

Ultimate Guide to Video SEO: Part Two

Optimizing Your Website and Videos

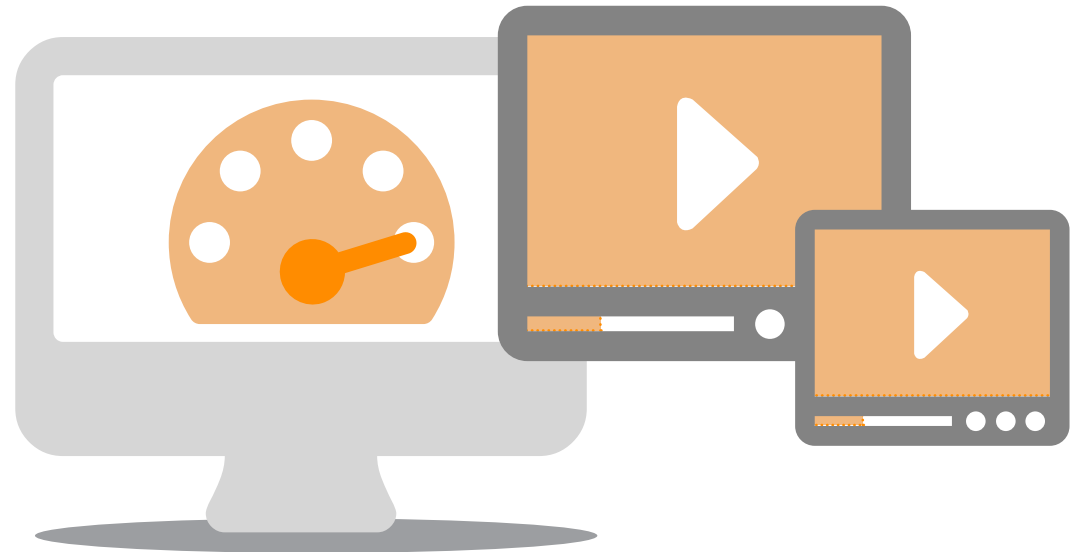
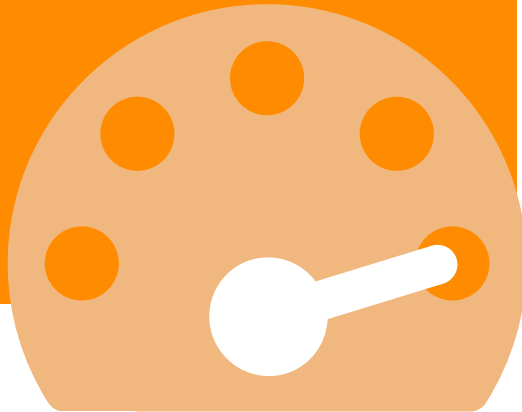


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Thanks for downloading!

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 second in a three-part series that will guide you through the steps of optimizing your videos to enhance your online ranking. 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 will learn 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.

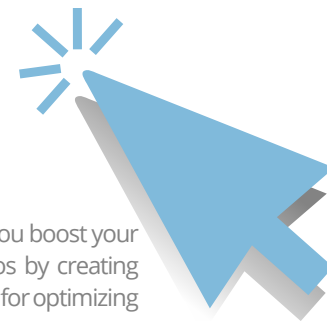
Read on and learn how video SEO techniques can help you make the most out of your investment, attract more customers and increase the likelihood of a front-page search result.

Enjoy!

Google's #1 rule for SEO is creating high-quality content for users, not for engines.

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Optimizing Your Website and Videos



In [Part One of the Ultimate Guide to SEO](#), we covered the ways that video can help you boost your site's ranking. In Part Two, you will learn how to optimize your website and videos by creating metadata like titles, keywords, and descriptions. But before we can discuss techniques for optimizing your videos, it's necessary to cover two important details:

- 1 If you plan on adding video to your website, make sure to first apply SEO techniques to your website.
- 2 Google's #1 rule for SEO is creating quality content for users, not for engines.

Optimizing Your Website

Businesses who want to add video to their SEO strategies need to first ask themselves if their current website is optimized for search engines. It's not enough to just add a video to your site without considering important factors like well-planned navigation, site structure, internal site links and title tags. ¹

If your website does not have a good crawlable structure, and your videos are not easily accessible from the first page, then visitors might not be able to find them. While videos in themselves are great for increasing engagement, trust and conversions, your return on investment (ROI) will be minimal if visitors cannot access them.

