

# USING ONLINE VIDEO TO BOOST YOUR TRAFFIC AND RANKING



A step-by-step guide to optimizing your business  
YouTube account, channel and video listings to  
increase visibility and improve local search results.

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# Using Video to Boost Your Traffic & Ranking

## Introduction

So you've got your first video for your business done, and you're really excited to get it posted up on the web. But before you do, there are a couple of things that you need to get set up so your business video has the best chance of being effective. Here's what we're going to cover:

- The purpose of the video and the action you want viewers to take.
- Properly set up an account and channel on YouTube.
- Upload your video and optimize the title and description.
- Embedding your video in your website.

There's also some info for getting your video on Facebook, and using other sites like Vimeo.

## Purpose

You should have already considered the *intent* of your video at the time it was created. To raise awareness of your business, to show your staff and services, etc.

But when thinking of where and how to host your business video, you must first think about what you are trying to accomplish with your video. Specifically, you will want to consider what action or actions that you want the watcher or viewer to take.

Is the goal to improve your local presence on Google?

Do you want viewers to subscribe to your YouTube channel, or visit your website?

Do you want them to call your business, or visit your location?

Do you want them to go directly to your online store or schedule an appointment?

One single video cannot do everything, so you need to decide the purpose of this video to then know where to host it and embed it to optimize effectiveness.

It could be that you want someone to visit or like your Facebook page or website. Make sure you make it easy by having links in the description under the video player (on YouTube) that allow them to do that.

If you want them to buy a specific item you just talked about, don't send them to your homepage. Instead, *send them directly to that product page in your online store*. Make it easy. Nobody wants to type in your website URL and then burrow around to find the item you just showed them.

People have short attention spans, and are easily frustrated. Think of your own searching and shopping habits. I would bet that you hate sites that are not mobile friendly and take too long to find what you are looking for, right? Always keep the experience of the viewer in mind when you lead them around or have a link in your listing. It should be a logical progression or next step in the process of getting them to do something. To take action.

It may be that you want a video to appear in your web page only and not show up on YouTube publicly. You can do that. You would upload your video as *unlisted* and then put the link in your web page or embed it where you want it to be viewed.

So if you understand and have decided the purpose of your video, it will be easier to decide the host and tailor the listing to help you meet that goal. Don't make it complicated, but try to think through enough that you get a good result from your efforts. Don't worry, you can always go back to edit or add info to your listing later.

## **YouTube Account, Channel and Video Listings**

Since many of you will be hosting your video on YouTube to get search engine "juice," this is where most of the focus will be. Not only is YouTube free to upload and host your videos, it is the largest online video service and the #2 search engine in the world.

The basic premise to get your video on YouTube, optimize the channel and video listing, and have it point to your company site or web pages is pretty simple. The idea is that you have a video with a specific keyword you want to rank higher for in the title, description area, and tags. You could even go further by having an *account name* and *channel* with those keywords in them also.

We are not going to go into keywords too deeply here. If it's something you don't know about or understand... don't worry about it too much. Just do the best you can to think of common or logical phrases and terms that people use to search online for what you offer. Example: brake repair, tires and brakes, brake service, etc.

If you are wanting to rank on Google locally, you would add your location to those terms: brake repair Portland Oregon; tires and brakes in Portland Oregon; Portland Oregon brake service, etc.

Understanding what your potential customers are searching for and making sure that you use that language in all of your marketing is crucial to speaking to (and answering fully) the question that your customer is asking.

### **Account**

Getting a YouTube account is easy if you already have a Gmail account for your business. If you don't have one you can get a new Gmail account (it's free) here:

<https://accounts.google.com/NewAccount?service=mail>

You should be able to sign up or add YouTube at the same time.

