

Video & YouTube Optimization for SEO

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Authority Marketing

Web & Content Seminar for Search and Social



About Me

John Maher (@johndmaher)

- With McDougall Interactive for 10 years
- Musician
- Worked in radio at WEZE in Quincy
- I have 4 kids!



WHY VIDEO?



Why Video?


- Google likes video / blended results
- Less competition with video

how to tie a bow tie

Web Videos Images Shopping News More Search tools


About 16,900,000 results (0.36 seconds)

Images for how to tie a bow tie [Report images](#)




More images for how to tie a bow tie

How to tie a bow tie - YouTube

 www.youtube.com/watch?v=AEjF-MzzqaE
Aug 9, 2010 - Uploaded by charles french
Charles French of Total Image Menswear, LLC Follow me on Twitter @charlesfrench Find me on Facebook ...

How to Tie a Bow Tie | Men's Fashion - YouTube

 www.youtube.com/watch?v=wxKA9be_3Gk
Nov 15, 2013 - Uploaded by Howcast
Watch more Men's Fashion Guide videos:
<http://www.howcast.com/videos/514749-...> Learn how to tie a bow ...



Why Video?

- YouTube is the #2 Search Engine in the world
- Great for:
 - increasing brand awareness
 - building conversations around your brand
 - solving problems for your customers



Why Video?

- 90% of users say “seeing a video about a product is helpful in the decision process” (Internet Retailer)
- After a video is viewed, 64% are more likely to purchase that product (comscore 2013)
- 50% of users watch business related videos on YouTube once a week
- A third of all online activity is spent watching video



Why Video?

- Video humanizes you and your company
- People want to work with other people that they know, like, and trust
- 70% of communication is body language, 23% is voice tone and inflection (University of Pennsylvania Study)
- Tester on one of our law client's sites played the video and said "They seem so nice, and I can tell I'd be comfortable working with them".



Why Video?

- When trying to get PR, local TV wants to see that you are good on camera, and are both knowledgeable and personable.
- National TV wants to see that you've done local TV.



Why Video?



Why Video?



[Photo](#) by [IloveJB123](#) / [Creative Commons](#)

**You want to
be the
B2Bieber!!**



YOUTUBE vs SELF-HOSTING



YouTube vs Self-Hosting

YouTube

- Better visibility in organic search
- Visible across the YouTube platform
- Integration with Google+, Facebook and Twitter by default

Third-Party Hosting (Wistia)

- Better analytics, tracking and integration with marketing software e.g. Hubspot, Marketo
- More customizable video players and CTAs
- Ensure links and social shares point back to your site to drive traffic and improve overall site SEO



YouTube vs Self-Hosting

- In July, Google changed their “rich snippets” algorithm, which sharply reduced the number of video snippets showing in universal search results
- Google has “whitelisted” YouTube videos while removing snippets from most other sites, resulting in it being harder for sites to get self-hosted videos in search results.



YouTube vs Self-Hosting

“As of now, if you have an SEO strategy that doesn't include YouTube, you're doing it wrong.”

- **Phil Nottingham, Distilled
July 2014**



YouTube vs Self-Hosting

- **“In terms of owning Google SERP real estate, YouTube has just become one of the most powerful tools in any SEOs arsenal.”**
- **“For any popular search topic where you're trying to cement your brand as a key player, you should be using YouTube as part of your marketing mix.”**



- **Phil Nottingham, Distilled**



Does this video make sense if viewed outside of the context of a page on your website?

No →

Yes ↓

Is this video valuable or entertaining for an audience unfamiliar with your brand?

No →

Yes ↓

Is distribution of this video to as wide an audience as possible more important than acquiring traffic to your website?

No →

Yes ↓



Secure hosting solution e.g.

