



Innovative Search Engine Marketing for Superior Companies...

Search Engine **STRATEGIES** **CONFERENCE & EXPO.**

Video Search Optimization



Presented by Gregory Markel & Infuse Creative, LLC
03.20.08



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Video Search Optimization: Video Search Popularity

Building the case for Video Optimization:

Why is Video Search Important?

Its popular, brand effective, and oh, FREE!...There is NO cost per click, and...



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Video Search Optimization: Popularity of Video Continues...



Table 1: Demographics of internet users who have ever visited video-sharing websites			
	Dec. 2006	Dec. 2007	% change from the previous year
Total internet users	33%	48%	Increased 45%
Men	40	53	Increased 33%
Women	27	43	Increased 59%
Age 18-29	55	70	Increased 27%
Age 30-49	35	51	Increased 46%
Age 50-64	19	30	Increased 58%
Age 65+	11	16	Increased 45%
Did not graduate from high school	29	39	Increased 34%
High school graduate	28	38	Increased 36%
Some college	36	54	Increased 50%
College graduate or more	37	54	Increased 46%
Live in households earning less than \$30,000	32	43	Increased 34%
\$30,000-\$49,999	33	41	Increased 24%
\$50,000-\$74,999	28	53	Increased 89%
\$75,000 or more	42	60	Increased 43%
Whites	31	45	Increased 45%
African-Americans	41	46	Increased 12%
English-speaking Latinos*	42	55	Increased 31%

Source: Pew Internet & American Life Project October 24-Dec. 2, 2007 survey of 1,572 internet users. Margin of error is $\pm 3\%$ for internet users. + This survey was only conducted in English.

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Video Search Optimization: Viewer Demo Breakdown



Table 2: Demographics of internet users who use video-sharing sites on a typical day

	Dec. 2006 % who used video site "yesterday"	Dec. 2007 % who used video site "yesterday"	% change from the previous year
Total internet users	8%	15%	Increased 86%
Men	11	20	Increased 82%
Women	5	11	Increased 120%
Age 18-29	15	30	Increased 100%
Age 30-49	7	14	Increased 100%
Age 50-64	6	7	Increased 17%
Age 65+	4	4	Increased 0%
Did not graduate from high school	7	15	Increased 114%
High school graduate	5	13	Increased 160%
Some college	10	17	Increased 70%
College graduate or more	9	16	Increased 78%
Live in households earning less than \$30,000	8	16	Increased 100%
\$30,000-\$49,999	7	13	Increased 86%
\$50,000-\$74,999	9	17	Increased 89%
\$75,000 or more	13	18	Increased 38%
Whites	7	14	Increased 100%
African-Americans	10	15	Increased 50%
English-speaking Latinos*	14	18	Increased 29%

Source: Pew Internet & American Life Project October 24-Dec. 2, 2007 survey of 1,572 internet users.
Margin of error is ±3% for internet users.



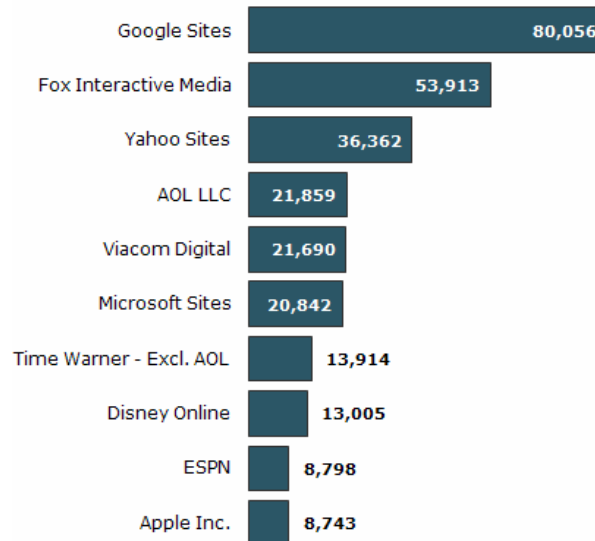
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Video Search Optimization: Comscore Top 10 Video Sites

