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Tips to Optimize Video Content for SEO by [Varun Bihani](#)

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According to Forrester Research, “Videos are 53 times more likely to generate a first page ranking than traditional SEO techniques.” • Video SEO or At Digital Asset Optimization helps websites to gain high search engine ranking and to drive more traffic.

Users like to watch videos online and this is why a good video content can drive huge amount of traffic and can increase conversions. Search engine also includes videos and images into its standard search results and it brings an opportunity for internet marketers to increase their online presence. Here some video tips to help you achieve high rankings and popularity with video content:

Select right platform to host your video content

You can host videos on your own site or you can choose a third party video hosting website like YouTube, Video and Daily motion. If your video is your product’s demo and you want to drive more traffic to your site, then using a third party host site will be a good option as these sites have huge integrated traffic.

But if you want your potential customers to come back and visit your site and increase your website’s search referrals, then you can host video on your website. Search engine takes into consideration where you have posted your videos originally. There are lots of video player options available. You can select JW Player, .mp4, .flv, .avi and .mpg.

Use relevant thumbnail images

Use relevant thumbnail images to demonstrate your video. A clickable thumbnail image will give user an idea what the whole video content is all about. Display a relevant and striking image to describe your video content to improve visibility in search engine results. Thumbnails are also good at giving users first impression about your video content.

Optimize target keywords

Optimize target keywords in your video content for both search engine and users’ convenience. Provide a keyword rich alt-tag for thumbnails. It will help search engine spiders to easily crawl and index your video. Also give your videos a proper file name, titles and URLs. You can add a brief description with target keywords to improve its online visibility in search engine results and user experience.

Include videos in your sitemap

Sitemap tells search engine spiders about WebPages in your website so that they can index it easily. Google automatically submits video sitemap into its Webmaster Tools. This way you can inform Google about your video content. Video sitemap includes thumbnail image, video file, title and description. If you don’t have a video sitemap, search engine will not index your video and it will not come out in search engine results.

Video content is a great way to engage and educate customers about your products and services. You can increase your reach; drive more traffic and increase conversions and profit. At Galaxy Weblinks we provide Digital Asset Optimization along with Search engine optimization. Our SEO experts make sure that your videos get high rankings and improve your online presence and

popularity

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[Varun Bihani](#) - About Author:

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