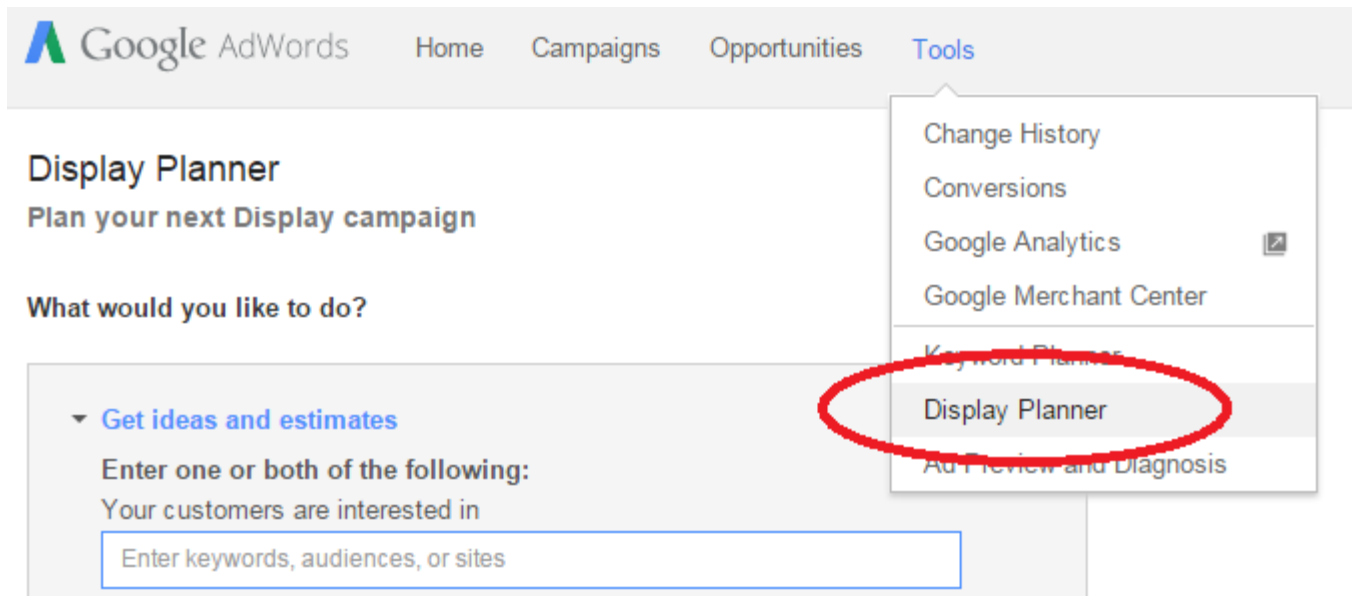


PROCESS FOR YOUTUBE



Process for YouTube

- Upload to YouTube
- Use keywords in the Title
 - Keyword Research using Adwords Display Planner



The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with the Google AdWords logo and links for Home, Campaigns, Opportunities, and Tools. Below the navigation bar, the main heading is "Display Planner" with the sub-heading "Plan your next Display campaign". Underneath, it asks "What would you like to do?". A dropdown menu is open under "Get ideas and estimates", showing options: "Enter one or both of the following:", "Your customers are interested in", and a text input field "Enter keywords, audiences, or sites". The "Tools" menu is also open, showing options: "Change History", "Conversions", "Google Analytics", "Google Merchant Center", "Keyword Planner", "Display Planner" (highlighted with a red circle), and "Ad Review and Diagnosis".



Process for YouTube

- Adwords Display Planner

▼ **Get ideas and estimates**

Enter one or both of the following:

Your customers are interested in

mortgages × home equity loans ×

Your landing page

www.website.com

Campaign targeting

United States

English

Campaign type

Direct response

Get ad group ideas Get placement ideas



Process for YouTube

- Adwords Display Planner

Display Planner
Add ideas to your plan

Your customers are interested in
mortgages x home equity loans x

Your landing page
www.website.com Get ideas

Campaign Targeting

- United States
- English
- Ad Scheduling
- No campaign exclusions
- Device preferences

Filters

- Ad formats and sizes
Video

Ad group ideas: **Individual targeting ideas**

Available network inventory: ON ↓

Keywords Interests Topics Placements Demographics Remarketing

Add all (102)