Top 10 US Online Video Properties by Unique Viewers (000) January 2008



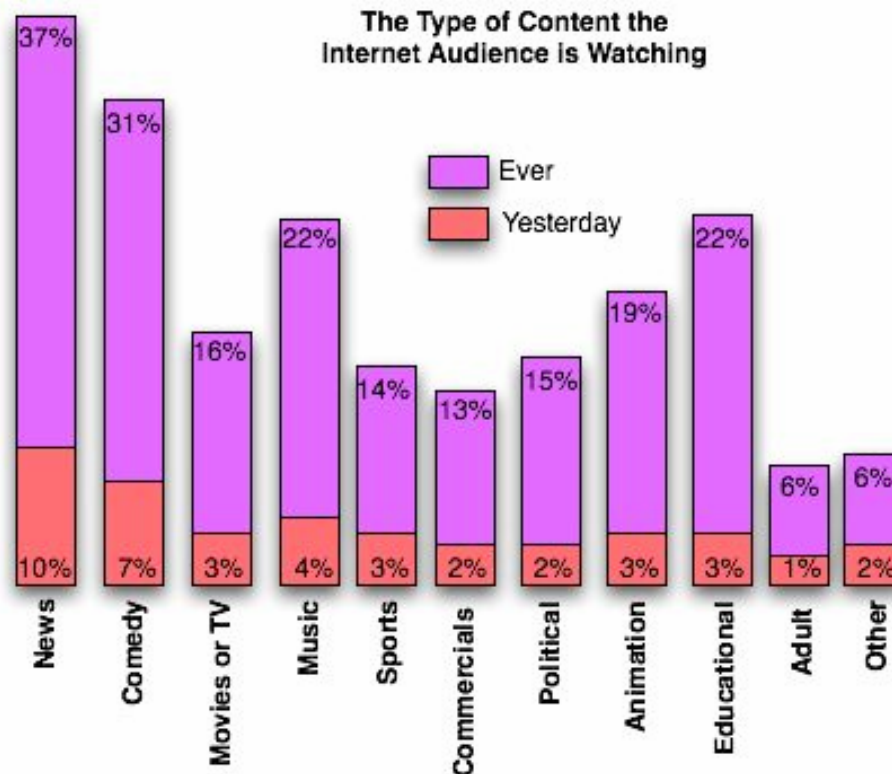


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Video Search Optimization: What Are We Watching?



Source: Pew Internet & American Life Project Feb.-March 2007



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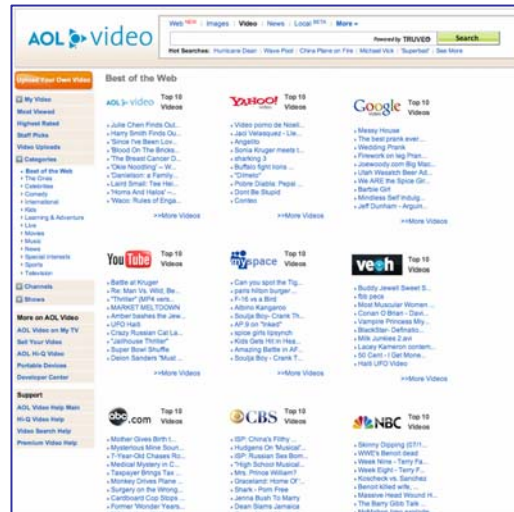


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Video Search Optimization: Popularity Can Influence Strategy

FYI, AOL Video publishes a daily list of 21 video search engine's most popular content. You can also order by "Today, This Week, This Month and All Time."

<http://video.aol.com/video-category/best-of-the-web/2552>



Marketing Tip!

Knowing what type of content is most popular can strategically aid the shaping of your video based marketing plan.











