# Video SEO: How to Boost traffic to your website

PHIL NOTTINGHAM

distilled

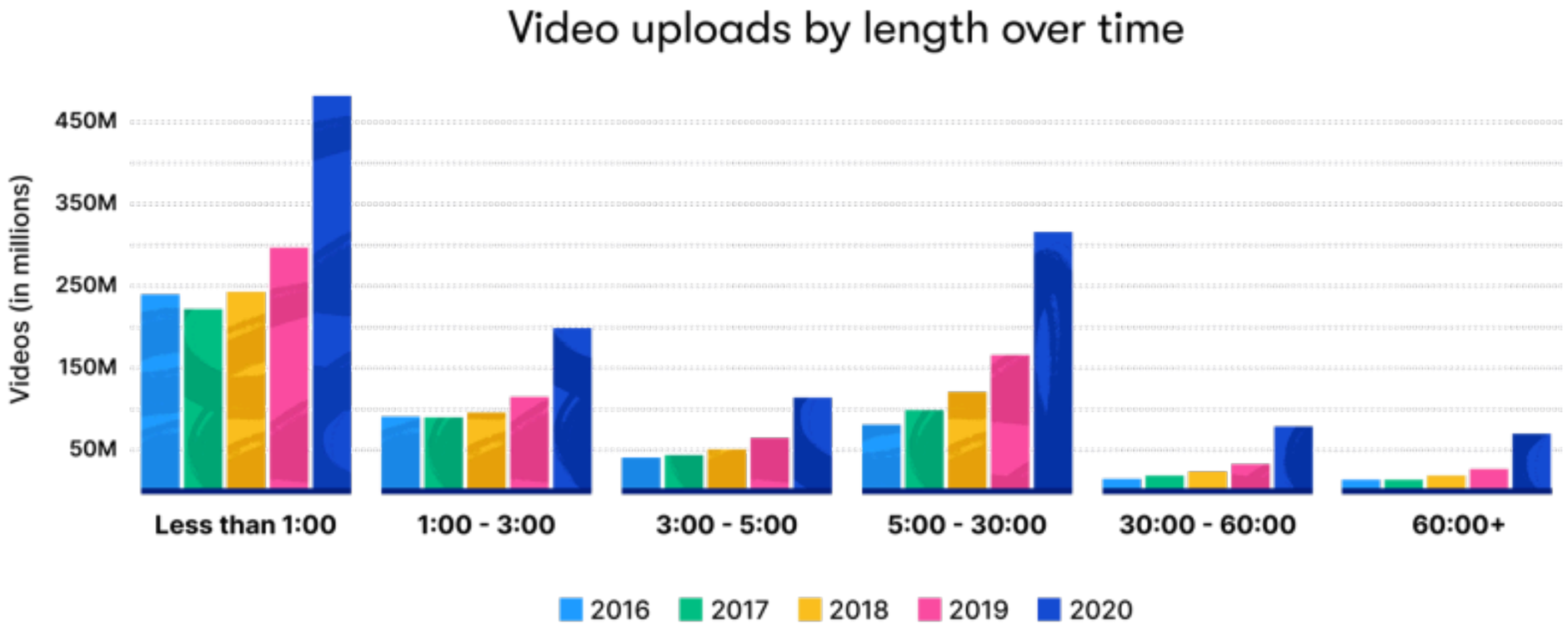
WISTIA

yoast

# Web Languages, 2021

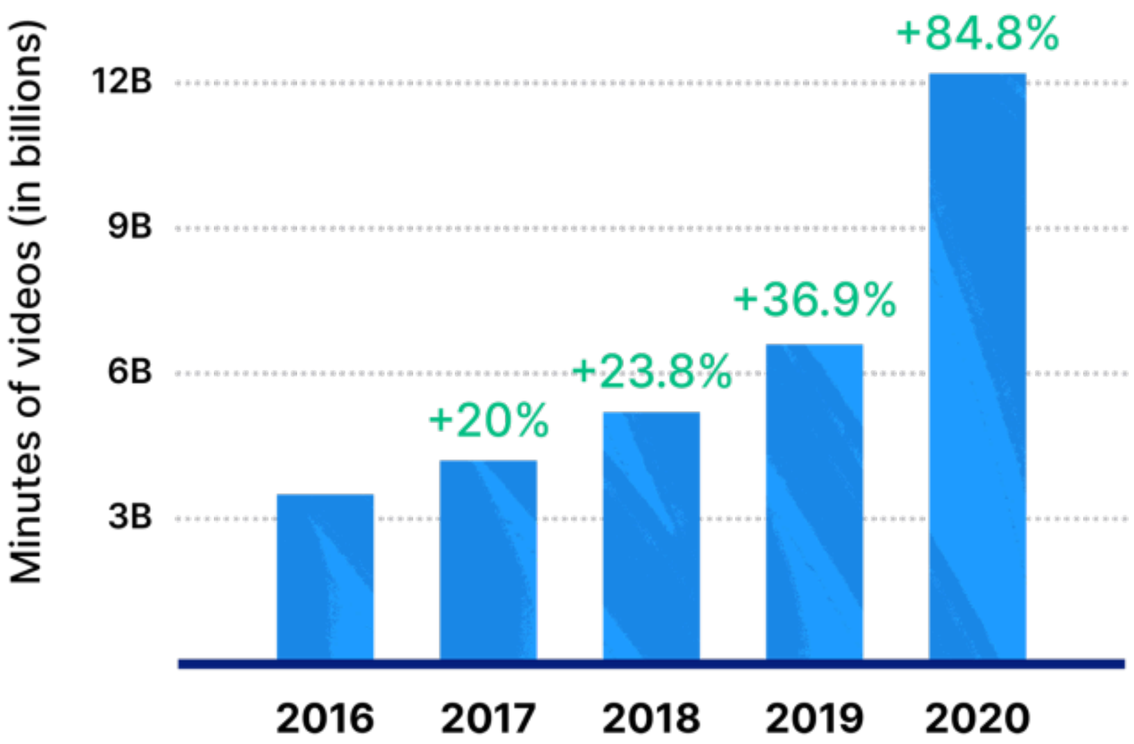
- HTML
- CSS
- JavaScript

- Video

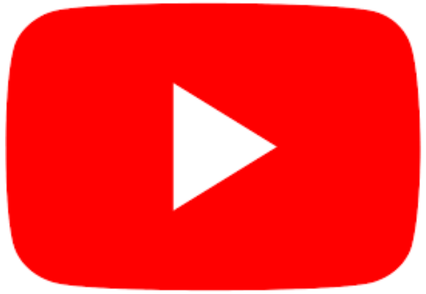



wistia.com/about/state-of-video

# Minutes of videos watched by year




wistia.com/about/state-of-video



Every social media platform is now a video platform.

Video is also critical for traffic acquisition.

