

UPDATED
Closed Captions & Inbound Marketing

SEARCH ENGINE

OPTIMIZATION

FOR You  Tube

videos

With updated information on Closed Captions and Auto Transcriptions
and using video for Inbound Marketing

Provided courtesy of:



www.imagemediapartners.com

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This eBook has been updated from earlier eBooks published by Image Media Partners. This eBook updates stylistic and format changes made by YouTube that affect SEO practices for YouTube. This eBook also incorporates new capabilities related to closed captioning, auto transcription capabilities and the ability of YouTube and Google to search and index these transcripts. This eBook also integrates the concepts and principles of inbound marketing as they apply to SEO and online video.

Introduction to Search Engine Optimization (SEO) for YouTube

Search Engine Optimization (SEO) for your video is just as important as SEO for your website. With the advances in YouTube's auto transcription services and closed captioning it is even easier, and thus more important, to optimize your videos. In the past it was not possible for search engines to "see" what was on a video. That was why it was vitally important to optimize your video for search engines using other means such as the video's title, description, category, key words and tags. These SEO techniques are still critical because, like the meta description and title for your webpage, these areas are the key places search engines use to determine what your video is about. The fact that Google's and YouTube's search engines are searching and indexing the transcript files makes your videos that much more valuable and makes it even more important that the videos are correctly optimized.

Optimizing your video for search engines is just like SEO for your website and blog. SEO best practices should be used for your YouTube video. When you determine what key words and phrases people will use to search for your web pages and blogs you then use those words in your title, metadata, and page description. Do the same when you optimize your YouTube videos.

- **Title:** Include a keyword or phrase in the title of your video. This is one of the first places people will look after a search result and obscure, silly or non-descriptive titles will not help.
- **Description:** Like the meta description for your website the first two lines of the video description will be displayed on both Google and YouTube searches. Include key words in the first sentence or two. Also include key words and phrases throughout the description. It is also important for videos that include, for example, several speakers, an organization's or brand's name or other information not easily included in the title to include that information in the description. If someone is searching for Frank Smith, the CEO of Global Widgets there is a better chance they will find it if that information is in the description.
- **Tags:** YouTube lets you enter in tags and keywords that help describe your video. This is the main place to add key words that people may use to search a topic but may not be part of the title or description.
- **Categories:** YouTube uses categories for its videos. Be sure that your video is in the right category.

This e-book will go through the mechanics of optimizing your video for search engines. This will make it easier for the video to be found provided you have an effective key word strategy. This does not guarantee that people will watch the video or share it with others, that will depend upon the quality and effectiveness of the video.

Driving Traffic: Optimizing your video on YouTube will not necessarily drive traffic to your web site. YouTube is set up to encourage creation and sharing, not driving traffic back to your web site. Using the principals of inbound marketing there are some things you can do.

- Put your website's URL in the first line of the description as mentioned above.
- Brand your video with your company name and URL, you can use your URL like a watermark throughout the video.
- Have a call to action on your video directing viewers to your web site.
- Brand your YouTube Channel Page and put your URL in your Channel's Profile

Where to Optimize Your YouTube Videos

There are four main areas on YouTube where you can optimize your video.

Title

Make it clear and descriptive and include a keyword.

Description

The first two lines show up on searches so make them count with keywords and a hot URL.

Category

You can only pick one so make sure that it fits the video.

Tags

YouTube has a number of tags to choose from. Ad in you keywords and phrases with quotes.

The screenshot shows a YouTube video player for 'Timothy J Lorang Demo Reel'. The video is at 0:03 / 4:05. Below the video, there is a status bar that says 'This video is public.' The description field contains: 'A brief description of my 35 years in television. Find out more at <http://bit.ly/IMP-Blog> or at <http://www.timlorang.com>. Visit our Facebook page <http://on.fb.me/FB-IMP>'. The category is set to 'People & Blogs'. The tags field contains: 'Demo Tape reel "television production" "Video Production" "Timothy J. Lorang" media "script writing" "Video director" "Video producer" "television director" "television producer" "Educational Television" PBS "Rudy Maxa" "Richard Bangs"'. The license is set to 'Standard YouTube License'. A red box highlights the URL in the description with the text 'Notice the hot URL? Learn more on page 3.' Red arrows point from the text on the left to the title, description, category, and tags fields.

You can add this information when you are uploading your video on the upload page or you can add or edit this information under the “Info and Settings” tab when you are looking at a video in the edit mode.

Access Your Video Through “Video Manager”

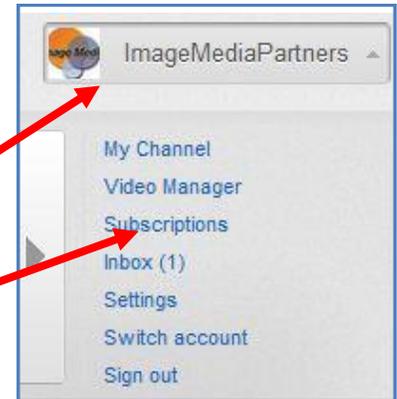
In order to optimize your video you must edit the video information under the “Info and Settings” tab.

To get to these settings:

Find the name of your YouTube Channel in the upper right hand corner and select the button. You will get the following drop-down menu.