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Video Search Optimization: 'Keyword 'video' search queries are more popular than 'global warming,' 'god,' and 'war'

<u>Query</u> ?	<u>Searches</u> ?
video	652,473  
global warming	166,785  
god	136,771  
war	122,373  

Source: Keyworddiscovery.com March 2008

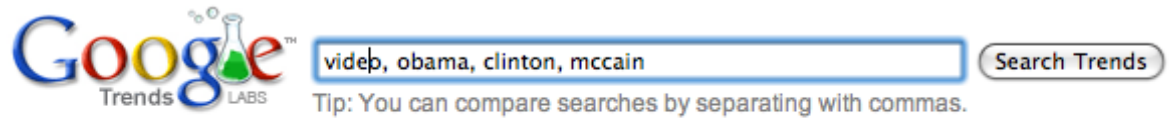


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Video Search Optimization: Google 'video' keyword search queries are more popular than 'obama,' 'clinton,' and 'mccain.'



Trend history

● video ● obama ● clinton ● mccain



Source: Google Trends March 2008: <http://www.google.com/trends>



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Video Search Optimization: Popular 'video' related keywords

Query	Searches
video	652,473
videos	488,931
funny videos	431,016
	196,681
	191,487
music videos	184,422
video games	163,007
	148,679
	113,235
	106,657
google video	91,091
ipod video	79,791
	72,581

Source: Keyworddiscovery.com March 2008 Adult terms hidden.



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Video Search Optimization: Another Reason For Video

VIDEO IS INFLUENCING REGULAR SEARCH RESULTS VIA GOOGLE'S UNIVERSAL SEARCH RESULTS: We're seeing more and more video based results in the major search engines regular search result sets for a wide range of keyphrase searches.

Example: Keyphrase "corvette video" on Google.com does not return a single car manufacturer site but DOES return multiple video results.



Web [Video](#)

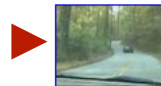
[Chevrolet Corvette Videos on Inside Line](#)

Get the latest Chevrolet **Corvette** Videos at the Inside Line Auto **Video** Gallery where you'll find clips of First-Drives, Comparison Tests, and New Models on ...
www.edmunds.com/insideline/do/VideosMakeModelIndex/make=Chevrolet/model=Corvette-47k - [Cached](#) - [Similar pages](#)



[Comaro vs. Corvette Video](#)

Comaro vs. **Corvette** at the street - drifting challenge.
www.metacafe.com/watch/79546/comaro_vs_corvette/



[Corvette Accident Video](#)

The idiot in the **video** can't drive. A new 2006 Z06 **Corvette** was test driven by Jan Mangussen at the Nuremburg Circuit and the only ...
www.metacafe.com/watch/75941/corvette_accident/



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Video Search Optimization: Another Reason For Video


BRAND REPUTATION MANAGEMENT: Negative content problem on the search engines plaguing you? Video content can be utilized to displace or push down negative content, as Britney Spears is relived to find out below...




Google Search [Advanced Search](#) [Preferences](#)

Web News Video Images Music

News results for **britney spears**

 [The plan to save Britney Spears' fortune](#) - Mar 18, 2008
By Courtney Hazlett There's some belt-tightening going on in the Britney Spears camp, but it's not because Spears is going broke or was recently told to pay ...
[MSNBC - 376 related articles >](#)


 [Britney Spears former manager challenges commissioner ruling](#) - NME.com - 183 related articles >
[Britney Spears bombarded Adnan Ghalib with text, says his lover](#) - Melbourne Herald Sun - 61 related articles >

Britney Spears - The Official Site
The official site. Features a photo gallery, tour information, and news about Britney.
[www.britneyspears.com/](#) - 3k - [Cached](#) - [Similar pages](#)

Britney Spears - Wikipedia, the free encyclopedia
Britney Jean Spears (born December 2, 1981) is an American singer, dancer, songwriter, actress and author. She has sold over 83 million records worldwide ...
[en.wikipedia.org/wiki/Britney_Spears](#) - 220k - [Cached](#) - [Similar pages](#)