Keyword	Relevance ?	Hist. CPC ?	Cookies / wk ?	Impr. / wk
is a home equity loan a mortgage	██████████	--	0 – 1K	5K – 10K »
home equity loans	██████████	\$0.00 – \$1.00	350K – 400K	5M – 10M »
home equity loans rates	██████████	\$0.00 – \$1.00	250K – 300K	3M – 3.5M »
home equity loan mortgage calculator	██████████	--	1.5K – 2K	5K – 10K »
home equity loan calculator	██████████	\$0.00 – \$1.00	250K – 300K	3.5M – 4M »
online home equity loans	██████████	\$0.00 – \$1.00	50K – 100K	250K – 300K »



Process

Description

- Write a summary of the video
- Use <http://www.yoursite.com> URL format to link to your site in the Description
- Put the URL near the beginning so it appears without having to click “show more”)



Process

Transcript

- Upload the transcript to the closed captions
- Post the transcript to your blog

(This is NOT duplicate content, because the closed captions are in a different format and serve a different purpose than website text)



YOUTUBE CLOSED CAPTIONS



YouTube Closed Captions

- Good for users with sound turned off
- Good for the hearing impaired
- Indexed by Google as the text version of what is being said in the video



YouTube Closed Captions

- Automatic Closed Captions are not indexed by Google...



YouTube Closed Captions

- Automatic Closed Captions
are not indexed by Google...

...because Google knows they suck!



YouTube Closed Captions

- Automatic Closed Captions...



YouTube Closed Captions

- Automatic Closed Captions...



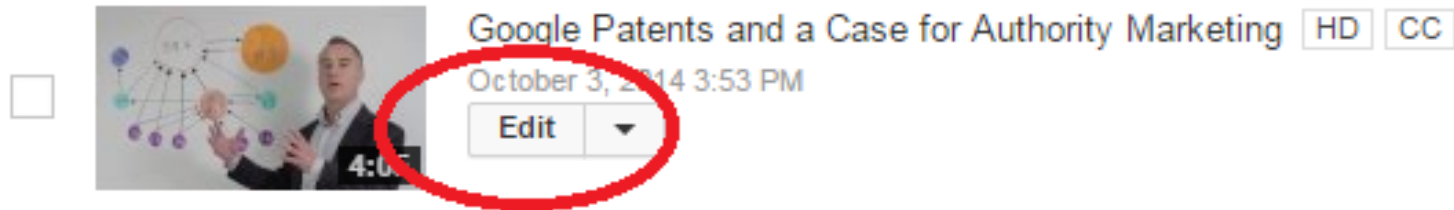
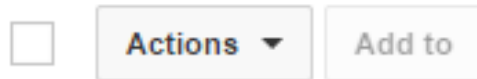
YouTube Closed Captions

- Automatic Closed Captions...



YouTube Closed Captions

- Editing the Closed Captions
 - Creator Studio / Video Manager
 - Click “Edit” on your video



YouTube Closed Captions

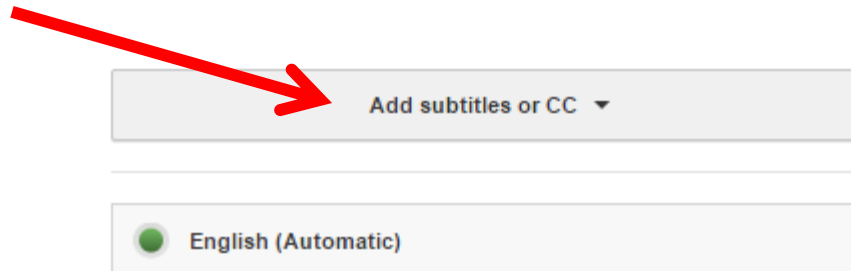
- Editing the Closed Captions
 - Click “Subtitles and CC”