For some helpful tools on optimizing your website, we recommend reading [Moz's Beginner's Guide to SEO](#) and [Quicksprout's Advanced Guide to SEO](#).



High-Quality Content

Google recommends that businesses build sites and create content for users, not for search engines. The more relevant, insightful, and unique the content, the higher the likelihood that it will engage your target audience and be shared. Google guides webmasters by saying:

“Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do. If your pages contain useful information, their content will attract many visitors and entice webmasters to link to your site. In creating a helpful, information-rich site, write pages that clearly and accurately describe your topic. Think about the words users would type to find your pages and include those words on your site.”²

With this in mind, SEO won't matter if the quality of your video content is not high. If the sound quality and script are poor, then your video may not engage audiences as you had hoped, even if you create descriptive metadata. When you produce a video for your website, remember that it represents your company and your brand, and that something done carelessly may be a waste of time and your investment.

Selecting keywords is one of the most important steps in creating your metadata.



Creating Descriptive Metadata

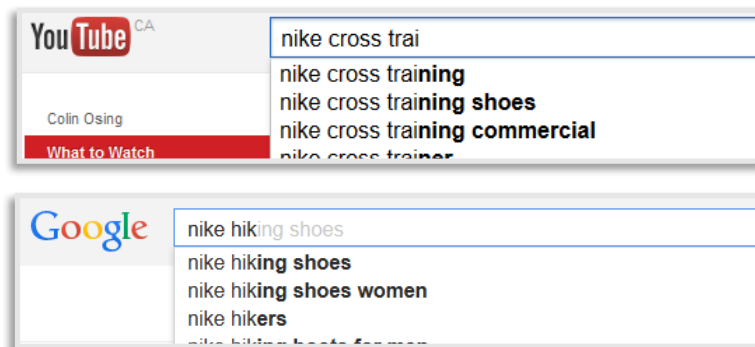
Descriptive metadata is important for your videos because search engines cannot read what's in your video. Metadata is made up of the information you enter to clearly define a video's contents, including the title, description, and keywords. Yet few marketers are taking the time to create descriptive metadata, so most videos in Google's index are not well optimized. As a result, the videos that do get optimized have little competition and a much higher chance of success than other videos.³



Keywords

Selecting your keywords is the first and one of the most significant steps in creating your metadata. You will need to select keywords that match your video's theme, and more importantly, that match the words your consumers will be searching for.

There are a number of great ways to research popular search strings; YouTube and Google search are two of them. When you type in a keyword, they will provide a list of common phrases associated with that word. This will give you an idea of the words and topics that users are searching for.



Think about your keywords before making your next video.

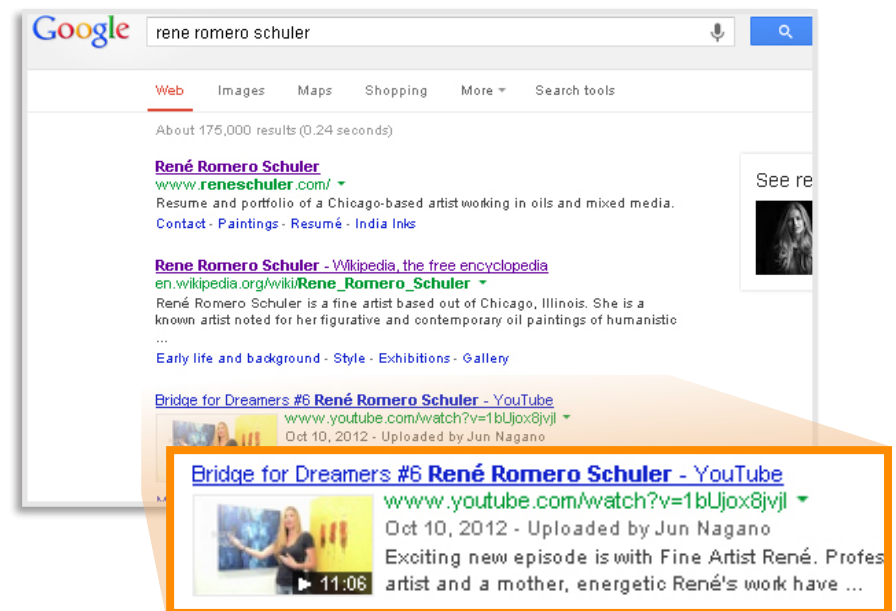


Google Keyword Planner

You can also use the [Google AdWords Keyword Planner](#), which will help you find terms that consumers search for when looking for products or services like yours. You just need to sign up for a free Adwords account to use this service. Then once you have your keywords, you will be integrating them into your title, description and meta-tags (more about meta-tags in Part Three).