Britney Spears | Blackout Magazine - Britney.Com - Jive Records
Britney Spears Official Site. Listen to the new album and watch her videos. It's Britney.com.
[www.britney.com/](#) - 33k - [Cached](#) - [Similar pages](#)

Posts from the Britney Spears Category at TMZ.com - Entertainment ...
The UCLA psych hospital where Britney Spears spent a 5150 stint earlier this year is now officially a cellphone- and laptop-free zone, after patient photos ...
[www.t TMZ.com/category/britney-spears/](#) - 97k - [Cached](#) - [Similar pages](#)

 **Britney Spears - Piece of Me (POM) [OFFICIAL MUSIC VIDEO]**
[http://www.britney.com](#) [http://www.myspace.com/britneyspears](#) ...
3 min 9 sec - ★★★★★
[www.youtube.com/watch?v=89oS4SN4mNg](#)



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Video Search Optimization: Video Search Popularity

Building the case for Video Optimization...

OK, OK! WE GET IT! SO HOW DO WE OPTIMIZE?





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Video Search Optimization: Video Engine/Optimization Types



There are three common approaches to video search engine/optimization types:

- 1. Video File Metadata and page optimization**
(Your video is found on your site by crawlers like trueveo.com)
- 2. Upload Optimization**
(Most common now. YouTube, Yahoo, AOL, etc.)
- 3. RSS Optimization**
(Yahoo, Blinkx, etc.)

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Video Search Optimization: Video on your site

Metadata meets traditional SEO

- **Video Search Engine Types: Crawler Based:** A small number of video search engines actively crawl the web looking for video content on your website and will use Metadata and traditional surrounding page elements to weight for relevancy.

Optimization Tips: Make sure your video has target keyword infused METADATA added during the video encoding process, i.e., Title, Description/Clip Info/Keywords, etc., and is featured on its own focused page if possible with relevant surrounding text and properly embedded/linked within your site and video site map. (Tip: Most sites are presenting only Flash video these days. To offer the engines higher quality video include mov, avi, .wmv etc. This will make mobile users happy as well.)

Example: Video encoder allowing metadata insertion pictured below, Windows Media Encoder



<http://www.microsoft.com/windows/windowsmedia/forpros/encoder/default.aspx>

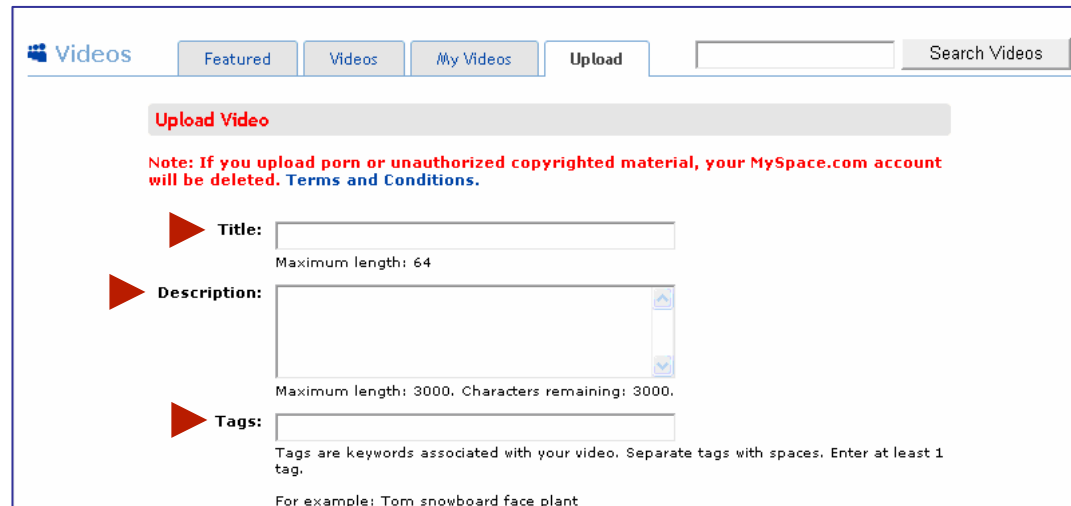
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Video Search Optimization: Upload Optimization

- **Video Search Engine Types: Upload:** These types of Video Search Engines require that you upload your .mov, .avi, .wmv, flv etc, video source file. Example: Myspace.com, AOL video, YouTube, Yahoo, and many others.