STEP 1

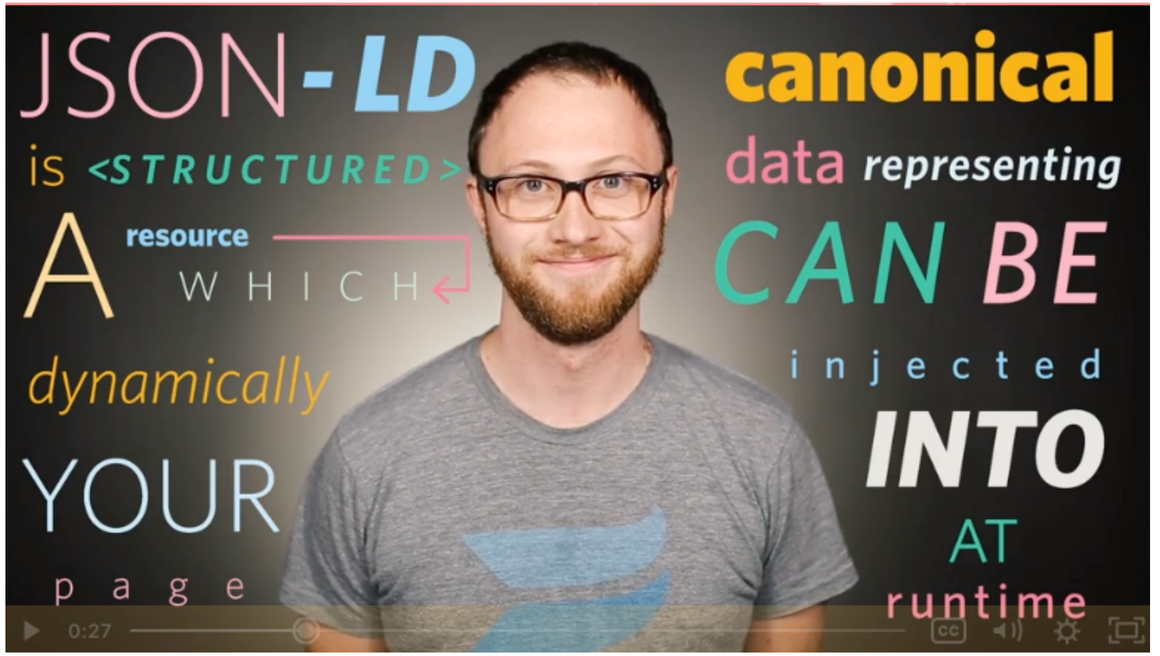
# Use Video Throughout Your Website

# About Us

- 2-3 minutes
- Explain culture and product
- put your people front and centre

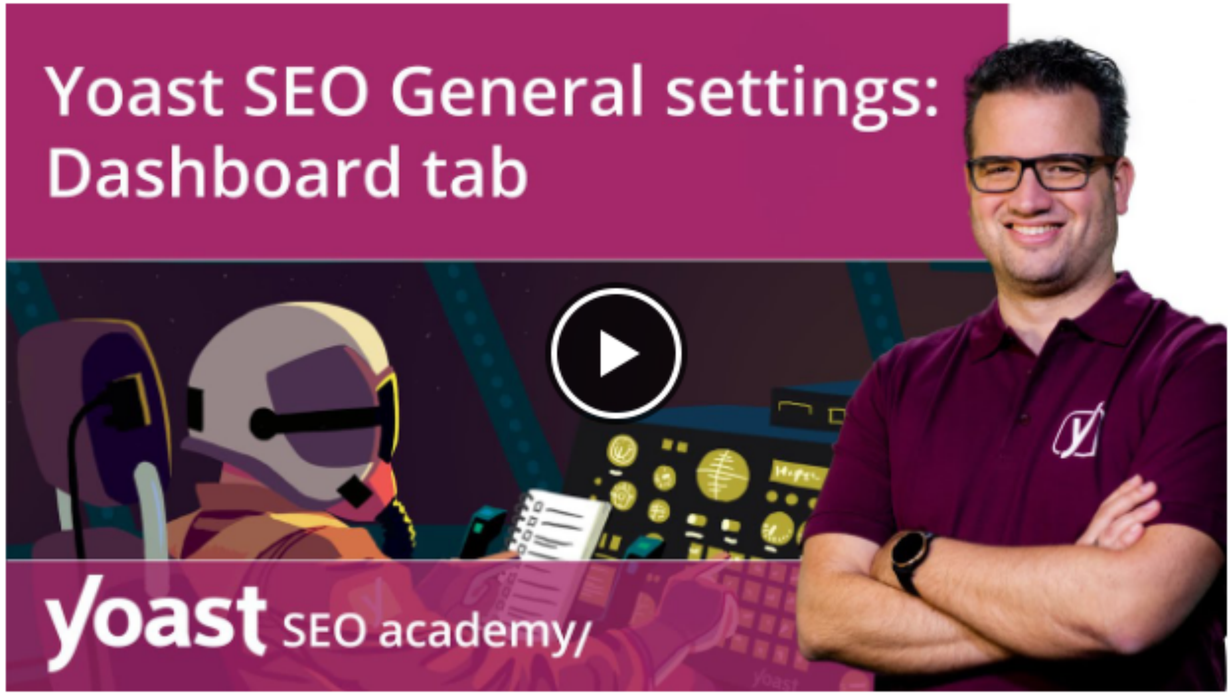
# Product Videos

- 60 - 90 seconds each
- One for each feature/ product variant
- Product expert as narrator/presenter
- Demonstrate core value proposition