The screenshot shows the YouTube video editor interface. At the top, there are several tabs: 'Info and Settings', 'Enhancements', 'Audio', 'Annotations', and 'Subtitles and CC'. The 'Subtitles and CC' tab is highlighted with a red circle. Below the tabs, the video title 'Google Patents and a Case for Authority Marketing' is displayed, along with 'Cancel' and 'Save changes' buttons. The video player shows a man pointing at a whiteboard with a network diagram. The diagram consists of several nodes (circles) connected by arrows. The nodes are labeled with numbers: 38.4, 34.3, 3.9, 1.6, 1.6, 1.6, 1.6, and 1.6. The video player has a play button in the center. To the right of the video player, there is a 'VIDEO INFORMATION' section with the following details: Channel: Authority Marketing, Uploaded time: October 3, 2014 3:53 PM, Duration: 4:05, Raw file: authority-marketing-pagerank.mp4, Views: 27, Likes: 0, Dislikes: 0, Comments: 0, and Video URL: <http://youtu.be/tGLCUDH9HHw>. Below the video player, there are tabs for 'Basic info' and 'Advanced settings'. The 'Basic info' tab is selected, and it shows the video title 'Google Patents and a Case for Authority Marketing' and the privacy setting 'Public'.



YouTube Closed Captions

- Editing the Closed Captions
 - Click “Add subtitles or CC”
 - Choose to add an “English” subtitle



YouTube Closed Captions

- Editing the Closed Captions
 - Select your method

← English

SELECT METHOD

Choose how you want to add subtitles or closed captions to this video:

Upload a file ?

Transcribe and set timings ?

Create new subtitles or CC ?

Upload a text transcript or timed subtitles file.

Type or paste in a full transcript of the video and subtitle timings will be set automatically. *

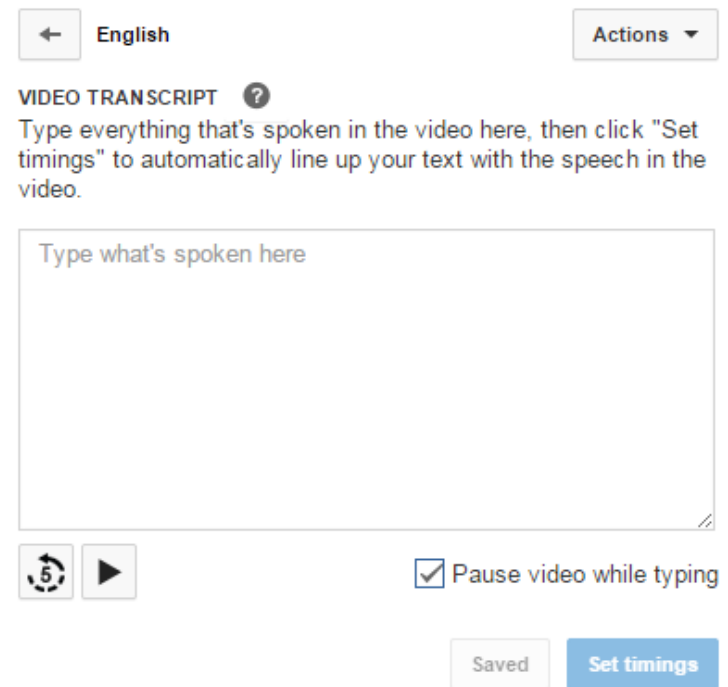
Create subtitles and closed captions by typing them in as you watch the video.

* Easiest option for short videos



YouTube Closed Captions

- Editing the Closed Captions
 - Type in the transcription (video automatically pauses while you type)
 - Click “Set timings”