Description

Your video description is a brief 155-word summary of your video which will appear in SERPs under your URL.





Incorporate the word “video” into your keywords, title and description.

Your description is your chance to get creative. In just 155 words, you have to articulate a reason for users to watch your video and your value proposition. To get users interested, you might want to write your description like a movie trailer, giving enticing information about the content without spoiling the ending. Phrases like, “You won’t believe what happens next,” may sound cliché, but they do encourage click-throughs. You might also want to include a strong call-to-action or offer, like Salesforce’s 30-day free trial at the end of their description.⁴

[Salesforce.com: CRM and Cloud Computing To Grow Your Business](http://www.salesforce.com/)
www.salesforce.com/

Customer relationship management (CRM) software & cloud computing solutions for businesses large & small. Free 30-day trial.

Free 30-day

Title

Titles should be catchy, descriptive and less than 70 characters. A title like, “Product Overview”, might make sense in the context of a larger page, but not on its own. Something like, “SoMedia VideoBuilder - Automated Video Creator Product Overview,” tells potential viewers what the video is about and gives search engines the information needed to properly index the video.

When creating your title, it’s a good idea to incorporate the word, “video,” since many consumers are searching for that keyword. We also recommend including one primary keyword (or keyword phrase), one secondary keyword (or keyword phrase) and your brand name.⁵

Brand Name - Primary Keyword - Secondary Keyword

Primary Keyword - Secondary Keyword - Brand Name

Use your brand name in the beginning of your title if your goal is brand awareness, or use keywords associated with your products/services at the beginning of the title if your focus is on promoting these.

Most videos in Google’s index are not well optimized, making competition lower.

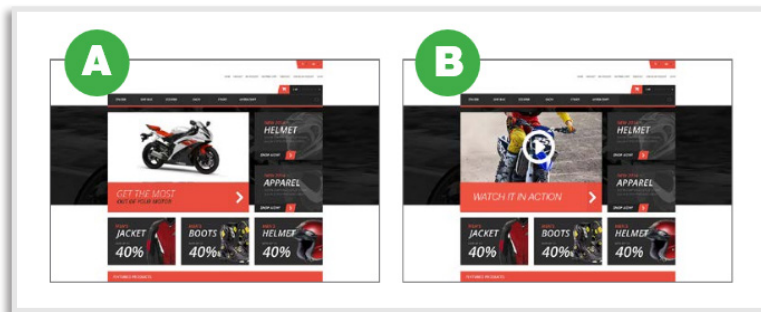


Creating Compelling Thumbnails

If you want the contents of your video to stand out, you need to take the time to find an enticing thumbnail that sticks out to viewers.



Thumbnails can be screenshots from your video, or they may be created separately to advertise the video. To make sure that your thumbnail will interest your audience, you can do A/B testing to find the one that works best. This means that you will direct half of your website traffic to one thumbnail (A), and half to the other thumbnail (B), and see which one gets the most click-throughs and conversions.

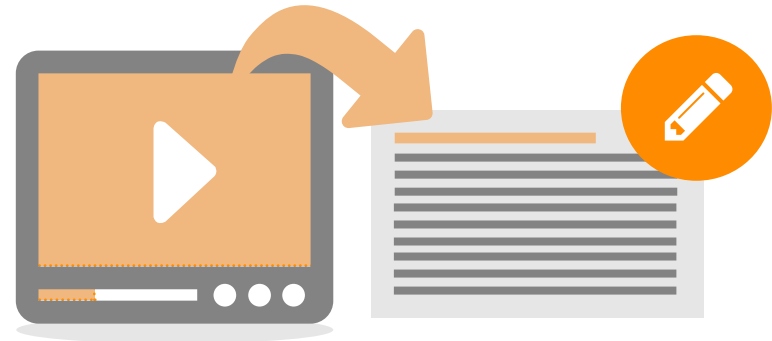


When online retailer Eastern Mountain Sports tested their video thumbnails, they found that their site visitors tended to click on video thumbnails with a good-looking person looking straight at the camera, or thumbnails of products that were somewhat ambiguous.⁶ While your results may be completely different, you will never know unless you test different versions.