If you already have a Gmail account, go to YouTube and sign in with that account. When you try to do anything that requires a channel - *upload*, *post a comment*, or *make a playlist*, you'll be prompted to create a new channel. There are different procedures for setting up a personal YouTube channel and setting up a channel for a business or other name. More information can be found here: <https://support.google.com/youtube/answer/1646861?hl=en>

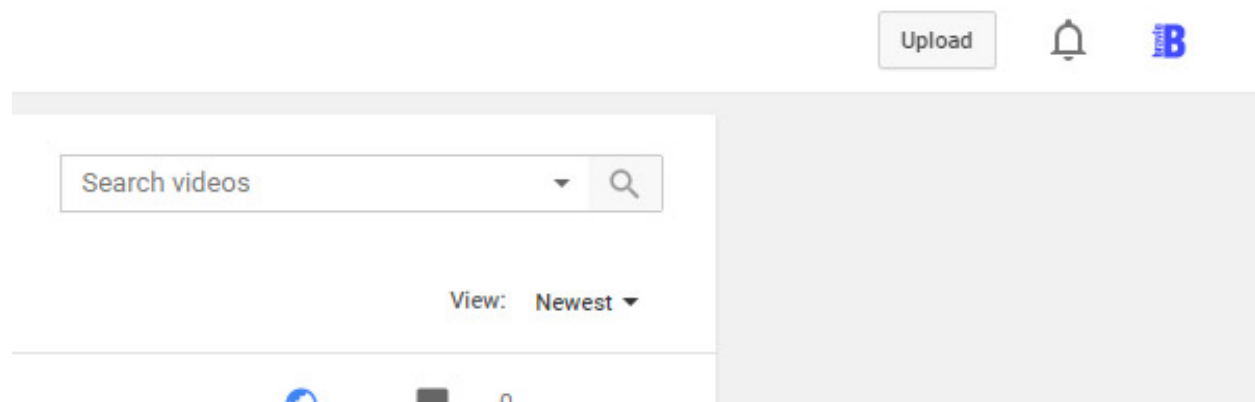
In addition, you will need a **Google My Business** page and **Google+** for your business. You should already have claimed your Google My Business page and have a Google+ for your business. If you don't have either of these, you'll need to first [create a Google+ profile](#) as well as [a Google+ page for your business](#) before getting your YouTube account and channel for your company.

## Naming Your Channel

You may want to name your YouTube channel with the same name as your business. Another option is to name the channel with keyword or keyword phrase that would be used by people searching for your product or service. There are pros and cons for both, but you can always change your YouTube channel name at a later time. You can only have one YouTube channel associated with a Google+ page.

Once you have your new channel, you can set it up with custom art, icon, details and description. Be sure you fill all of this out as it can also help in your overall Google presence and ranking. There will be areas for your company description, website and you can include links to other social media sites.

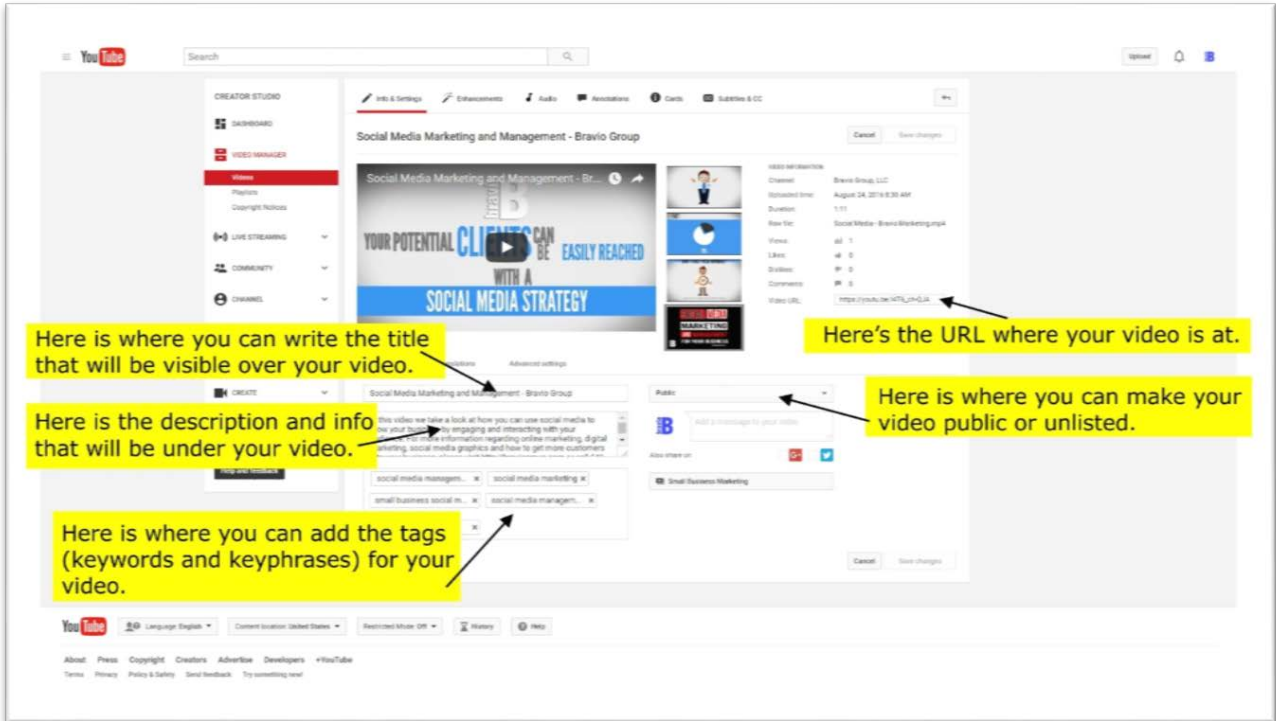
In addition, you should consider making your channel consistent with your website by use of the same colors, logos and imagery as one would find there. This makes the customer (or potential customer) experience seamless as they go from your video to your channel and to your website.