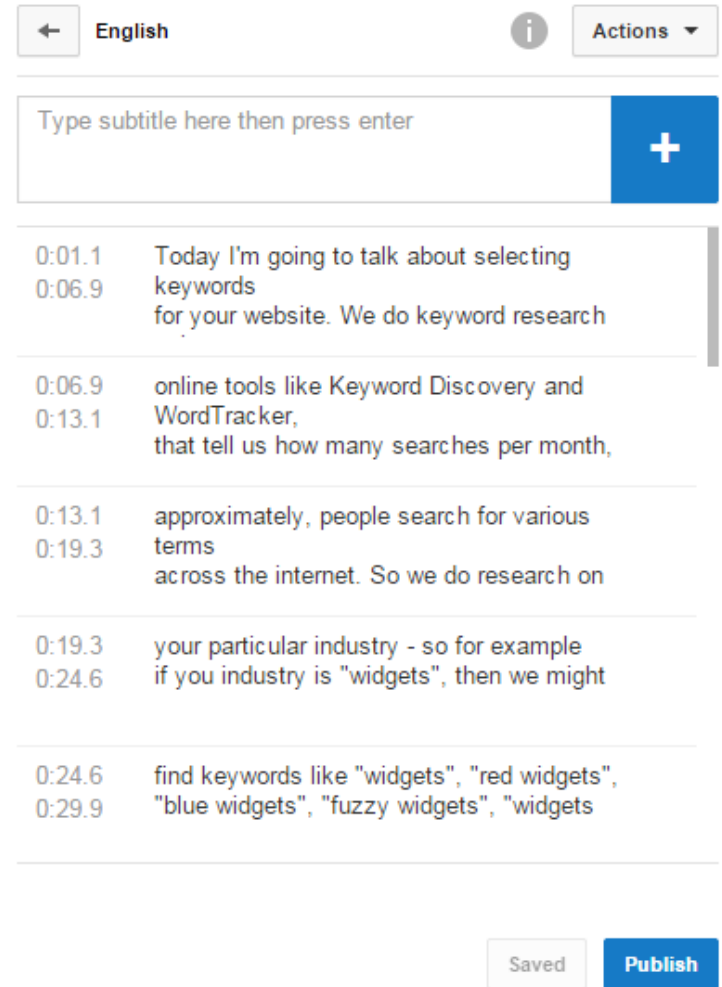


The screenshot shows the YouTube Closed Captions editing interface. At the top left, there is a language selector with a left arrow and the text "English". To the right is an "Actions" dropdown menu. Below this is the "VIDEO TRANSCRIPT" section, which includes a help icon and the instruction: "Type everything that's spoken in the video here, then click 'Set timings' to automatically line up your text with the speech in the video." A large text input area is provided with the placeholder text "Type what's spoken here". At the bottom left, there are two icons: a refresh icon with the number "5" and a play button icon. To the right of these icons is a checkbox labeled "Pause video while typing", which is currently checked. At the bottom right, there are two buttons: a "Saved" button and a blue "Set timings" button.



YouTube Closed Captions

- Google takes a minute to match the transcription to the audio
- Make any changes to the transcription or timings
- Click “Publish” to add the Closed Caption



The screenshot shows the YouTube Closed Captions editor interface. At the top, there is a language selector set to "English" and an "Actions" dropdown menu. Below this is a text input field with the placeholder "Type subtitle here then press enter" and a blue "+" button. The main area displays a list of captions with their start and end times and the corresponding text. The captions are:

0:01.1	0:06.9	Today I'm going to talk about selecting keywords for your website. We do keyword research
0:06.9	0:13.1	online tools like Keyword Discovery and WordTracker, that tell us how many searches per month,
0:13.1	0:19.3	approximately, people search for various terms across the internet. So we do research on
0:19.3	0:24.6	your particular industry - so for example if you industry is "widgets", then we might
0:24.6	0:29.9	find keywords like "widgets", "red widgets", "blue widgets", "fuzzy widgets", "widgets

At the bottom right, there are two buttons: "Saved" and "Publish".



Post To Your Site

- Heading with video name
- Summary / Intro / Description above the video
- Embedded Video
- Transcript under the video (okay to use same transcript as closed captions)
- Create and submit a Video XML Sitemap to Google



Takeaways

- YouTube is the #2 search engine in the world
- Video humanizes you for potential clients
- Video is the first step to local & national TV
- It's harder than ever to get listed in Google search with 3rd party hosted video
- If traffic to your site matters most, or your content only makes sense in the context of your site, use Wistia for hosting your video files
- Go fix your closed captions today!



Resources

- [Creating Video Sitemaps for Each Video Hosting Platform](#) (Phil Nottingham, distilled)
 - <http://bit.ly/14ziTjR>
- Yoast [Video SEO for WordPress](#) plugin