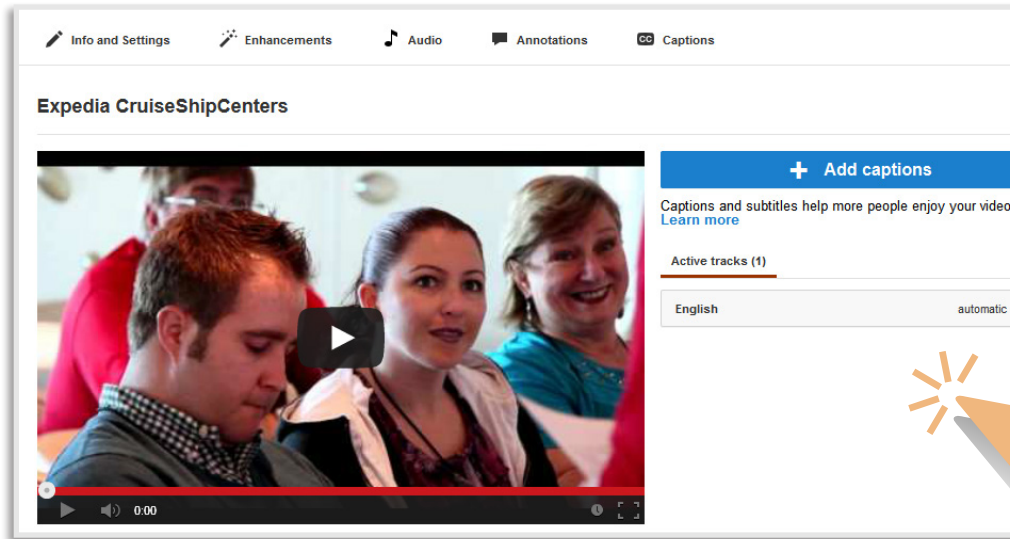
Video Transcripts

A transcript contains the text of what is said in the video, which is automatically synchronized to your video. It is important because it provides search engines with a friendly version of your video content that can be indexed, and it opens up the viewing audience to include hearing-impaired visitors.

Livelihood studied 37 pages before and after adding transcripts, and discovered that the pages with transcripts resulted in 16% higher revenues. What caused this growth? The keywords found in the transcript likely matched the keywords that people were looking for, resulting in greater traffic to the site and higher profits.⁷



When creating your transcript, make sure to write and upload it in HTML text format, and add alt attributes to your images. ⁸ If you don't have the resources for a transcript, use YouTube's Captions tool, which will automatically capture both text and time codes.



For a detailed description on adding caption files or transcripts to YouTube videos, go to [YouTube's support group](#).

Conclusion

You are now well on your way to creating descriptive metadata that will fare well with search engines. Be careful not to rush this process; the more planning you put into video marketing at the beginning, the greater your reward will be in the end. Stay tuned for Part Three of this guide, which will show you what to do with your metadata, how to create a video sitemap and hosting best practices.



Appendix

1. <http://www.reelseo.com/8-practices-optimize-video-landing-pages-search/#ixzz2gWGfvtom>
2. <https://support.google.com/webmasters/answer/40349?hl=en>
3. <http://www.videoptimization.com/why-videos-seo.html>
4. http://www.weidert.com/whole_brain_marketing_blog/bid/114450/SEO-6-Ways-to-Craft-Better-Meta-Descriptions-That-Rock-The-SERPs
5. [SEO MOZ http://static.seomoz.org/files/SEOMoz-The-Beginners-Guide-To-SEO-2012.pdf](http://static.seomoz.org/files/SEOMoz-The-Beginners-Guide-To-SEO-2012.pdf)
6. <http://videomarketing.somedia.net/why-all-businesses-should-be-conducting-ab-video-testing/>
7. <http://www.reelseo.com/8-practices-optimize-video-landing-pages-search/>
8. <http://www.bruceclay.com/blog/2013/06/10-video-seo-tips-to-improve-serp-rank/>

Change the Way You Think About Video.



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STAY AHEAD

Strategy & Planning



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



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