Video Optimization

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SEO | WEB DESIGN | BRANDING | PHOTOGRAPHY | SOCIAL MEDIA

Who We Are

OUR BUSINESS
IS TO GET
YOUR BUSINESS
NOTICED

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Topics Covered

- Find The Right Keywords For Your Videos
- Where To Use Keywords (spoiler alert – everywhere!)
- Optimize Your YouTube Channel
- How To Optimize Videos
- Where To Share Your Videos

Some Video Facts

- Most people would rather watch TV than read a book.
- Did you know YouTube is the world's second-largest search engine?
- More than 1 billion unique users visit YouTube each month.
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth.
- 100 hours of video are uploaded to YouTube every minute.
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network.

Case Study

Our Inside The Chamber Video

- http://www.nctv17.com/insidethechamber/#anchor
- http://vimeo.com/110594979
- http://www.naperville.net/inside-the-chamber.html
- http://youtu.be/6A2yQLMtLvk

Facebook Video Case Study

11/07/2014 3:46 pm	We won the DynaCom Management, Inc Halloween Contest! And then we decided to share			227	70 19	Boost Post
11/06/2014 8:01 pm	Want feedback on your email signature file? We'll be reviewing some email signature files in our			62	2 0	Boost Post
11/05/2014 5:02 pm	"Know your consumer as well as you know yourself." ~ Co.Create			52	4 0	Boost Post
11/04/2014 5:05 pm	Email Signatures & Sandwiches			3		Boost Post
11/03/2014 11:14 am	In this episode of "Inside The Chamber" by The Naperville Area Chamber of Commerce, Bruce			1.2K	130 43	See Results
11/01/2014 1:35 pm	Inbound marketing puts your company's message on the path of someone who is in the frame of			32	0 0	Boost Post

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Our Video Example

French Lessons Naperville French Teacher Anne Cottez Jones

Video: http://youtu.be/ftnaU5e0xmQ

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Links To Video

Naperville French Lessons – NaperFrench.com

- YouTube Channel - https://www.youtube.com/channel/UCiUiQPw024TLlRIgIs5KDKQ
- YouTube Video - http://youtu.be/ftnaU5e0xmQ
- Facebook Video - https://www.facebook.com/video.php?v=1016457258379458

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Video Keywords

Keyword	Monthly Searches	Allintitle: Competitors	Add Town	Allintitle: Competitors
french lessons	110	125,000	french lessons Naperville	249
french classes	30	129,000	french classes Naperville	332
french school	30	327,000	french school Naperville	397
french teacher	20	131,000	french teacher Naperville	187
french tutor	20	99,900	french tutor Naperville	200
french language lessons	20	12,300	french language lessons Naperville	4
french class	20	105,000	french class Naperville	9
french lesson	20	81,000	french lesson Naperville	1
french tutoring	10	48,900	french tutoring Naperville	187
french tutors	10	74,600	french tutors Naperville	90
Keywords used for this video:				
french lessons Naperville				
Naperville IL french classes				
french school Naperville				
Naperville french teacher				
french tutor				
french language lessons in Naperville				
Bolingbrook french class				
french lesson Plainfield				
french tutoring Naperville				

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Keyword Research

- Collect up keywords on the Google Keyword Planner tool
- Export to Excel and sort by volume
- Check for keyword competitors in Google (allintitle: keyword)
- Define a list of 5-10 keywords, don’t forget to use locations for local results
- Use sortmylist.com to add commas between keywords

Where To Use Keywords

- Start with your script, use keywords while talking
- Rename video file to include keywords, especially in front
- Make sure keywords are in title, description and tags
- Use keywords in your YouTube channel title and description also
- Use keywords when you share your videos
- When adding a video to your website use keywords in the url, title and description on that page

YouTube Channel Optimization

- Use a keyword in your channel name and description
- Use a header and profile pic that is renamed with a hyphen between keywords like “French-language-lessons-Naperville.jpg”
- Add links to your website

Video Optimization

- Upload renamed video like “French-lessons-Naperville.mp4”
- Add a description using keywords, a call to action and website url
- Add up to 10 tags
- Use a call to action at the end of the video with contact info and what to do next
- If you have more than one video you may want to create a playlist

Video Transcription

- Start with using keywords in your script and they will be in your transcription.
- https://support.google.com/youtube/answer/2734796?p=add_captions&rd=1
- http://otranscribe.com/

Where To Share

- All social media profiles!
- LinkedIn profile and company page, add it to your website and share that webpage too
- On Facebook, upload the video directly— not a link to YouTube
- Design & Promote's Video submission service – We charge $100 to optimize and distribute your video to 25 video sites

Resources

- https://www.youtube.com/yt/playbook/optimization.html
- http://searchenginewatch.com/sew/how-to/2307785/5-youtube-video-optimization-tips
- http://www.designandpromote.com/seo-keyword-research-and-analysis/
- http://www.designandpromote.com/internet-marketing-chicago-5-ways-to-optimize-your-corporate-videos/
- http://newslatefilms.com/featured/top-35-video-submission-websites-upload-videos-2014/

Any Questions?

Design & Promote can help you search engine optimize your videos, add them to your website and get more views!

Next Seminars - http://designandpromote.eventbrite.com/

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