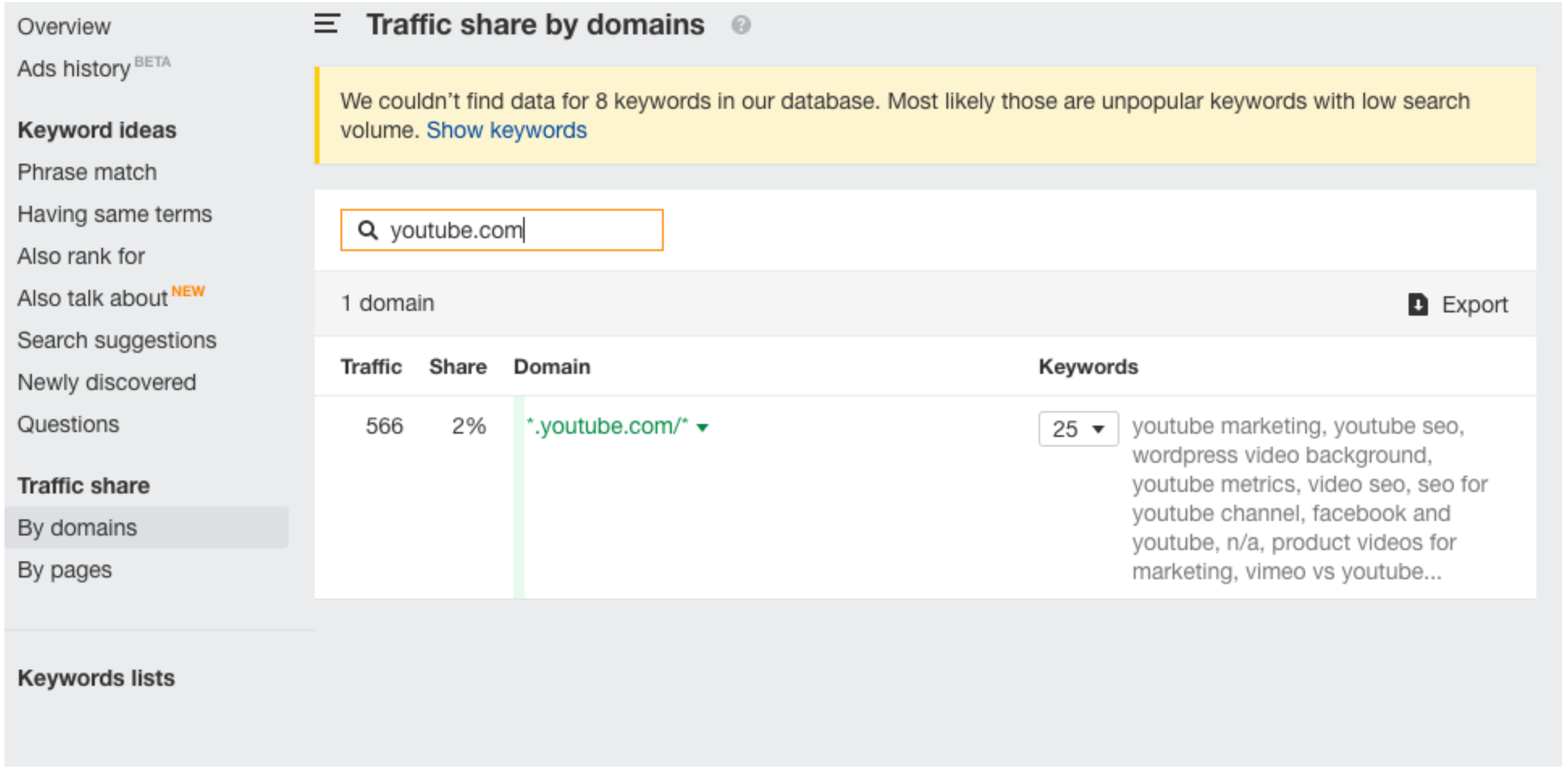
# Support Videos

- 1-5 minutes each
- Cover customer FAQ
- See what UGC ranks for your brand on YouTube, and make better versions of these videos



# Unbranded How-to Videos

- 1-20 minutes each
- Mix talking head, close-up shots and screencasts
- What currently ranks on YouTube for your unbranded keywords?


