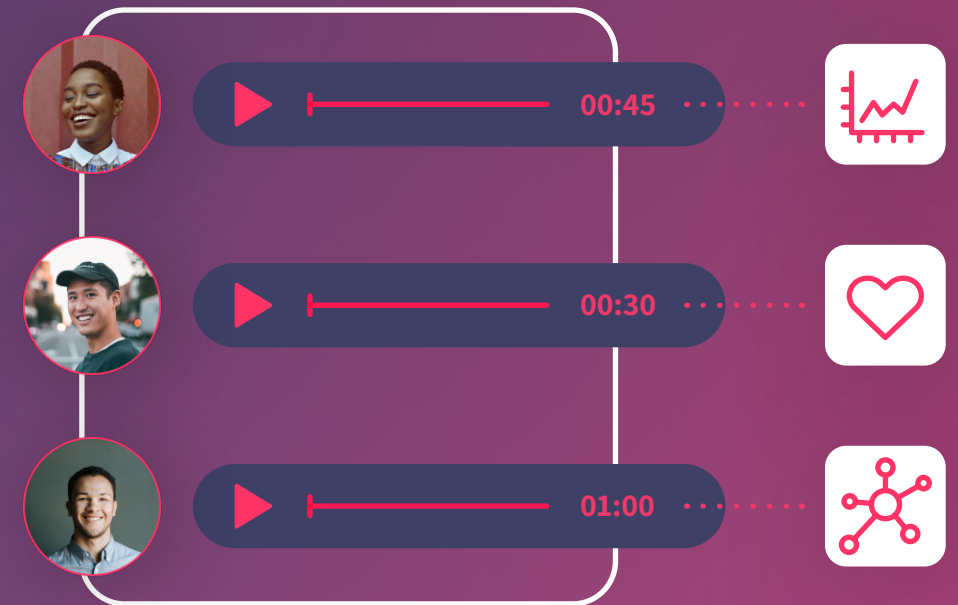


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Improve Your Search Rankings with Video SEO



Executive Summary

Video content is creating new opportunities in search rankings—opportunities that haven’t been available since the early days of SEO.

Today’s search engines are indexing and prioritizing video content separately from written content, often showcasing video-based search results above text content. This means that organizations adopting video SEO best practices now have the opportunity to garner better search rankings with video content before the playing field becomes overcrowded.

The first question to ask is:

Are you creating content worthy of SEO efforts?

- Good content has a number of characteristics, but factors like the length of video content, who created it (users or the brand itself), conversion effectiveness and content recency can all impact SEO ranking.
- Next, we need to know the basic recipe for video SEO success. This includes useful metadata, transcripts and captions to help index video content, along with built-in social sharing to give it more reach and stickiness.
- Finally, let’s take a look at the results a growing company achieved when they took their video SEO strategy to market. The results might surprise you.

**Any way you look
at it, video is the
future of content.**

ARE YOU READY?

The Evolution of Search

Video is changing SEO.

While SEO has been evolving since its introduction in the late 90s¹, recent changes demonstrate how video is playing an increasingly dominant role in search engine optimization.



Google now indexes video content separately so that videos appear both in standard search results and video-specific results.



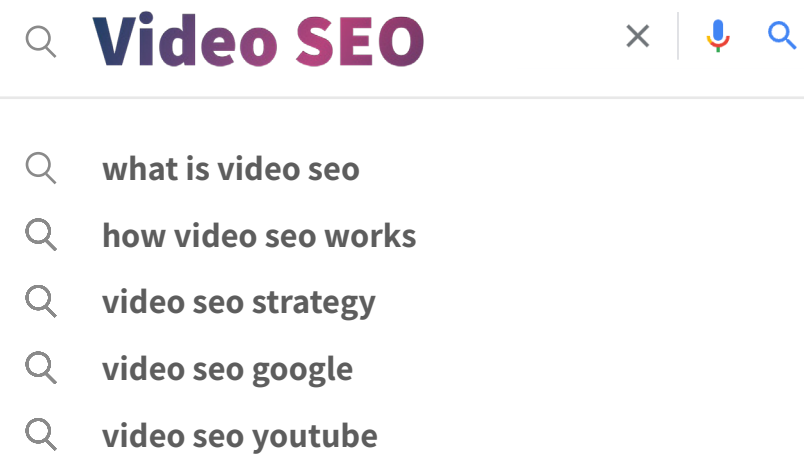
YouTube has become the second most powerful search engine after Google. In fact, **83%** of results that show up in Google's video carousel is YouTube content.²



Experts estimate today that 82% of **online traffic is video content**.³ That's due in part to the fact that more video content is uploaded online in a single month than was produced by television networks in the past 30 years.⁴

This makes video a real opportunity to improve search ranking and results.