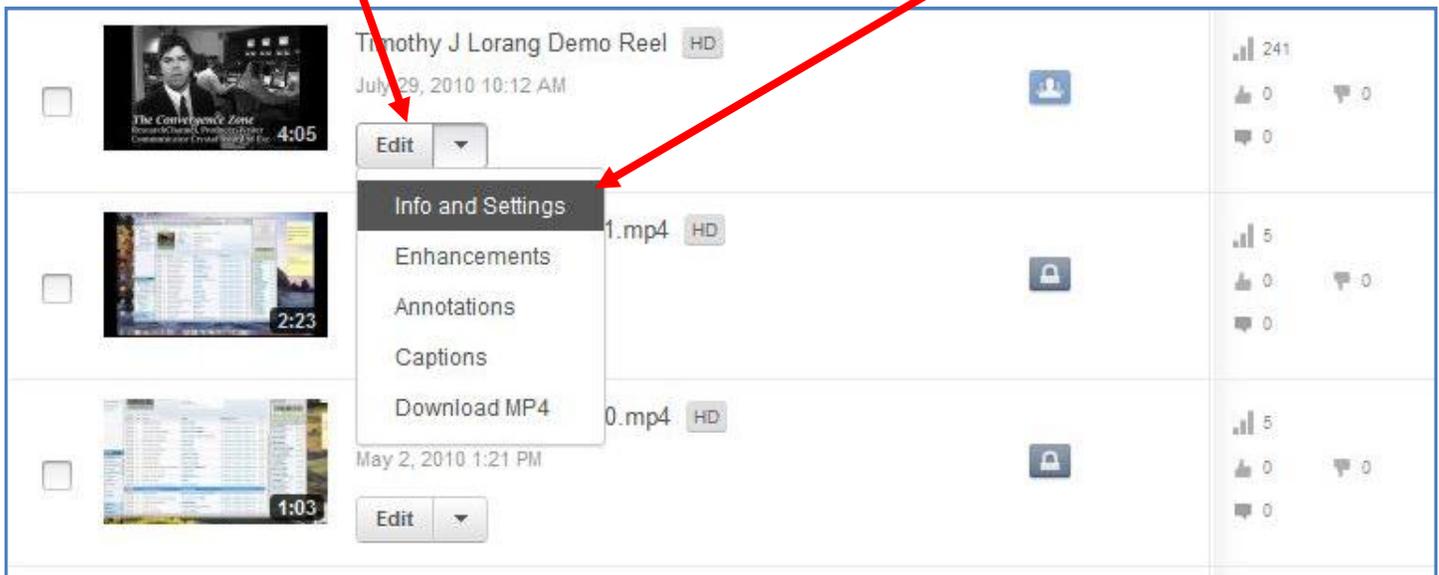
This is a drop-down tab

Choose “Video Manager”



This will bring you to a page with all of your uploaded videos. Choose the video you want to optimize and click the “edit” tab.

Select “Info and Settings” from the drop down menu.



Info and Settings View

Now you are in the page where you can optimize your video.

“Video Information” section on the left is where you will enter the metadata and optimize your video.

Remember to save changes after each update.

The “Video Information” section on the left is where you will enter the metadata and optimize your video.

Timothy J Lorang Demo Reel

Cancel Save Changes

Timothy J Lorang Demo Reel

The Convergence Zone
ResearchChannel, Producer/Writer
Communicator Crvstal Award of Excellence 2001

0:00 / 4:05

▼ Video Information

Title:
Timothy J Lorang Demo Reel

Description:
A brief description of my 35 years in television. Find out more at <http://bit.ly/IMP-Blog> or at <http://www.timlorang.com>. Visit our Facebook page <http://on.fb.me/FB-IMP>

Tags:
Demo Tape reel "television production" "Video Production" "Timothy J. Lorang" media "script writing" "Video director" "video producer" "television director" "television producer" "Educational Television" PBS "Rudy Maxa" "Richard Bangs" "Small World Productions"

Which of these tags describe your video? + Mass Media + Film

+ Design + Animation + Digital + Graphics + Demo Reel

+ Photography + Politics + Slideshow + Interviews

Category: People & Blogs

▼ Video Thumbnail

Choose a video still from above to represent your video in search results and other displays. You can choose a different still image by clicking on it. Note: it can take up to 36 hours for your image to be updated.

▼ Privacy

Public (anyone can search for and view - recommended)

Unlisted (anyone with the link can view) [Learn more](#)

Private (only people you choose can view)

▼ Date and Map

Date:
August 24
2010 Today Clear

Map Location
geo.lat=47.65405664722081 geo.lon=- Search Clear

Map Location

This location has been recorded.

Map Satellite Hybrid

Map data ©2012 Google - Terms of Use

Date and Map: If the location or date of your video is important then this information will help. For example if you recorded a lecture or event at a specific location people may search using the location name. In this example if someone was searching for “Seattle” the map would be help-

Enter keyword rich data in the Video Information area

Title: The title will be how the video is identified and will be the first line of any YouTube or Google search. Make the title unique and descriptive and keep it under 90 characters. Use a keyword you think people would use to search for your video in the title. Many people use the word “video” in the title just to be certain people looking for a video find a video.

Description: You have 5,000 characters so give a complete and thorough description and use as many key words as you can. If there are speakers or guests this is the place to name them. Put your web site’s name and URL in the first line. This is the only place connected to the video where you can put a live link. You will need the entire URL including the “http://” to make it hot. If it is too long use a URL shortener like bit.ly.com. This would also be a good place to add a link to a landing page and a call-to-action.

The screenshot shows the 'Video Information' section of a YouTube upload form. It includes fields for Title, Description, Tags, and Category. Red arrows point from the text blocks to these fields. A red box highlights the tag suggestions area with the text 'YouTube will suggest tags based on the title and descriptions'.

Title: Timothy J Lorang Demo Reel

Description: A brief description of my 35 years in television. Find out more at <http://bit.ly/IMP-Blog> or at <http://www.timlorang.com>. Visit our Facebook page <http://on.fb.me/FB-IMP>

Tags: Demo Tape reel "television production" "Video Production" "Timothy J. Lorang" media "script writing" "Video director" "video producer" "television director" "television producer" "Educational Television" PBS "Rudy Maxa" "Richard Bangs" "Small World Productions"

Which of these tags describe your video? + Mass Media + Film + Design + Animation + Digital + Graphics + Demo Reel + Photography + Politics + Slideshow + Interviews

Category: People & Blogs

YouTube will suggest tags based on the title and descriptions

Tags and Keywords: Tags are usually a single word such as media or photography. A key word is usually a descriptive string of words or names that are more specific. To keep them distinct from the tags put the words in quotation marks. So a key word would be a phrase such as “video production” or a name like “Timothy J. Lorang.” This is also how you would enter long tail key

Category: Choose one that is closest to the type of video you have. YouTube has following 15 categories.

- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Music
- News & Politics
- Nonprofits & Activism
- People & Blogs
- Pets & Animals
- Science & Technology
- Sports
- Travel & Events

Video Thumbnail

Directly underneath the “Video Information” section is the “Video Thumbnail” section. When you upload your video YouTube automatically generates random thumbnail images. These may not be the best representational images from your video but they are what you have to work with.



Choose an image that best represents your video. This is what will show up on Google and YouTube searches for your video and it is what people visiting your YouTube Channel will see.

What shows up on search results?

Search results on YouTube and Google will show the **Thumbnail**, the **Title** of the video, the first 2 lines of the **Description** as well as the **channel name**, age of the video and the number of views. This is the information a person will use to choose or ignore your video. It is important to include the appropriate keywords and phrases that will help the searcher choose your video. Google and YouTube will now search the video transcript used for closed captioning and will actually let you start playing the video from that search term.

Channel: Channel matches the search term and is in results.

Title: The title is dominate.

Thumbnail: With the total running time.

Key words: Notice that the search term phrase is bold in the description.

Description: Only the first two lines show up.

Channel Link: Where can the video be found.

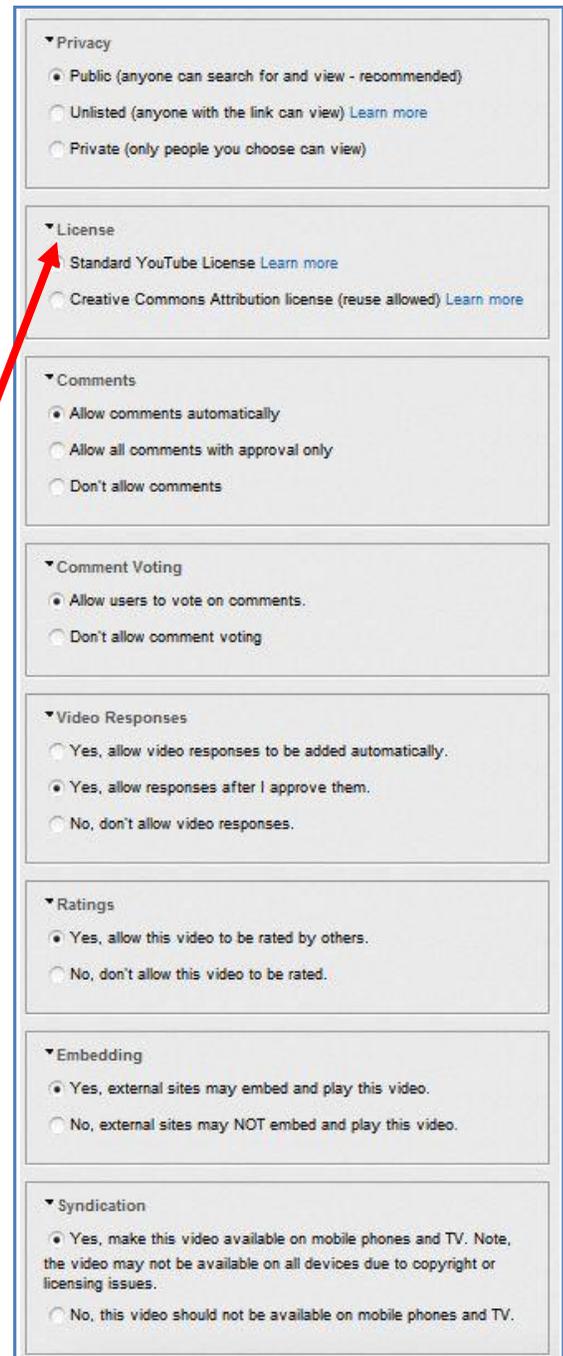
More options under Info and Settings

Broadcasting and Sharing Options

Below the “Video Thumbnail” section there are options for broadcasting and sharing your video. This section has nothing to do with Search Engine Optimization but because these settings determine how easy it is to find and share your video they are vital in helping your video become found. Generally the more restrictions you put on a video the harder it is to find and share the video. There may be reasons for restricting these options but generally the more open you are the easier it will be to find your video.

Notice that there is a new **License** option. You can choose the “Standard YouTube License” or you can choose the new “Creative Commons” license which means that others may copy, distribute and create derivative works from your video — but only if they give you credit. Your video will be available in the YouTube video editor.

Settings such as **Comments**, **Ratings**, encourage viewer interaction which increases the video’s Google and YouTube search rankings. **Embedding** and **Syndication** helps the video be seen in more locations by more people. Remember, all the information you put in the description, including links back to your website, go with the video.



The image shows a screenshot of the YouTube video settings menu, which is a vertical list of expandable sections. A red arrow points from the text in the first paragraph to the 'License' section in the settings menu. The settings menu includes the following sections and options:

- Privacy**
 - Public (anyone can search for and view - recommended)
 - Unlisted (anyone with the link can view) [Learn more](#)
 - Private (only people you choose can view)
- License**
 - Standard YouTube License [Learn more](#)
 - Creative Commons Attribution license (reuse allowed) [Learn more](#)
- Comments**
 - Allow comments automatically
 - Allow all comments with approval only
 - Don't allow comments
- Comment Voting**
 - Allow users to vote on comments.
 - Don't allow comment voting
- Video Responses**
 - Yes, allow video responses to be added automatically.
 - Yes, allow responses after I approve them.
 - No, don't allow video responses.
- Ratings**
 - Yes, allow this video to be rated by others.
 - No, don't allow this video to be rated.
- Embedding**
 - Yes, external sites may embed and play this video.
 - No, external sites may NOT embed and play this video.
- Syndication**
 - Yes, make this video available on mobile phones and TV. Note, the video may not be available on all devices due to copyright or licensing issues.
 - No, this video should not be available on mobile phones and TV.

Taking Advantage of Closed Captions and Video Transcripts for SEO

YouTube has been making great improvements in capturing and transcribing the audio content on your video and using it as subtitles, closed captioning and indexing it for SEO. Both Google Search and YouTube Search will now look at the audio transcription for a video and search it for key words and present that video in search results for the key word. In the past it was very difficult to transcribe your video and upload it but now YouTube automatically transcribes your video and provides closed captioning options when people view the video. This Closed Caption file is what Google and YouTube will search but there is one major draw back: the automatic transcription makes a lot of mistakes. That, however is easily fixed thus giving your video a big boost in turning up in search results.