## Uploading Your Video

Uploading videos on YouTube is very easy. Once you are signed in, the link to upload to your channel will be in the upper right of the screen. You can drag-and-drop or search your computer for your video to upload. The video filename will be the video title by default. Make sure you change the title to something more search-friendly and descriptive. You can also write in a description of what's in the video while it uploads. Consider including links to your website or pages of your site that may be related to the subject, plus any other info that can be helpful to the viewer. Business name, address, phone number, and even some relevant keywords in your text will help, too.

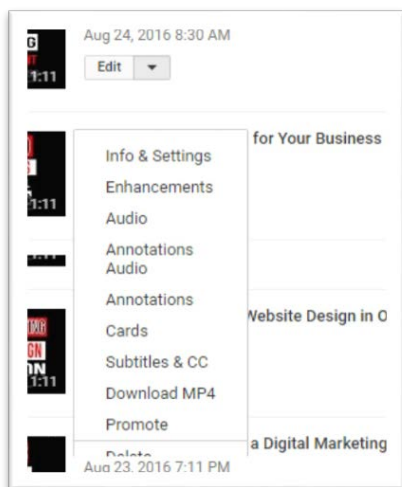
Don't bypass the area with the tags for your video. These should be the top 6-8 keywords or phrases that people would search for that your video and business has the answers to. If you haven't researched or have a list of keywords and keyphrases for your business, this is good time to do some work on that.



### Optimizing your video listing

If you don't fill out these areas right off the bat, it's OK, because your video listing always can be edited later. But you should make sure that you take advantage of the full description and keyword tags. This is how people will find your video and then lead them to your business, after all.

When you are in the Video Manager tab and can see your video(s) there will be an Edit dropdown to the right of the video thumbnail. If you go into Info and Settings, there will be areas that can be added and changed if you need to, including: the video *title*, *description*, *tags*, the *thumbnail image* and even if the video is *listed* or *unlisted*.



This is also a great area to go get the exact URL of where your video is located so you can copy and paste it in a video box on your website or in Facebook.

In that same Edit dropdown there are also choices for your video including: enhancements, audio, annotations, cards, subtitles and CC, download and promote or delete. Details of what each of these do is not covered in this book, but you can probably find help either on [YouTube](https://www.youtube.com) or elsewhere to get more information.

## **Video Description**

This is where you will want to write a brief description of what the video is about. You can also include links to your website or specific web pages where the viewer can go to for more information.

Only the top two or three lines of the first paragraph will show up in your listing below your video, so put the most important things first! This could be the link to your website or the address and phone number for your company. To read the rest of your description the viewer will need to click the “SHOW MORE” button.