Optimization Tips: Keyword infused Titles, Descriptions, Tags(Keywords), and categories are important. Keyword prominence in each is important for ranking and click thru rates. Analyze competition's approach



The screenshot shows the 'Upload Video' form on the MySpace.com website. At the top, there are navigation tabs for 'Videos', 'Featured', 'Videos', 'My Videos', and 'Upload'. A search bar labeled 'Search Videos' is located to the right of the 'Upload' tab. Below the navigation is a red warning message: 'Note: If you upload porn or unauthorized copyrighted material, your MySpace.com account will be deleted. Terms and Conditions.' The form contains three main input fields, each preceded by a red play button icon: 1. 'Title:' with a text input field and a note 'Maximum length: 64'. 2. 'Description:' with a larger text area and a note 'Maximum length: 3000. Characters remaining: 3000.'. 3. 'Tags:' with a text input field and a note 'Tags are keywords associated with your video. Separate tags with spaces. Enter at least 1 tag. For example: Tom snowboard face plant'.





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Video Search Optimization: Add Social/Viral Boost

- **Adding Boost To Your Uploaded Videos:** Social Tagging Tools, Ratings, Comments, Honors, Favorites, Embedding, and Linking



Rate this video: ★★★★★
111 ratings

Save to Favorites | Share Video | Flag as Inappropriate
Add to Groups | Post Video

Views: 25,032 | Comments: 265 | Favorited: 157 times

Honors: 3 | Links: 5

Sites Linking to This Video:
 660 clicks from <http://www.holymoly.co.uk/>
 241 clicks from <http://www.unrealmusic.com/forum/index.php/topic,75...>
 139 clicks from <http://www.lacocletera.com/mujeresforzudas>
 100 clicks from <http://dabble.com/node/17151843>
 71 clicks from <http://www.lacocletera.com/mujeresforzudas/post/2007...>

Honors for This Video:
 #1 - Recently Featured
 #1 - Recently Featured - Sports
 #7 - Watch on Mobile

Close

Comments & Responses [Post a video response](#)
[Post a text comment](#)

Most Recent ... 1 2 3 4 5 6 7 8 ... Oldest

[arnasandtonyprod](#) (13 seconds ago)
 what a babe [\(Reply\)](#) [\(Spam\)](#)

[jennamarvs](#) (31 seconds ago)
 relaxing to hear [\(Reply\)](#) [\(Spam\)](#)

YouTube

TOXIC UKULELE

« return to the list 23 fav. | 4308 views | 17 com. | 34 votes ★★★★★

add to favorites | share this video
 add to blog | add to playlist
 this video may offend | spread this video

You are a first vid

DailyMotion



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Video Search Optimization: RSS/Media RSS

- **Video Search Engine Types: RSS/Media RSS:** This approach requires that you submit your content via an .xml enclosure. An option at Yahoo Video, for example.

<http://search.yahoo.com/mrss/submit>

YAHOO! SEARCH

[Yahoo! - Search Home - Help](#)

Yahoo! Search: Submit Your Media RSS Feed

Enter the full URL, including the http:// prefix (for example, <http://www.yahoo.com/mymedia.xml>) of the RSS feed (either with Media RSS or RSS 2.0 enclosures) you would like to submit to [Yahoo! Search](#). Dead feeds will be automatically detected and removed on an ongoing basis. For additional information about Media RSS feeds, see the [Media RSS specification](#). Your RSS feed will be crawled soon. After your feed is crawled, please expect a delay before your content will appear in Yahoo! Video Search, Image Search, Audio Search and other Yahoo! Search results.