Go back to the “video manager” as described on Page 5 but this time choose “Captions” and you will get an interface similar to the one on the right.

First, be sure that the Dot is Green , this means that the captions are turned on and the proper language is chosen.



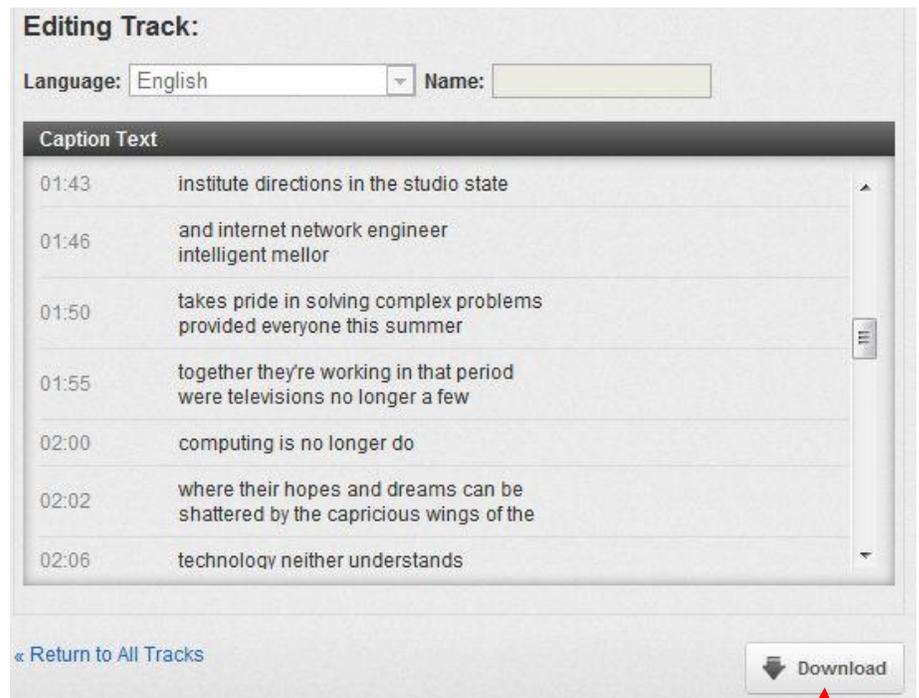
By selecting the Language Link you will be able to see the transcript.

YouTube's Automated Caption Program

After you select the language link the "Editing Track" box will open. This is a bit of a misnomer because you cannot actually edit the closed caption file here. You will notice that the text is broken into short segments with time code references at the beginning of each line. When you play the video the caption text will follow along with the video.

You may notice that some of the words did not get transcribed correctly or they may be spelled wrong. You cannot edit, only view, the transcript online. To edit the transcript select the "Download" button in the lower right corner.

When you download the file it will be in an **SubViewer (*.SUB)** file. You can easily open and edit this file in a text editor. Get more details from [YouTube Captions Help](#).



Download a file
you can edit

Caption File: These files contain both the text and the time code information on where the text will be displayed in the video. The two formats YouTube supports are **SubViewer (*.SUB)** and **SubRip (*.SRT)**. In the example above the time code looks like this: 02:06. In a .SUB file it may look like this: 0:02:06.430 for (h:mm:ss.milliseconds)

Transcript File: These files just contain the **text** or the script of the video with no time code. If the video is in English, Japanese or Korean you can upload a plain **text (*.txt)** file and YouTube will attempt to sync the words to the video. This process is still experimental.

Automated Caption File: This is the .SUB file that YouTube will generate for your video automatically. This is not perfect but its less expensive then hiring a transcription service. This is the file you can download, edit and repost .

Editing and Uploading Your Transcript File

After you have downloaded the .SBV file you can open it in Microsoft Word or a text editor and edit the text. It will look something like the example on the right. Do not change the formatting and do not change the time code. You can correct spelling and fill in the gaps. There are a few common captioning practices that you can do to make the script clearer. One is adding square brackets like [music] or [gun shot] to help people with hearing disabilities understand what is happening in the video. Another practice is adding tags like >> at the beginning of a line to identify or change speakers. It would look something like this:

```
0:01:21.960,0:01:27.130
```

```
>> Professor Jones, and now to Rome where we meet professors
```

```
0:01:14.020,0:01:18.520
smooth very first in the world to
successfully streamed video over the

0:01:18.520,0:01:19.530
internet

0:01:19.530,0:01:21.960
to work their wizardry

0:01:21.960,0:01:27.130
and now to rome where we meet professors
prima donnas and purple a bit ski

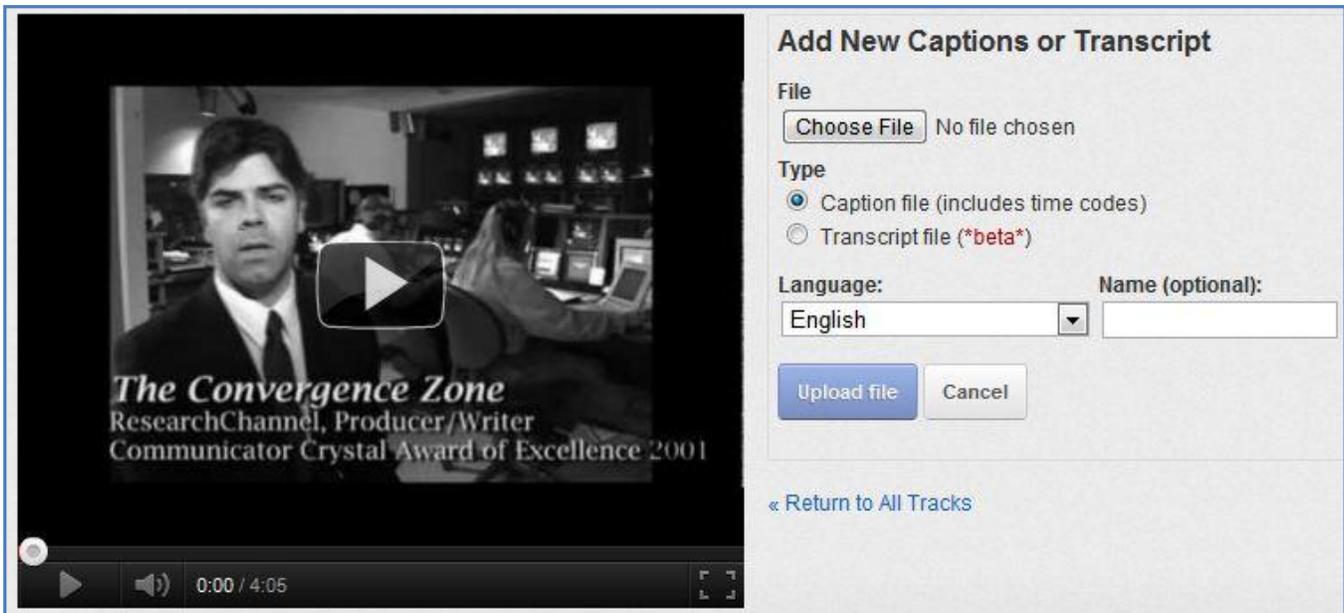
0:01:27.130,0:01:28.610
and their student

0:01:28.610,0:01:30.229
bonus etc

0:01:30.229,0:01:32.630
what i said profits out a

0:01:32.630,0:01:37.420
and hello seattle
```