How can your organization take advantage of this trend?

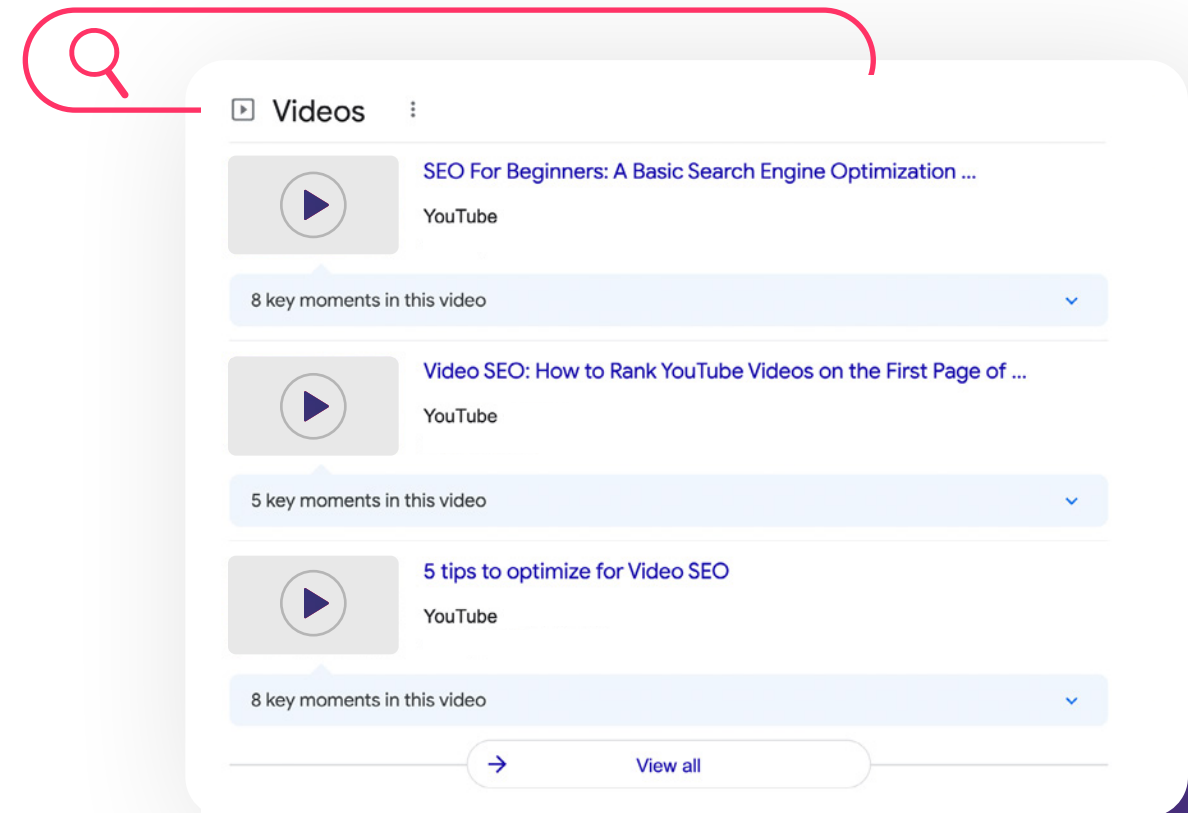


What Is Video SEO?

Just like traditional SEO, video SEO helps your content rank better on search engines.

While there's an overlap between the two, don't shortchange this SEO opportunity. Simply applying traditional SEO practices to video content isn't as effective as a stand-alone video SEO strategy. And while you're at it, include video SEO as a specific part of your marketing planning—and assign it a slice of your budget.

Later in this eBook, we'll cover best practices for video SEO. For now, consider that **to capitalize on video SEO, the first thing you need is SEO-worthy video content.**



Creating SEO-Worthy Video Content

Today, video content is king.

Not only is video content listed as a key digital trend⁵ for today's marketers, it can also help you boost your bottom line. **93% of customers say video is helpful when they're purchasing a product.**⁶

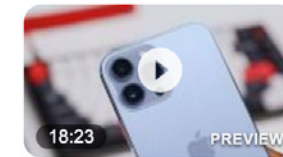
So, if you're not already creating videos, now's the time to start.

TOP 5 BEST JEANS TRY ON + REVIEW | Levi's, Zara, Mom ...



I'm also sharing how to style, mom **jeans**, **Zara jeans**, Levi's **jeans**, straight leg **jeans**, high waisted/high rise **jeans** into...

iPhone 13 Pro Review: Better Than You Think!



iPhone 13 Pro is a big jump in 3 key areas, disguised by the same design! The first 1000 people will get a 1 month free trial ...