Enter your URL of your RSS feed:

Enter your email address (optional):

Enter the URL of your website (optional):

Enter your company name (optional):



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Video Search Optimization: RSS/Media RSS File Example

```
- <rss version="2.0">
- <channel>
  <link>http://www.tenaciousdmovie.com/</link>
  <title>
    Official Tenacious D: The Pick of Destiny Site New Movie Trailers: Jack Black, Kyle Gass, Satan and Liam Lynch
  </title>
  <description>
    Tenacious D: The Pick of Destiny upcoming new movie trailers with Jack Black, Kyle Gass, Satan and Liam Lynch. Watch the latest Apple Quicktime movie trailers from the great
  </description>
  <media:keywords>
    movie trailers, trailer, new movies, jack black, kyle gass, satan, liam lynch, ipod, clips
  </media:keywords>
  <language>en-us</language>
  <media:rating scheme="urn:mpaa">r</media:rating>
  <media:copyright url="http://www.newline.com/termsfuse/index.html">
    2006 New Line Productions, Inc. All rights reserved.
  </media:copyright>
  <media:category scheme="http://search.yahoo.com/mrss/category_schema" label="Tenacious D: The Pick of Destiny">movies/Tenacious D: The Pick of Destiny</media:category>
  <media:category scheme="http://dmoz.org" label="Tenacious D: The Pick of Destiny">
    Arts/Movies/Titles/T/Tenacious_D:_The_Pick_of_Destiny
  </media:category>
  <media:credit role="actor" scheme="urn:ebu">Jack Black</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Kyle Gass</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Meat Loaf</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Dave Grohl</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Amy Poehler</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Ronnie James Dio</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Colin Hanks</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Ben Stiller</media:credit>
  <media:credit role="actor" scheme="urn:ebu">David Krumholtz</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Tim Robbins</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Cynthia Ettinger</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Fred Armisen</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Neil Hamburger</media:credit>
  <media:credit role="actor" scheme="urn:ebu">David Koehn</media:credit>
  <media:credit role="actor" scheme="urn:ebu">Doug Stewart</media:credit>
```

OPTIMIZATION TIPS: Keyword infused Title, Description, and Keywords and keyword prominence are VERY important!

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Video Search Optimization: Submission and View Tracking

Universal Upload Tool Suggestion: TubeMogul.com



- One stop upload to 12 video search engines
- Track individual and aggregate views
- Track comments & ratings
- Offers agency level tracking and keyword intelligence options
- Submitting to engines beyond YouTube is important...we have seen larger numbers elsewhere in some cases/content types

DISTRIBUTE VIDEOS TO MULTIPLE SITES

One Upload

READ MORE

SIGN UP

The graphic illustrates the concept of distributing a single video upload to multiple sites. It features a central video player with a woman's face and the word 'wallstrip' on the left. A large green arrow points upwards from the text 'One Upload' below the video. From the right side of the video player, several grey arrows point outwards to various circular icons representing different video hosting sites. At the bottom right, there are two buttons: a black 'READ MORE' button and a green 'SIGN UP' button.

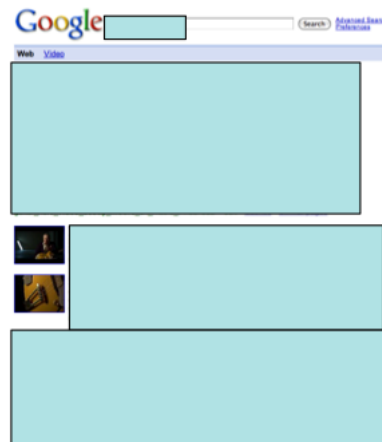


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Video Search Optimization: Submit beyond YouTube

- This client controls 60% of Google's first page for a target keyphrase via video search engine page results...this is only possible via submission to multiple video search engines...fantastic branding for free...