After you have completed editing your transcript save it as a .SBV file and prepare to upload it back to your video. Select the link that says “<<Return to All Tracks” then select the button that says “+Add New Captions or Transcripts.” See previous page. There you will get an interface similar to the one below. Simply select the “Choose File” button and upload your newly edited .SBV transcript file. If you kept the Time Code numbers intact then choose “Caption file” as the “Type.” The “Transcript file” type does not have time code and any captioning may not stay in sync with your video. [See page 11.](#)



The image shows a video player on the left and a form on the right. The video player displays a man in a suit with a play button overlay and text: "The Convergence Zone", "ResearchChannel, Producer/Writer", and "Communicator Crystal Award of Excellence 2001". The video progress bar shows 0:00 / 4:05. The form on the right is titled "Add New Captions or Transcript" and includes a "File" section with a "Choose File" button and "No file chosen" text. The "Type" section has two radio buttons: "Caption file (includes time codes)" (selected) and "Transcript file (*beta*)". The "Language:" dropdown is set to "English" and the "Name (optional):" field is empty. There are "Upload file" and "Cancel" buttons at the bottom of the form. A link "<< Return to All Tracks" is located below the form.

Now your video is ready for closed captioning and all the text in your transcript will now be searched by search engines such as Google Search and YouTube. “Closed Captioned” is now an Advanced Search Filter choice for both Google Videos Search and YouTube Search.

Now that you have this capability spend as much time writing and optimizing your video scripts for search engines and inbound marketing as you would your blog or website. It is possible to save your transcript, strip out the time code and post the transcript as a blog on your website. This will increase the content on your website and give searchers the option to watch your video or read the transcript.

What keywords are used to find your video?

Using YouTube's Analytics (formerly called "Insights") it is possible to get some idea what keywords people are using to find your video. Go back to your list of uploaded videos and you will notice on the far right a shaded area with some handy symbols that tell you at a glance how many views the video has, how many likes and how many comments. When you hover your cursor over this box you will get a little dialogue box that will say "view stats." When you see that click it to go to your video's statistics.



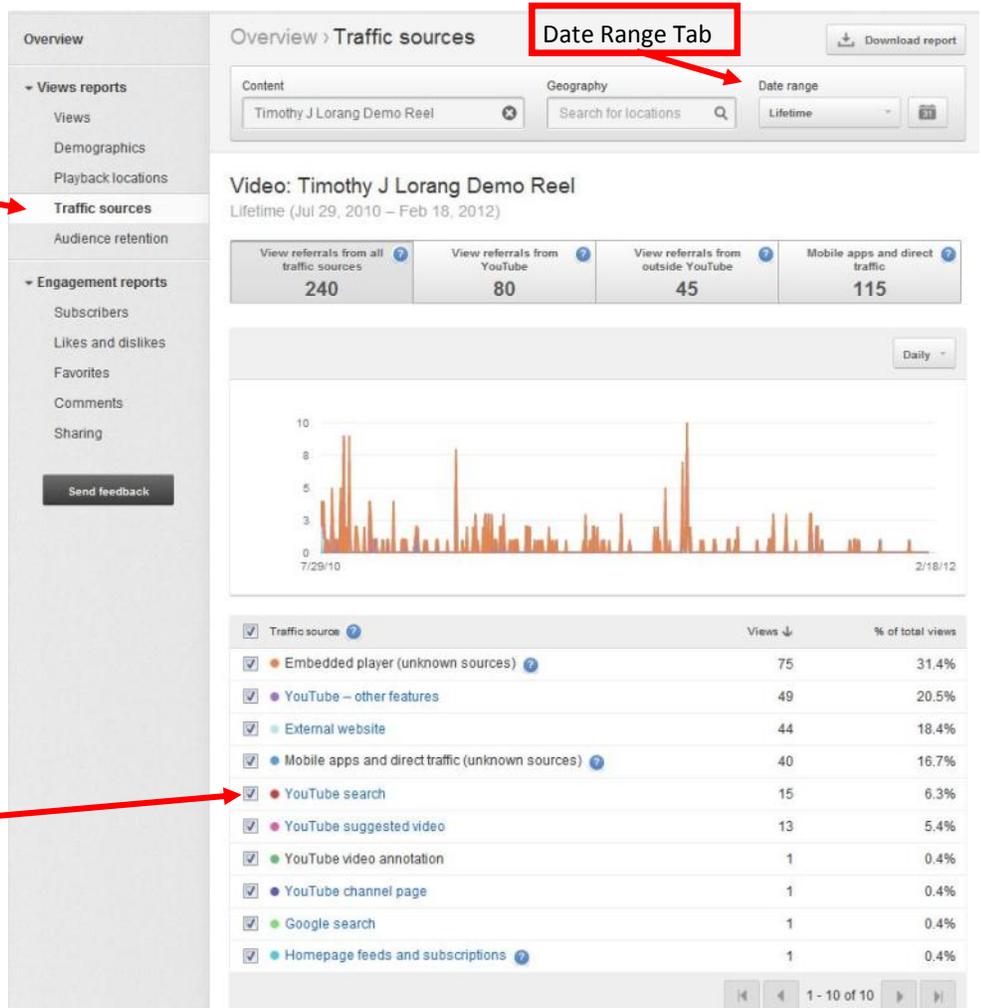
Here you will find many options in YouTube Analytics Learn more about [YouTube Analytics](#) to discover its full capabilities.