Overview
Ads history BETA
Keyword ideas
Phrase match
Having same terms
Also rank for
Also talk about NEW
Search suggestions
Newly discovered
Questions
Traffic share
By domains
By pages
Keywords lists
Traffic share by domains
We couldn't find data for 8 keywords in our database. Most likely those are unpopular keywords with low search volume. Show keywords
youtube.com
1 domain
Export
Traffic
Share
Domain
Keywords
566
2%
*.youtube.com/*
25
youtube marketing, youtube seo, wordpress video background, youtube metrics, video seo, seo for youtube channel, facebook and youtube, n/a, product videos for marketing, vimeo vs youtube...

# Vlogs

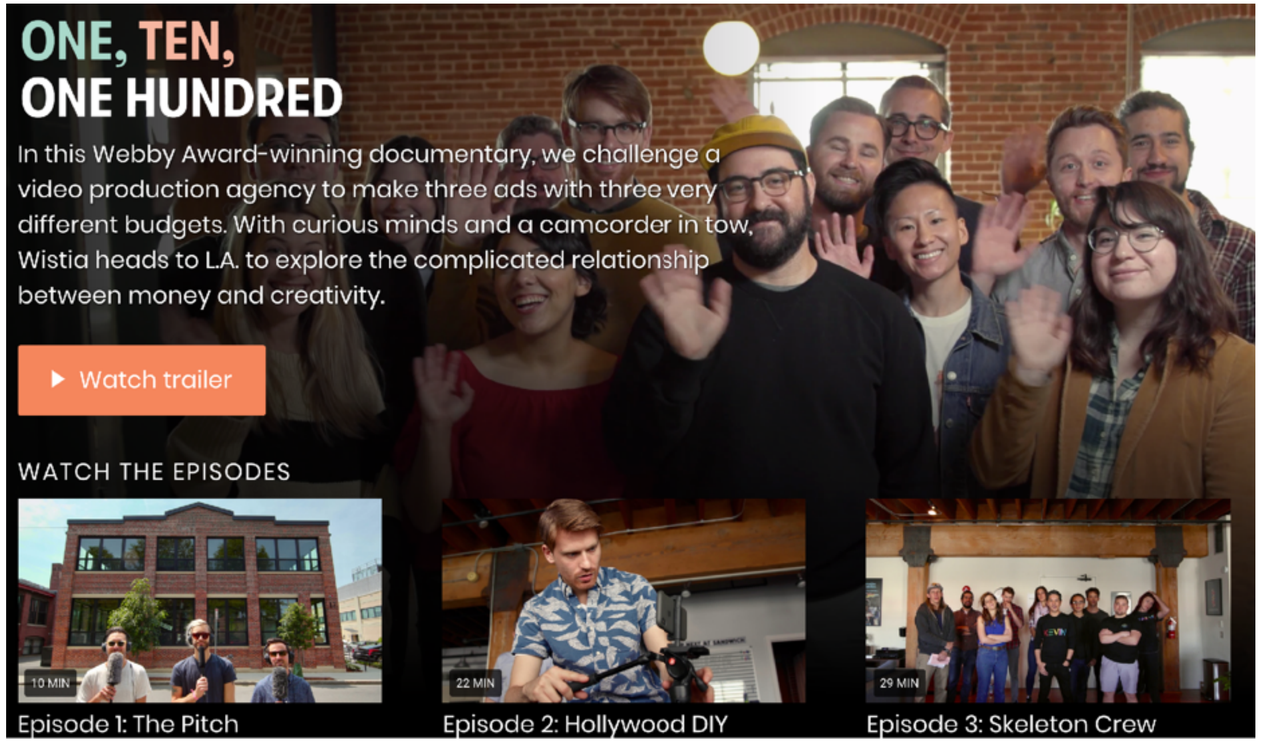
- 1-20 minutes each
- Scripted, single shot videos
- Support and Augment existing blog strategy

## Why are links important to Google?

Internal linking is an important factor for Google and other search engines. But why? And where do you start?

# Long-form Creative Content

- 20-60 Minutes
- Podcasts/Interviews/ Documentaries
- Target a nice audience with highly focused content



STEP 2

# Implement Video SEO

yoast.com › ... › Yoast configuration guides

## Configuration guide for Video SEO • Yoast

How to configure the **Video SEO** plugin · Log in to your WordPress website. When you're logged in, you ...

7 Apr 2014 · Uploaded by Yoast

www.youtube.com › watch

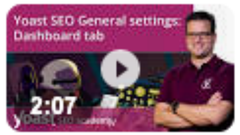
## Yoast SEO Tutorial 2020 | SEO For Beginners - YouTube

In this **video** I show you how to optimise your Wordpress website using **Yoast SEO**. With **Yoast SEO** it ...