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Video Search Optimization: Can you “own” YouTube?



The million dollar (Literally) question that everyone asks...so...

“Can YouTube video popularity and search results be manipulated?”

Yes, currently, quite easily.

However, this IS NOT suggested as it is outside of best practices and can get you banned...we mention it here only to let you know your competition may be cheating.

So, let’s take a look instead at some advanced best practices options...



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Video Search Optimization: YouTube Optimization

Techniques
Create a “video response” to popular videos that are related to your video content in some way and include audio and visual call to action to visit your video...these will appear in close proximity to popular content...

Iraq war veterans accuse US military of coverups - 16 Mar



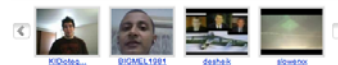
Share Favorite Add to Playlists Flag

Rate: ★★★★★ Views: 8,372

170 ratings
Comments: 120 Favorited: 98 times Honors: 2 Links: 5

Comments & Responses

Video Responses (view all 4 responses) Post a Video Response





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Video Search Optimization: YouTube Optimization

Lead with an active URL in your description...they're clickable! Why lead with it? Because descriptions are truncated...



Britney Spears - Gimme More [OFFICIAL MUSIC VIDEO]



Share Favorite Add to Playlists Flag

Rate: ★★★★★ Views: 26,646,081
69129 ratings

Comments: 82,849 Favorited: 81,874 times Honors: 6 Links: 5

Recent Ratings: ★★★★★
music...

Britney Spears Ringtones!
Yes-Ringtones.com Ads by Gooodcode

Advertisement

Speed Easter with Schmaffil Bunny Club here to BritneyTV

From: BritneyTV
Joined: 1 year ago
Videos: 24

Subscribe

About This Video
<http://www.britney.com>
Britney Spears Gimme More... (more)
Added: October 05, 2007

Embed
Embedding disabled by request



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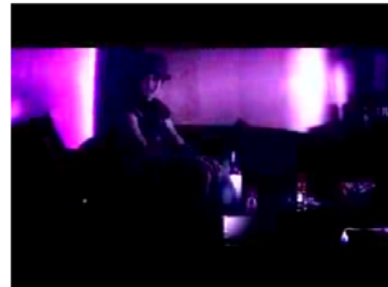
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Video Search Optimization: YouTube Optimization

Techniques
Add comments on popular videos that include a coded URL call to action...i.e., "Like football? Check out YouTube (dot) com (slash) user (slash) footballfun"



Britney Spears - Gimme More [OFFICIAL MUSIC VIDEO]



Share Favorite Add to Playlists Flag
Rate: ★★★★★ 69130 ratings
Views: 26,646,081
Comments: 82,850 Favorited: 81,875 times Honors: 6 Links: 5
Recent Ratings: ★★★★★

Comments & Responses

obyektiv81 (8 seconds ago)
Emir Kusturica, bosnian muslim filmmaker said: "My father was an atheist and he always described himself as a Serb. OK, maybe we were Muslim for 250 years, but we were Orthodox before that and deep down we were always Serbs, religion cannot change that. We only became Muslims to survive the Turks."



From: BritneyTV
Joined: 1 year ago
Videos: 24
Subscribe
About This Video
http://www.britney.com
Britney Spears Gimme More... (more)
Added: October 05, 2007
Embed
Embedding disabled by request

More From: BritneyTV

- Britney Spears - Toxic [OFFICIAL MUSIC VIDEO]
- Britney Spears - Lucky [OFFICIAL MUSIC VIDEO]
- Britney Spears - I'm Not A Girl [OFFICIAL MUSIC VIDEO]



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Video Search Optimization: YouTube Optimization

Technique: Create a video related to popular content in hopes of it showing up as a “related video” within the popular video’s page.