Traffic Sources

When you first access YouTube Analytics select the Traffic Sources Tab.

Next go to the "Date Range" tab and select a date range. Selecting "Lifetime" will show all the traffic sources for your video.

The table at the bottom will show you where traffic came from. The default view is arranged by the number of views. There will be a number of views from related videos, external websites and embedded players. This is interesting information but for now you want to see what people were searching for when they found you. You will see some viewers came from YouTube Search or Google Search. Click on these links to see more detailed information.

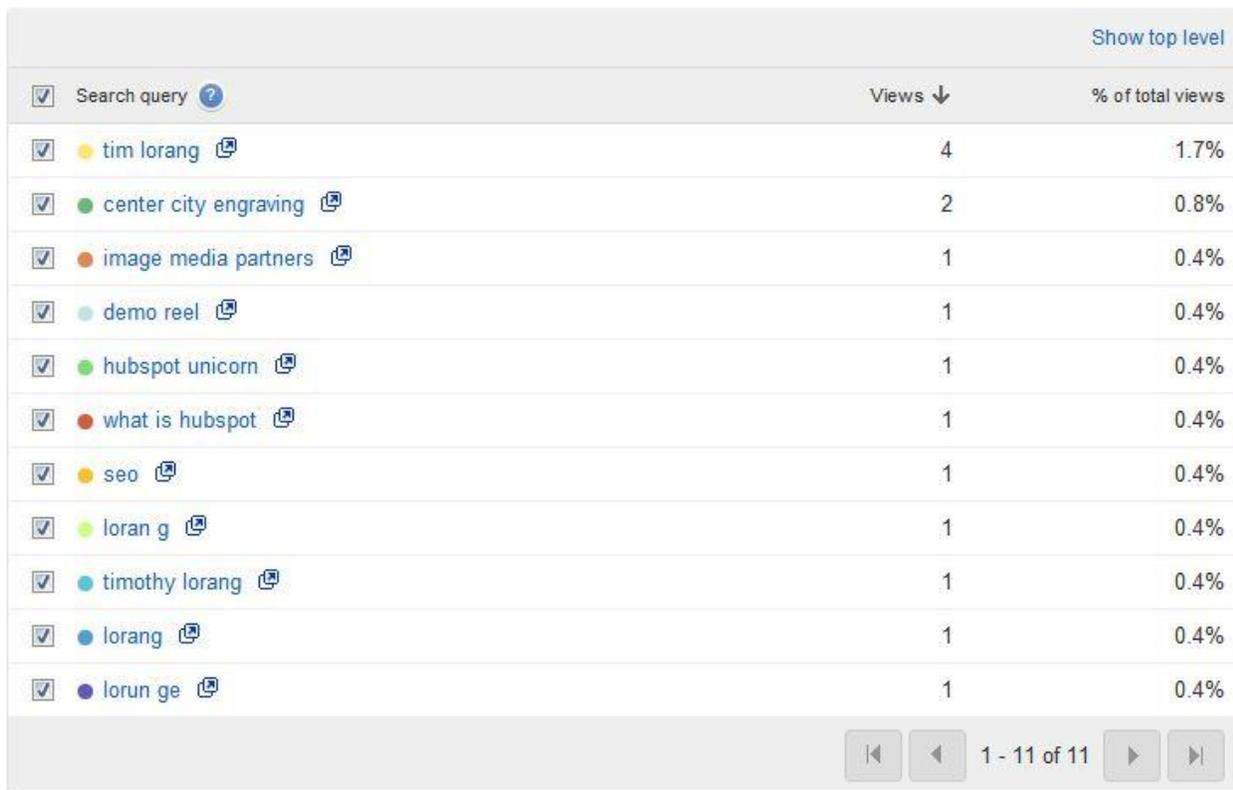


Finding Your Keywords

On the page for YouTube Search or Google Search you will see the terms people searched to find your video. You can see how many views you got for each keyword and see what keywords are performing well. You can also see what words are not performing well. For example, if your video was about hand painted silk ties and no one found you with that phrase you may want to see if you were using the correct key words, the title is appropriate or perhaps it is listed in the wrong category.

As you drill down you will discover what words, phrases and keywords people used to find you. You can use this information to strengthen your descriptions or add new words that are missing. If people are finding your video using words that are not related to your video you can take these words out of your description.

In YouTube Analytics if you click the KeyWord in the chart YouTube will give you a search result for the key word or phrase. This is a great way to see what your competition is for these keywords.



The screenshot shows a table of search queries from YouTube Analytics. The table has three columns: 'Search query', 'Views', and '% of total views'. Each row includes a checkmark, a colored dot, the search query, a copy icon, the number of views, and the percentage of total views. The queries are sorted by views in descending order. At the bottom right, there are navigation controls and a page indicator '1 - 11 of 11'.