14 Jun 2019 · Uploaded by Ferdy Korpershoek

yoast.com › Help center

## Yoast SEO: General - Dashboard (video explanation) • Yoast




**Yoast SEO**: General – Dashboard (**video** explanation) ... Your browser can't play this **video**. ... Would you ...

7 Feb 2020 · Uploaded by Yoast

yoast.com › Help center

## Yoast SEO: General - Features (video explanation) • Yoast

**Yoast SEO**: General – Features (**video** explanation). Would you like to watch this **video** in your own language ...

7 Feb 2020 · Uploaded by Martijn van Eeghem

```
<html>
  <head>
    <title>Introducing the self-driving bicycle in the Netherlands</
title>
    <script type="application/ld+json">
    {
      "@context": "https://schema.org",
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bicycle in Amsterdam, the world's premier cycling city.
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    }
    </script>
  </head>
  <body>
  </body>
</html>
```

# Video SEO for WordPress plugin

## Drive search traffic to videos on your website

- Show your videos in Google's results
- Enhance the experience of sharing posts with videos on Facebook, Twitter and Pinterest
- Make videos responsive through enabling fitvids.js.

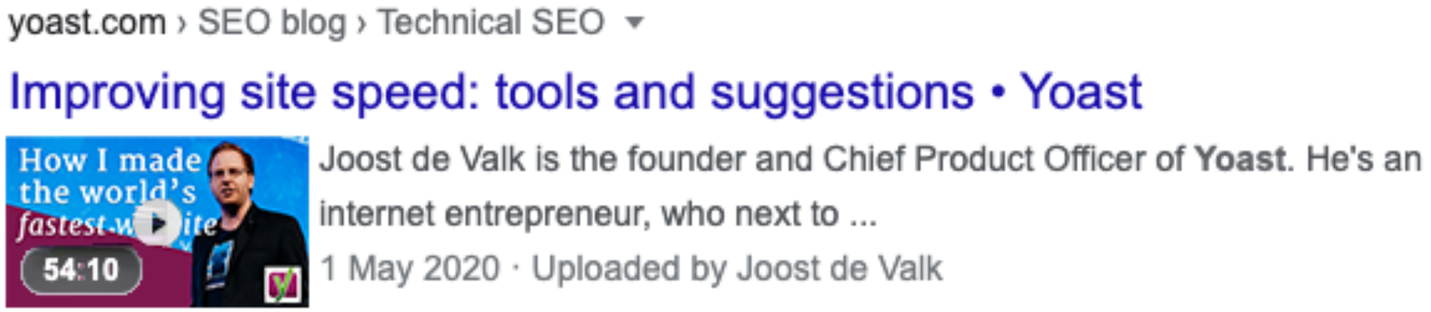
Get Video SEO ▸

Only £69 GBP (ex VAT) for 1 site

Want your videos to be easily found by search engines like Google? Are you ready to drive search traffic to videos on your website instead of YouTube? The Video SEO plugin takes care of this for you!

How I made
the world's
fastest website

# Thumbnail Best Practice




- Bold, high contrast colours
- Human face (where applicable)
- Logo
- Large, stylised text - legible at 116 x 24px

Videos

How to configure the Video SEO plugin | Yoast Video SEO

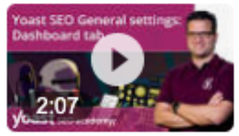
YouTube · Yoast
23 Oct 2020

10 key moments in this video

| From 00:38 | From 00:48 | From 01:09 | From 02:12 | From 02:36 |
|---|---|---|---|---|
| General Settings | Xml Video Sitemap | Enable the Xml Sitemaps in the Yoast... | Disable Media Rss Enhancement | Custom |

Yoast SEO Tutorial 2020 | SEO For Beginners

YouTube · Ferdy Korpershoek
13 Jun 2019




Yoast SEO: General - Dashboard (video explanation)

Yoast · Yoast

Yoast SEO: General - Features (video explanation)

Yoast · Martijn van Eeghem

View all

```
    {
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      "name": "Cat jumps",
      "startOffset": 30,
      "endOffset": 45,
      "url": "http://www.example.com/example?t=30"
    },
    {
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      "name": "Cat misses the fence",
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      "endOffset": 150,
      "url": "http://www.example.com/example?t=111"
    }]
```
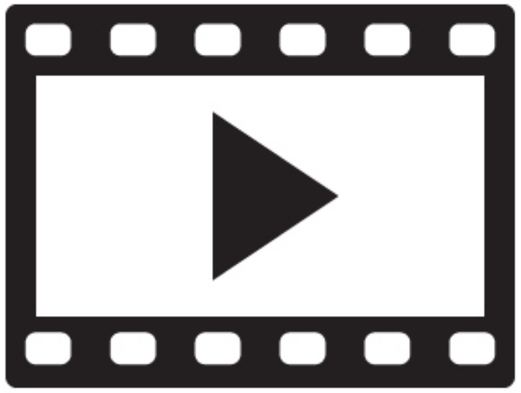