Roomba I3+ Robot Vacuum Review: I3 vs I3+ vs I4+



The **Roomba I3** is in a lot of ways similar to the I6 - it has roughly the same airflow, uses the same extractors, has the same...

Let's look at what makes effective, SEO-friendly video content.



Shorter length

Shorter attention spans make shorter videos more effective, **specifically videos between 30 seconds and 2 minutes**, depending on social platform⁷. But longer content can be more effective if you have a more complex offering or topic, or a more emotional story to tell.

How can you best gauge ideal length?

Do a quick search using your SEO keywords for video content and note average video length by platform.



User-generated...but brand-led

User-generated content can be powerful and effective, but it comes with its own challenges. First, **brand advocates aren't marketers—they don't always know how to deliver a compelling brand story.** This can result in content that is off-brand in messaging, tone and context.

Second, **advocates can lack the ability to deliver high production value.** Videos can be too long, have poor audio or video quality, or feature problematic background noise or visual elements that require extensive editing to be useable.

Many brands try to solve this by simulating user content. The problem is viewers can usually tell a brand-produced video from a user-generated one. Consequently, these videos don't get the same traction as true user content.

If user-generated content comes with usability issues and simulating user content comes off as inauthentic, what's the solution?

The most effective approach enables users to create videos sharing their authentic stories - with production-level guidance and oversight from your brand. This both honors the voices of your customers and ensures their content adds value to your brand.



Encourages conversion

Good video content will encourage prospects to take action: **buy your product or engage with other users and brand advocates.**

While content engagement can influence your rankings indirectly, this best practice is more about making your videos more effective. That's because **72%** of customers prefer learning about a product or service through video content, and **84%** purchase an offering due to video content.⁸

Including a call-to-action in a brand-produced video is a standard practice, but this can feel inauthentic in user-generated content. **To increase conversion with user content, add surrounding site elements such as CTA buttons that encourage users to buy now, links to learn more, or quick forms to schedule a demo.**



New or recently uploaded

Search engines assume newer content is likely to be more relevant to a query. **That's why Google has a "Freshness" algorithm⁹ that prioritizes newer content** (and why some initially high-performing content can experience content decay - that is, dwindling traffic - over time)¹⁰. Pushing out regular content helps boost your rankings, keeping content from falling behind.

4 Strategies for More Effective Video SEO

Now we know the elements of SEO-worthy video. Let's look at four strategies to boost the impact of your video SEO results.

1. Perfect your metadata

Metadata is the first step in video SEO. This includes written information for every video such as title and description.

A broad-strokes strategy for creating metadata is to feature your identified SEO keywords. But this breaks down more specifically for each component of metadata:

- **Titles** – Frontload titles with SEO keywords and keep the titles themselves under 60 characters.
- **Descriptions** – While search engines don't index video descriptions, they will show up in search results. Include relevant and related keywords in your descriptions.

2. Include transcripts and captions

Transcripts and captions dramatically improve search rankings. Specifically, video transcripts can increase search traffic, and captions rank higher and are shown to increase engagement.¹¹ That's because a written version of everything discussed in your videos can be indexed by a search engine. **This allows your video to rank for multiple search terms, not just the keywords in your metadata.** Many content producers overlook this as an unnecessary additional step, but using a video engagement platform with built-in transcription can make it a seamless part of your video SEO strategy.

3. Facilitate social sharing and engagement

While social sharing doesn't impact video SEO directly, it signals to search engines that your content is useful, which does improve your rankings.¹² **Specifically, sharing video content on social media platforms helps you improve the visibility of your content, improve site traffic, and generate backlinks** - all things search engines account for when indexing your site.¹³

4. Generate volume

Creating a large volume of video content will improve your search performance and help you capitalize on long-tail search rankings. While this can seem like a costly undertaking, **using a video engagement platform is an economical way to create content at scale** (versus relying solely on expensive, high-production content). A video engagement platform democratizes video content creation, making it easy for customers, users, employees, experts, and fans to **easily create content, building your video library quickly and cost-effectively.**

Put Video SEO to Work

The ubiquity of text-based SEO makes it a crowded landscape. But video content paired with a video SEO strategy makes higher search rankings a real opportunity for early adopters.

If you're already creating video, employ best practices to ensure your video is SEO-worthy to make the most of your efforts. Just beginning your video content journey? Set the stage for success with tools and strategies included here to help you create impactful content and maximize your SEO results.

Video content is preferred by customers, consumers and search engines. So, whether video is a part of your marketing mix or an upcoming goal, don't miss this moment to take the lead with video SEO.

About StoryTap

Understanding Video SEO is the first step to getting started. Not there yet? No problem!

Continue learning by booking a demo with our team today!

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Sources:

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