<input checked="" type="checkbox"/> Search query ?	Views ↓	% of total views
<input checked="" type="checkbox"/> ● tim lorang 📄	4	1.7%
<input checked="" type="checkbox"/> ● center city engraving 📄	2	0.8%
<input checked="" type="checkbox"/> ● image media partners 📄	1	0.4%
<input checked="" type="checkbox"/> ● demo reel 📄	1	0.4%
<input checked="" type="checkbox"/> ● hubspot unicorn 📄	1	0.4%
<input checked="" type="checkbox"/> ● what is hubspot 📄	1	0.4%
<input checked="" type="checkbox"/> ● seo 📄	1	0.4%
<input checked="" type="checkbox"/> ● lorang 📄	1	0.4%
<input checked="" type="checkbox"/> ● timothy lorang 📄	1	0.4%
<input checked="" type="checkbox"/> ● lorang 📄	1	0.4%
<input checked="" type="checkbox"/> ● lorun ge 📄	1	0.4%

Finding the right keywords: There is no exact formula for establishing the correct set of key words. It takes a bit of research, experimentation and guess work. Not using key words however will guarantee that your video will be more difficult to find. Remember, the goal is not to get the largest number of views, but to reach the largest number of people who want to see your content. Using a descriptive title, a thorough description and the proper tags and keywords will help you achieve your goal.

Using Video for Inbound Marketing

Inbound marketing gives small and medium sized businesses and organizations the ability to grow faster and smarter by outthinking, not outspending, the competition.

Conventional marketing pays for interruption and impressions, which means you buy everything, including: ad space, mailing lists, air time, printing and postage, in addition to agency costs (i.e. commissions, retainers and hourly fees). The basic theory is to outspend your competition to gain market share. This is an **archaic and faulty process**.

We believe there is a better way. While we don't have all the answers, we're willing to take some risks in search of them, starting with new baseline service packages and pricing in which you **pay for production, participation and performance**.

The inbound marketing methodology is based on **getting found** by your potential customers, **converting** visitors to leads and leads to customers, and **analyzing** your tactics, methods and results.



Get Found: The internet provides an opportunity to attract visitors and potential customers to your website. This is done by:

Creating Content: Your potential customers are on the internet looking for solutions to their problems. By creating content such as blogs, e-books, white papers, webinars, and videos you are providing valuable content that attracts them to your website.

Optimize: Optimizing your content and website with keywords, inbound links, and highly rated content increases your websites Search Engine Optimization (SEO) that enables potential visitors to find your website through internet searches.

Promote: Strategically leveraging the power of social media such as Facebook, Twitter, LinkedIn, YouTube and other platforms to promote your content to a new audience while building loyalty and maintaining connections with current customers.

Convert: Once visitors are reading your blogs or downloading your content you want to turn those visitors into leads and turn the leads into customers.

Visitors to Leads: Utilizing landing pages and contact forms that can be customized for each offer, campaign or event our platform captures lead information that can be used to further engage the lead and track progress.

Leads to Customers: E-mail nurturing campaigns, conversion landing pages and lead tracking applications enable you to turn your leads into customers.

Analyze: No marketing campaign is complete without detailed statistics and data to analyze your efforts and the effectiveness of marketing tactics and strategies.

Reach: Measure how many people you reach through the different social media platforms and get an accurate account of which blogs and pages are viewed.

Sources: Measure what platforms are most successful in generating traffic, converting leads and generating customers.

SEO Measurement: Measure what content is ranking for keywords, what content generates inbound links, what content improves your SEO ranking.

Effectiveness of Campaigns: Measure the effectiveness of each marketing effort whether it is a social media campaign, pay-for-click ads, trade show or conventional advertising.

Reports: Statistics are updated daily and weekly and monthly reports are standard.

Evaluate and Adjust: Inbound marketing is not an exact science so we will use measurement and analytical tools to continue tactics that work and jettison tactics that fail.

The Value and Benefits of Inbound Marketing

Inbound marketing has demonstrated its value to those companies and organizations that successfully use it.

Cost per lead is 60% lower than traditional marketing

Social Media, Blogs and SEO are more effective than direct mail, trade shows and telemarketing

Companies that blog get 55% more website visitors than companies that don't blog

Websites with more Google indexed pages, from blogs, get more traffic and leads

Websites optimized for keyword ranking generate more leads

Increased Web Traffic Fills the Sales Funnel



How to use Video as Part of your Inbound Marketing Plan

Video can be an important part of your inbound marketing plan. Video can play many roles on the internet but the three basic roles for business and organizations are:

1. **Offsite or Inbound Video:** These are the videos you often see on YouTube or posted on peoples Facebook pages. Their job is to raise awareness and get people to visit the web site.
2. **Homepage or Conversion Video:** These generally are seen on the website's home page or landing page and make the case on why someone should buy the product or sign up at the web site. These videos close the sale.
3. **On the Website or Educational Video:** These are the training and support videos a company provides to help their clients and customers use their products. They can also be used, like a blog, to demonstrate expertise or leadership.

For inbound marketing we usually use video in the way described in point one. The purpose of these videos is to get found and drive traffic back to your website. Posting videos to YouTube, sharing them on Facebook and Tweeting, and posting them to Google+ and Pinterest are excellent ways to get your videos circulated. It is also important to optimize your videos for search engines and the instructions given in this eBook should be followed.



Brand your video from the first frame.

Use a Call-to-Action to Drive Traffic To Your Website

Your video can be used to drive traffic back to your website but it must be clear what you want people to do when they have watched the video and it must be clear how to do it. For example you may be using a video to increase awareness of your nonprofit cause and you would like people to donate money. The video may be very compelling and sway people to your cause but unless the video is very clear about:

- **Who** is sponsoring the video
- **What** they should do to help
- **Where** they can support the cause
- **How** to support the cause

Unless the video is very explicit on what to do many people will not follow through not because they don't want to but because they will not know how.

The main problem with video is that it is linear, unlike a webpage. Someone can scan a webpage in a few seconds and decide if they want to stay or go. If you set up the call-to-actions properly on a webpage the person will find them and either stay to find out more, ignore everything and leave, or follow the call to action. In a video if you wait for 90 seconds to give your call to action you will have lost most of the people watching. It seems to me that some video producers think that everyone watching will watch the whole video when in fact very few make it through the first 5 seconds. So what to do?

