



How to Optimize Videos for Search/SEO

PDFs, images, videos, infographics are all part of the universal search and can be indexed and ranked by most of the search engines. The popularity of video makes this medium an excellent marketing tool for many organizations. Follow these steps to ensure your videos are getting found by search engines:

1. Page Content

Like with general SEO best practices it is important to have relevant and keyword rich text surrounding the video content in order to build relevancy.

2. Linking

- a. Inbound Links: For Video SEO the best and most effective way for getting inbound links (outside of the content itself) is to allow visitors to embed your videos into their websites, blogs, profiles and social networks. Giving the option to embed videos allows anyone to copy a few lines of code and easily paste it into a website so that it plays within their chosen environment. The real benefit of allowing embeds, beyond branding and click traffic, is that you can provide an HTML wrapper which enables you to utilize SEO optimized anchor text that links back to your website.
- b. Internal Links: Spiderable links like video play lists, related links and breadcrumbs not only help search engines build a good picture of your websites infrastructure but can aid your visitors with content discovery.

3. Social Media

Allowing visitors to share, bookmark, rate and comment on your videos basically allows visitors to engage with your content on a whole new level and can have Video SEO benefits. Let your visitors do the work for you and spread your content across websites like Digg, StumbleUpon, Reddit, Del.icio.us, Facebook and MySpace. You can also use a service like ShareThis that allows you to add one button that opens up links to all of the social media websites.



4. Feeds

There are two types of feeds when referring to Video - RSS and mRSS. MRSS feed components contain standard RSS elements like meta data, URL to content and thumbnails, but the key differences are the important additional elements that can impact rankings. These elements, which include video ratings, play count and tags, should be included whenever possible. Each of the video search engines that accept mRSS feeds have different requirements when it comes to building a mRSS feed but the best example and standard comes from Yahoo.

5. Video Sitemaps

Video sitemaps use the standard sitemap protocol but contain video specific tags. Read Google video sitemap FAQ's and Guidelines.

6. Title and Meta Tags

The Title should contain the name of the video and video specific keyword sets. The meta description should be a brief summary of the video that lives on that page. Obviously it is important to keep the meta data as unique and descriptive as possible for each Video page.

7. Navigation

When it comes to videos, utilizing a simple playlist can accomplish a lot.

8. Header Tags

Header tags (H1, H2, H3, etc) should be used to call out the importance of page content. For example, the keyword set "Music Videos" would get a H1 and the name of the video would get an H2.

9. Page URL

The URL for a video should have limited dynamic parameters, contain relevant keywords and reflect the folder structure.

10. Video File Name

Whenever possible you should name your video file in a keyword descriptive manner.



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