▼ Related Videos Display:

-  [Iconic GTR Corvette Diablo - Fast Lane Daily - 12Mar08](#)
04:58 From: [FastLaneDaily](#)
Views: 9,168
-  [Aston Martin Pontiac G8 GXP - Fast Lane Daily - 22Feb08](#)
04:23 From: [FastLaneDaily](#)
Views: 63,263
-  [Infiniti FX50 Koenigsegg CCXR - Fast Lane Daily - 06Mar08](#)
04:19 From: [FastLaneDaily](#)
Views: 54,821
-  [Atom 500 Saleen Scirocco GT-R - Fast Lane Daily - 29Feb08](#)
06:09 From: [FastLaneDaily](#)
Views: 30,154
-  [Hennessey Viper Iron Man R8 GT-R - Fast Lane Daily - 11Mar08](#)
05:29 From: [FastLaneDaily](#)



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Video Search Optimization: YouTube Optimization

There is a **REALLY** advanced option ;)...Have \$500K-
\$2MIL?

Buy a YouTube Brand Channel...instant popularity!





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Video Search Optimization: Additional Video Optimization Tips



- **Watermark/brand each frame** of your corporate video content to gain branding benefit and include call to action. The first frame of the video should be brand reinforcing to pick up static image brand views. The final frame of the video should have a “visit our site” call to action or “send to a friend” prompt, etc..
- **YouTube Thumbnail Image Tip:** To control the thumbnail image associated with your video you will have to make sure that the frame in the exact middle of your clip is an image you want to use.
- **Using paid search** to drive visits hence popularity hence ranking to video pages is an option



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Video Search Optimization: Partial Video Search Engines List



<ul style="list-style-type: none"> • Yahoo Video • YouTube.com • AOL Video • Google Video • Singingfish.com • Truveo • MSN/Soap Box/Windows Live Video • Lulu.tv • Daily Motion • Grouper • Myspace • vSocial • Cast TV • Dabble.com • Blip.tv • Veoh • Fligz • Flurl • Guba • Revver • Guba • Vimeo 	<ul style="list-style-type: none"> • Go Fish • Eyspot • OpenVlog • ManiaTV • Sharkle • Vimeo • Ifilm • Brightcove • Clipshack • Flunkiest • Imeem • iklipz • Putfile • Sharkle • Clipshack • Crowdrules • Metacafe • TVGuide • Cruxy • eVideo Share • Eyesport • JibJab • livevideo 	<ul style="list-style-type: none"> • Blinkx.tv • YouTube.com • AOL Video • SearchVideo.com • Purevideo.com • Clipblast.com • Tveyes.com • Podzinger.com • Flurl.com • altavista.com • Livevideo.com • Searchforvideo.com • Stupidvideos.com • Break.com • Pixsy.com • VideoEgg • Jumpcut • Funny or Die • Motionbox • Stickam • Sumo.tv
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

MARKETING TIP!

The important take away here, is that you'll see differing view numbers for differing content from engine to engine...we see larger view numbers on lesser known engines fairly often and therefore do not rely on the 'YouTube's' of the world only for submission...

We've seen vSocial beat YouTube/Myspace view numbers for example...



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Video Search Optimization: Resources



- **Google Video Optimization Tips:**

<http://video.google.com/support/bin/answer.py?answer=26574&topic=8693>

- **YouTube Video Optimization Tips:** http://www.youtube.com/t/howto_makevideo

- **Blinkx Video Optimization Tips:** <http://www.seowiki.blinkx.com>
and White Paper: <http://us-store.blinkx.com/images/docs/seo.pdf>

- **Helpful Video Search Engines Listing:**

http://www.lightreading.com/document.asp?doc_id=112147

- **Helpful Video Sharing/Marketing Articles:**

http://www.masternewmedia.org/news/2007/01/25/video_search_engines_and_online.htm

http://www.masternewmedia.org/news/2006/10/20/video_marketing_online_how_to.htm

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<http://www.commoncraft.com/bookmarking-plain-english>



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