Put Call-to-Action in the Description

The first thing that needs to be done is not even in the video. Make sure the Title, Categories and Keywords let people know what is going on. If the video shows someone how to set up their Pinterest account in 30 seconds it should be called: "How to set up your Pinterest Account in 30 Seconds," and not an obscure, artsy or funny title.

The most important thing for inbound marketing again is not in the video it is in the first line of the description. (See page 6 about editing the description) There you should put a link to your website or landing page with clear instructions: "Get the eBook..." "Sign up for..." "Download more...." "Contact a representative...." "Visit the website..." Or whatever you want them to do. There is nowhere else that you can put a live URL on

YouTube or in your video that goes back to your web site. Be sure to include the "http://" or the link will not be live. If it is too long use a URL shortener such as bit.ly.com. Chances are that many people will not even watch the entire video but will follow the link back to your website.



Use short, hot links

Calls-to-Action in the Video

Brand the video at the beginning. The first frames should have something like a title that says: “FreshFruitSocialMedia.com shows you How to Set Up Pinterest in 30 Seconds.”

Use your screen’s real estate and put contact information in the lower 3rd title area. CNN, PBS, FOX all use the lower 3rd to give you information and instructions. Put in a phone number, e-mail address or URL. Remember that this is not a live link so keep it up long enough for people to write it down. Put instructions like: **Call a live operator now at 1-888-555-5555.**

If you are doing something like a How-To-Video have the host or narrator say something at the beginning like: “I’m from FreshFruitSocialMedia.com and we specialize in helping you with your social media issues. For more information visit our web site at FreshFruitSocialMedia.com.”

Use the end of the video to put up contact information like: “To get more help on Social Media visit [www. FreshFruitSocialMedia.com](http://www.FreshFruitSocialMedia.com) or call 1-888-555-5555.”

When you do this you may want the narra-

tor to say, “stay tuned for contact information or in a moment we’ll give you some contact information.” If you put your contact information in with graphics it is easier to change them later if you need to.

If you are a non-profit then make it very clear how people can support your cause. Tell them to visit the web-site where they can donate money or volunteer. All of you have watched a PBS Pledge drive or seen a Public Service Announcement. They are very clear on what you should do.

DO NOT FADE TO BLACK before you get to the contact information. **FADING TO BLACK** means the video is over and most people will stop watching.

If the goal is awareness and you really do not want or need the viewer to directly respond or do something, you still need to brand the video in all the places mentioned above.

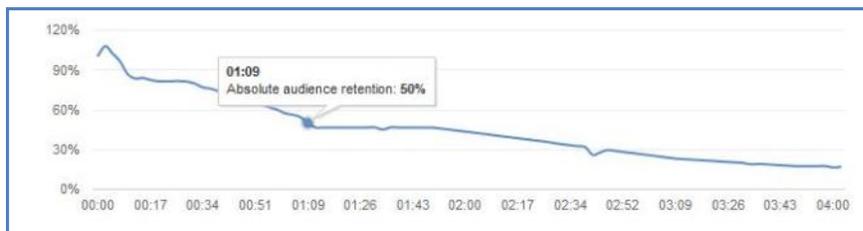
Some people will object to this information in their video. They think it is too busy or it distracts from the video or it is too commercial. This is not art. This is marketing. There are plenty of places on the internet for art videos.



Use your lower 3rd titles to brand your organization

Audience Retention

At times producers will say that the video is funny or compelling enough to keep people interested until the end and this level of marketing is not needed. You should at the very least put the brand and/or URL at the end of the video AND put that information in the description. If the video is not compelling and short enough to keep people interested then it's not really a good video and no one will get your message no matter where you put it.



YouTube gives you an excellent tool to find out what your audience retention is and how much of your video they are watching. Go back into YouTube Analytics but this time choose "Audience retention." This graph shows that a little more than a minute into this four minute video half of the viewers had already dropped out. If the call to action was at 1 minute 10 seconds into the video half of the viewers would have never have seen it. Do not worry about interfering with your message, your call to action should be your message.

Conclusion

Video is an excellent tool for inbound marketing but you must be as thorough with SEO on your video as you are on your website and your calls-to-action must be clear, concise and easy to follow. The new auto transcription services now available on YouTube make it possible to search and index to find more information on videos. This should be a great boon for online and inbound marketers if they take advantage of these tools. You have the tools to successfully optimize your YouTube video and get it to work for you and drive traffic to your website.



***With internet video you do not have a captive audience.
Make your point and keep them engaged.***



Timothy J. Lorang,
Founder and Executive Partner

About Image Media Partners

Image Media Partners is at the convergence of image, media and on-line technology.

The image is your company, your brand, you: now part of the digital on-line world.

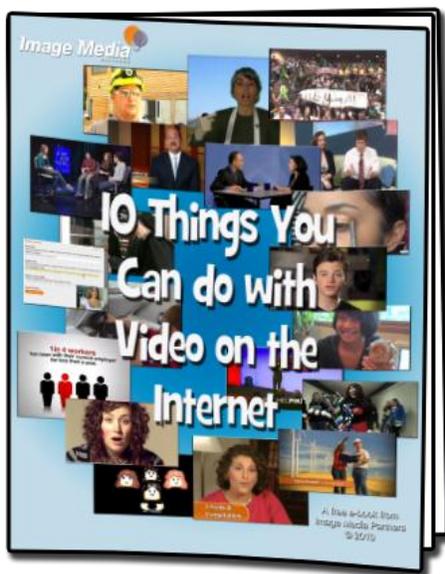
By optimizing and adding value to your content we maximize your options and give you results through inbound marketing, social media and video.

We specialize in:

- Inbound Marketing
- Search Engine Optimization
- Video Solutions
- Social Media Management and Marketing
- Lead Conversion
- Website Development
- Blog and Content Development

Image Media Partners is an inbound marketing and social media marketing agency in Seattle, Washington.

[Learn the benefits of Inbound Marketing with a Free website analysis](#)



For some creative ideas of what you can do with video download our free eBook:

10 Things You Can do with Video on the Internet

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SEARCH ENGINE OPTIMIZATION FOR YOUTUBE VIDEOS

With updated information on Closed Captions and Auto Transcriptions
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