STEP 3

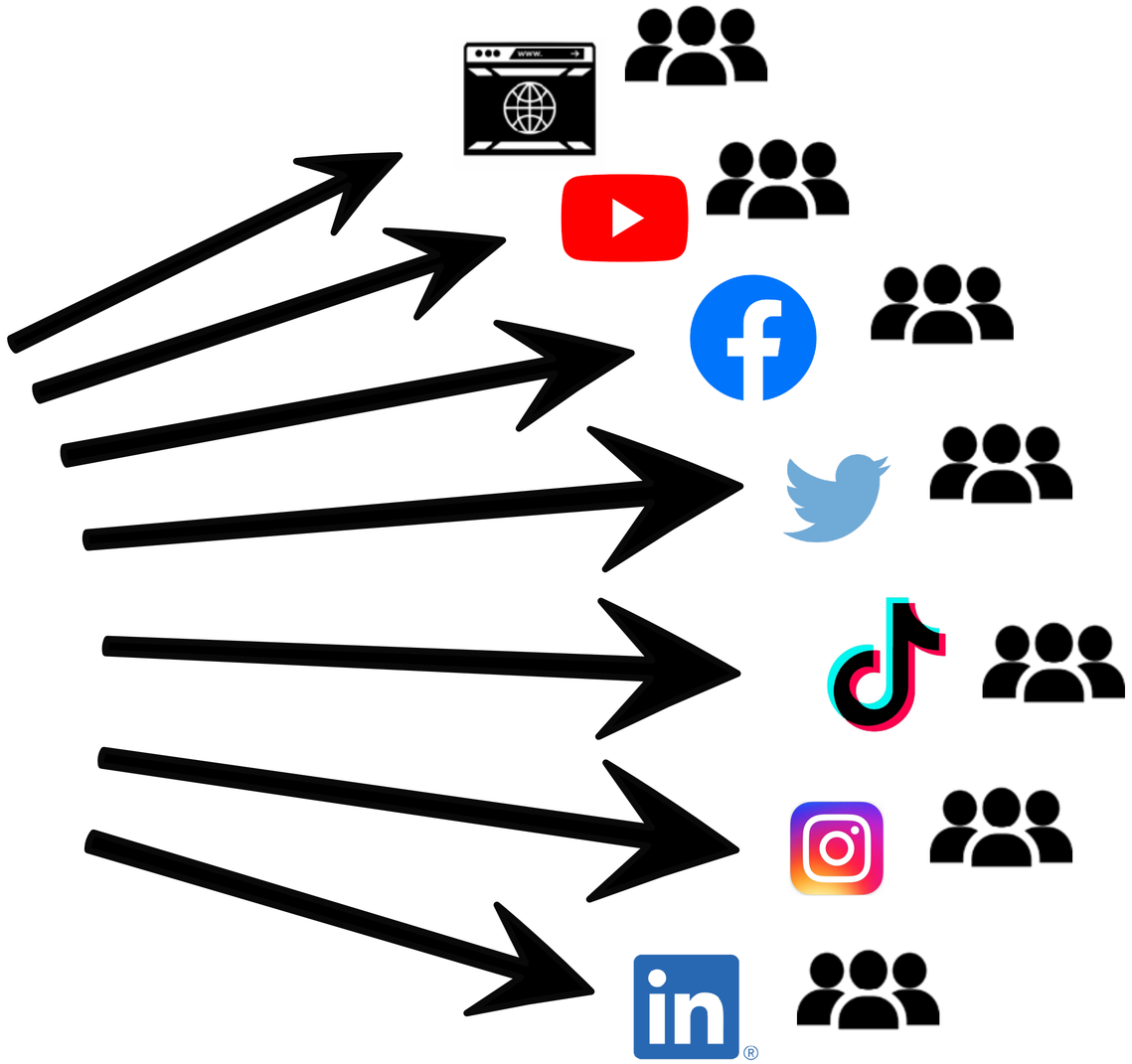
# Build an Audience with Owned Media

# We've allowed Facebook and Google to own our brands

# Old Model: Content Distribution



Core Video Asset



## Netflix Featured Videos | Netflix PLAY ALL

Netflix is the world's leading internet entertainment service with 130 million memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres

**Apostle | Are You Ready For It? | Netflix**

Netflix
13K views • 14 hours ago

**Best. Worst. Weekend. Ever. | Official Trailer [HD] | Netflix**

Netflix
31K views • 22 hours ago

**Haunted | Official Trailer [HD] | Netflix**

Netflix
55K views • 23 hours ago

**The Christmas Chronicles | Teaser [HD] | Netflix**

Netflix
184K views • 1 day ago

**Salt Fat Acid Heat | Buttermilk Marinated Roast...**

Netflix
9.9K views • 1 day ago

## Big Mouth | Netflix PLAY ALL

**Big Mouth | Clip: I Love My Body | Netflix**

Netflix
349K views • 5 days ago

**Big Mouth: Season 2 | Official Trailer [HD] | Netflix**

Netflix
1M views • 3 weeks ago

**Big Mouth: Season 2 | Teaser: Attack of the...**

Netflix
448K views • 1 month ago

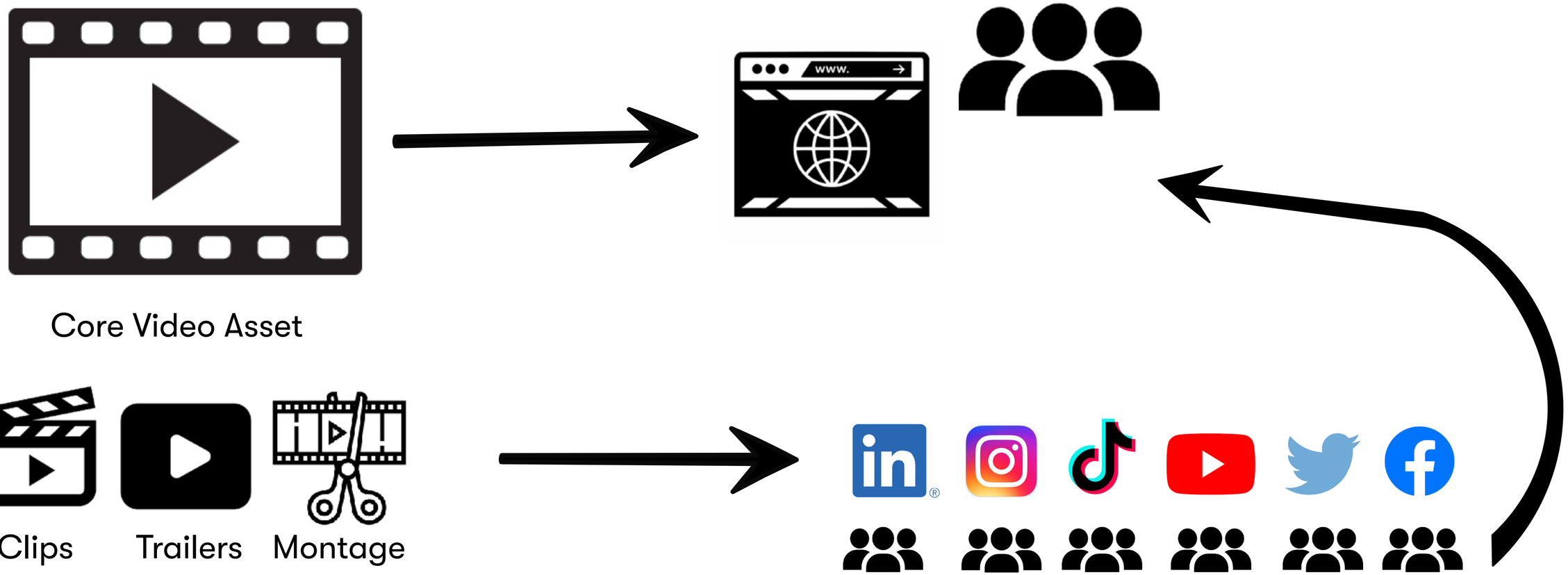
**Big Mouth | Queens of Netflix: Beardra Bidness |...**

