

You Tube Video

Optimising your Movie for Search Engines



An example of Title, Description and Tags in a YouTube movie.

Online videos help build confidence in purchases

52% of consumers who watch product videos say those videos make them more confident about purchases, according to Invodo. In a new study, the e-commerce video provider suggests that the main reason consumers stop watching a particular video is if it offers little information that helps with decision making; on the other hand, 66% of consumers who watch information-heavy videos about a product watch them two or more times before buying, Invodo says.

The survey found that, while most respondents prefer videos that have been professionally produced, 30% of respondents say they are likely to buy products featured on videos made by users of those items. Still, 47% of respondents say that professionally produced videos seem more reliable.

Source: [Internet Retailer](#). 5th April 2012

With YouTube now the second most popular Search Engine (after it's owner Google) It makes sense to optimise your movies for web searches. When you upload a video to YouTube you can make several changes to ensure that web search engines find the video and list it to your advantage:

The Title of the video should be written to anticipate what searchers are looking for.

The Description box should include a full web address (including the http://) People browsing can then click the link to get straight to your website. Tags are also important and should include rele-

vant search phrases specific to the product or service you are promoting with your video. Once all that is done you can also embed the video code in your web page (click 'Share' under the video then 'Embed' button to get this). Tip: Unclick the 'Show suggested videos when the video finishes' option so it only plays your own video. Embedding the video will save you bandwidth as it is actually playing on YouTube's servers and it will add a dynamic element to an otherwise static web page.

www.biggerpictureweb.com