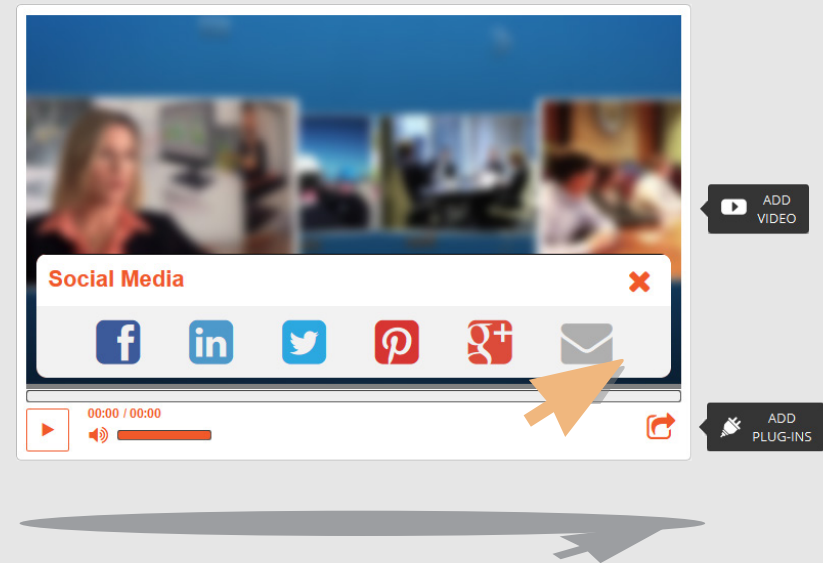


One way that search engines measure engagement is through social sharing—Google rewards engaging content with heavy likes, shares, comments and positive ratings⁶.

Fortunately for businesses using video marketing, videos on Facebook are shared 12 times more than links and text posts combined⁷, and on Twitter, video is three times more likely to be shared than other content⁸. On Pinterest, photos and videos refer more traffic than Twitter, StumbleUpon, LinkedIn, and Google+⁹.

To use the power of video to your advantage, there are a few things you can do. First, make it easier for people to share your video content by including widgets for popular social media sites directly onto your video player. Select video players like ours allow you to add plug-ins for Facebook, Twitter, Pinterest, Google+ and LinkedIn, and also tracks engagement levels, play rates, completion rates and click-throughs.

Second, make sure to add your video to all your social channels and encourage your followers to share your video content. Lastly, enable ratings and comments. Content with positive ratings will rank higher in search engines, and comments can add high SEO value. Not only will the comments add additional keyword frequency to your page, but the continuous stream of comments will keep your page appearing fresh to search engines¹⁰.



Video has a 400%
higher engagement
rate than static content.

Time on Site



Another measure of engagement is the amount of time visitors spend on your website, and while 17% of people spend less than four seconds on a website, they are willing to spend 2.7 minutes watching a video online ¹¹. Video's engagement rate not only adds to the time spent on your site, but it also reduces bounce rates, which shows search engines that the content on your site is relevant and resonates with your audience.

Repeat Users



Search engines also test engagement by measuring the amount of repeat users your site receives. It's been proven that consumers are 45% more likely to return to websites with product videos, which shows search engines that your site contains valuable information ¹².

Appendix

1. <http://econsultancy.com/ca/blog/62998-video-seo-optimising-video-for-search-is-the-trick-most-brands-are-missing>
2. *ReelSEO- E-Commerce Video SEO Snapshot Spells Huge Opportunity for Internet Retailers*
3. *MOZ.com study, <http://moz.com/blog/eyetracking-google-serps>*
4. <http://www.bruceclay.com/blog/2013/06/10-video-seo-tips-to-improve-serp-rank/>
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Conclusion

Well now you know why you should be using video, so it's time to learn how. Let's move on to optimizing your videos to get the greatest engagement, shares and consumer interest as possible. In Part Two of the Ultimate Guide to Video SEO, you will learn how to optimize your individual videos by creating metadata like your title, description and keywords. Taking the time to create this metadata is crucial to video success.