Netflix
43K views • 3 months ago

**Big Mouth | Featurette: Together Again | Netflix**

Netflix
38K views • 11 months ago

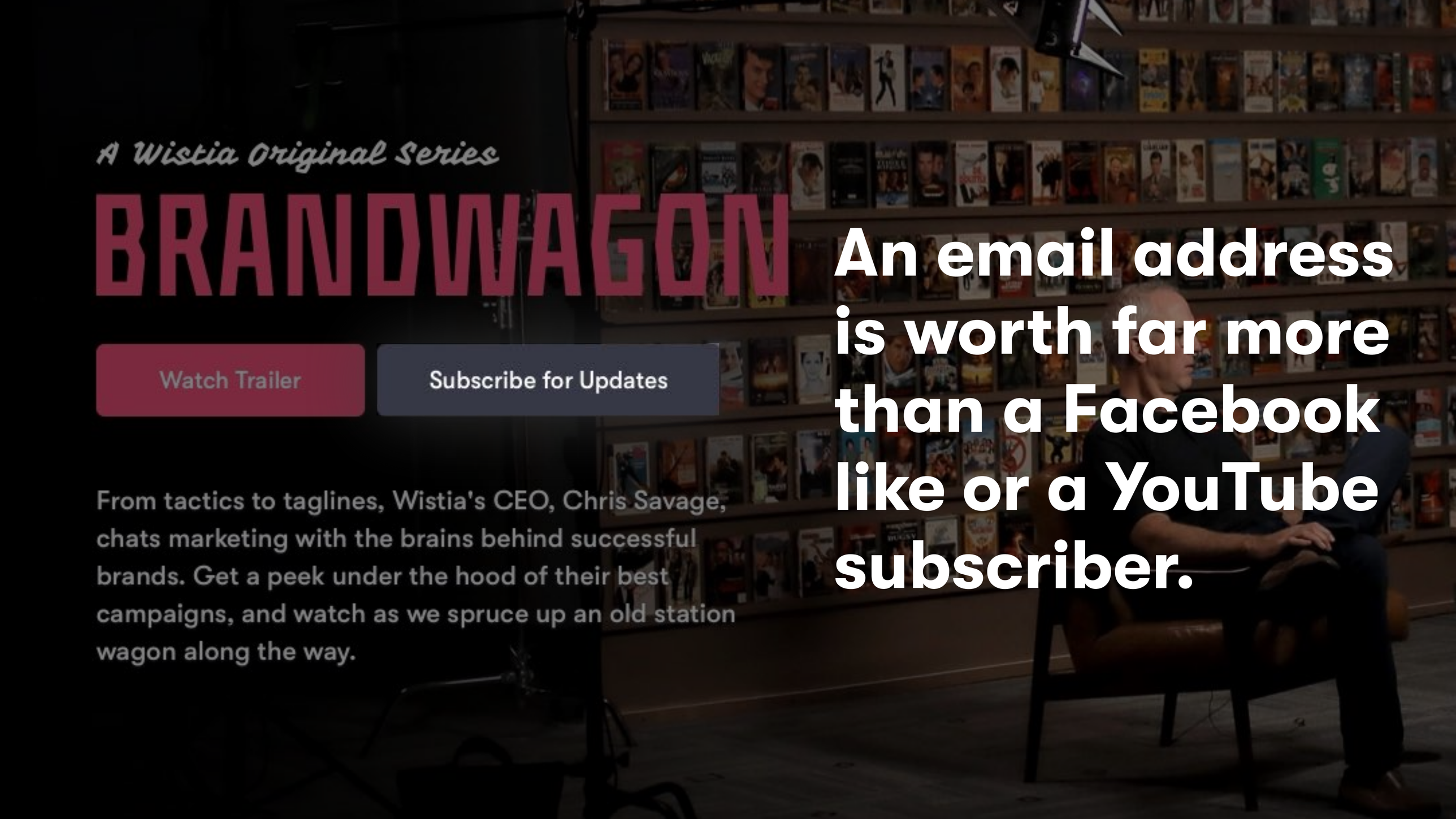
# New Model: Audience Development



# We've allowed Facebook and Google to own our brands

# Market like a media company

A Wistia Original Series
BRANDWAGON
Watch Trailer
Subscribe for Updates
From tactics to taglines, Wistia's CEO, Chris Savage, chats marketing with the brains behind successful brands. Get a peek under the hood of their best campaigns, and watch as we spruce up an old station wagon along the way.




**An email address is worth far more than a Facebook like or a YouTube subscriber.**

**If you own the distribution channel, you own the audience data.**

# Which video hosting platform should I use?

## YouTube

Consumer goods brands without direct sales, non-commercial sites

## Vimeo

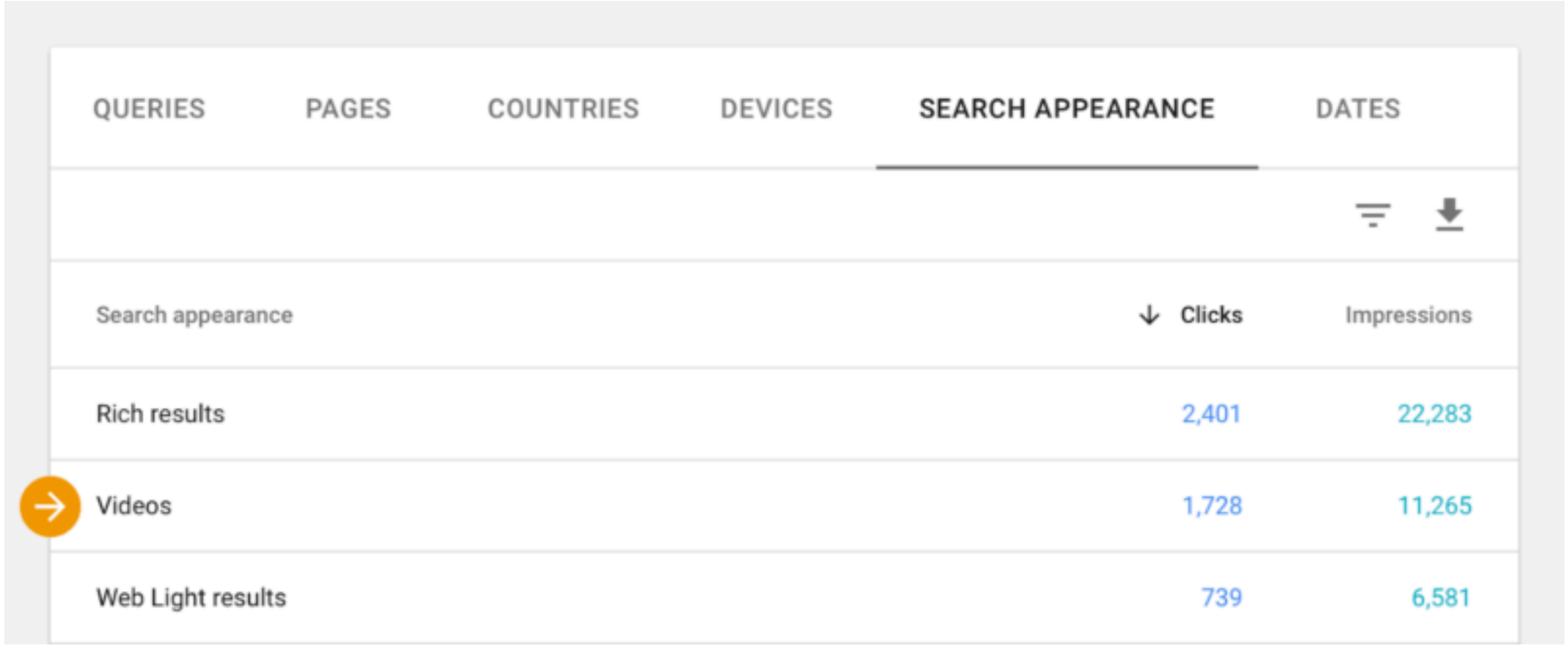
B2C businesses & Ecommerce

## Wistia

B2B businesses with a focus on lead acquisition

# How can you measure video seo?

# Google Search Console



# YouTube Analytics

## Traffic source types

Views · Lifetime

| | |
|---|---|
| Unknown – embedded player | 57.5% |
| Direct or unknown | 13.1% |
| External | 10.6% |
| YouTube search | 9.7% |
| Suggested videos | 5.8% |

## Traffic source: External

Views · Lifetime

**Proportion of your total traffic:** **10.6%**

| | |
|---|---|
| Twitter | 39.4% |
| Google | 22.4% |
| Google Search | 19.1% |

# Need a hand getting started?

Email me: philnottingham@gmail.com