## **Tips**

- Try to include some of the keywords and keyphrases that you have identified and are targeting in the text description along with a few relevant links to your website or Facebook page.
- When writing your links, be sure to include the `http://` in front of the `www` location. If you don't, the link will not be clickable.

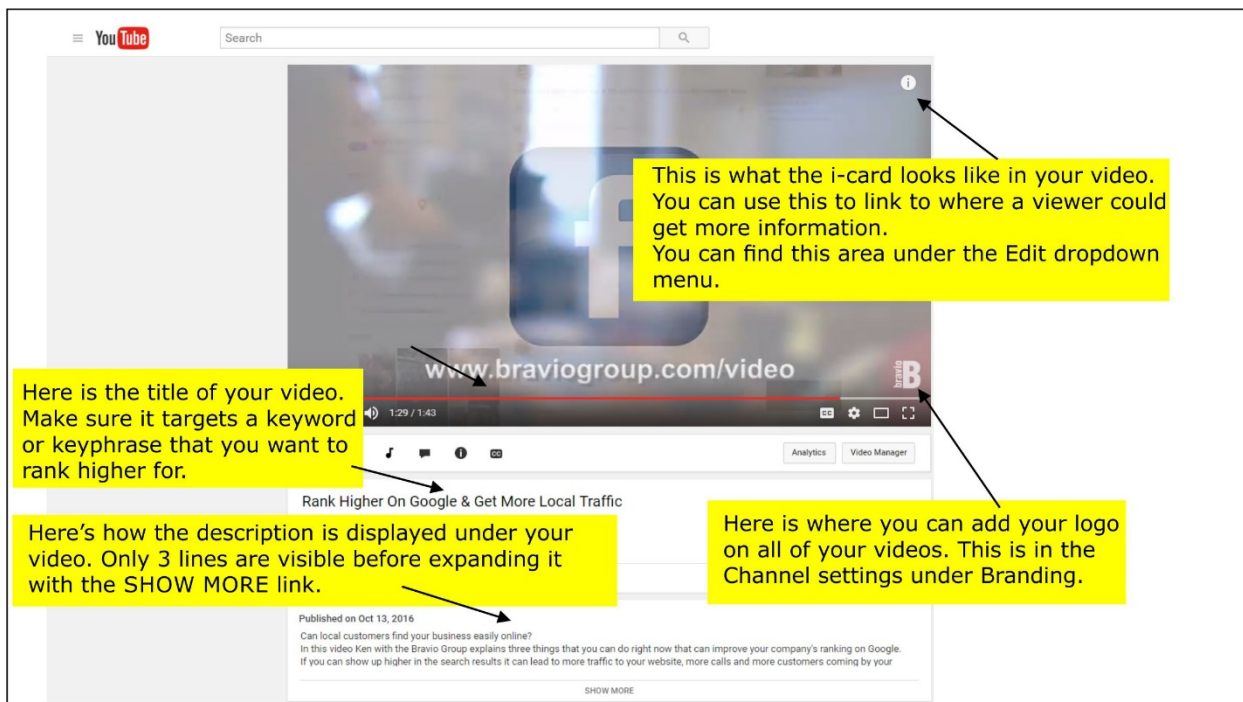
## **Video Tags**

Here is where you can write in the specific keywords and phrases for your video. We usually recommend not writing in more than 8 or 9 of these.

## **Video Playlist**

If you have a number of videos related to a specific topic or subject, you can group them together into a playlist where the videos will play one after another. This can be handy to cover a few aspects of a subject or to group similar videos together.

Note: If you think it would be more effective for your purpose, you can copy the URL of the playlist and embed that into your website instead of using the URL of a single video.



## Other YouTube Options & Settings

**Annotations** – These are the little pop-up bars with text that happen while the video is playing that can give the viewer additional info. Generally, these can be distracting and a little annoying for the viewer, so don't overuse them!

**iCards** – This is a “more information” link that will have the circle i logo in the upper right of your video. This can be handy if you'd like an info pop up near the end of your video that links to your site.

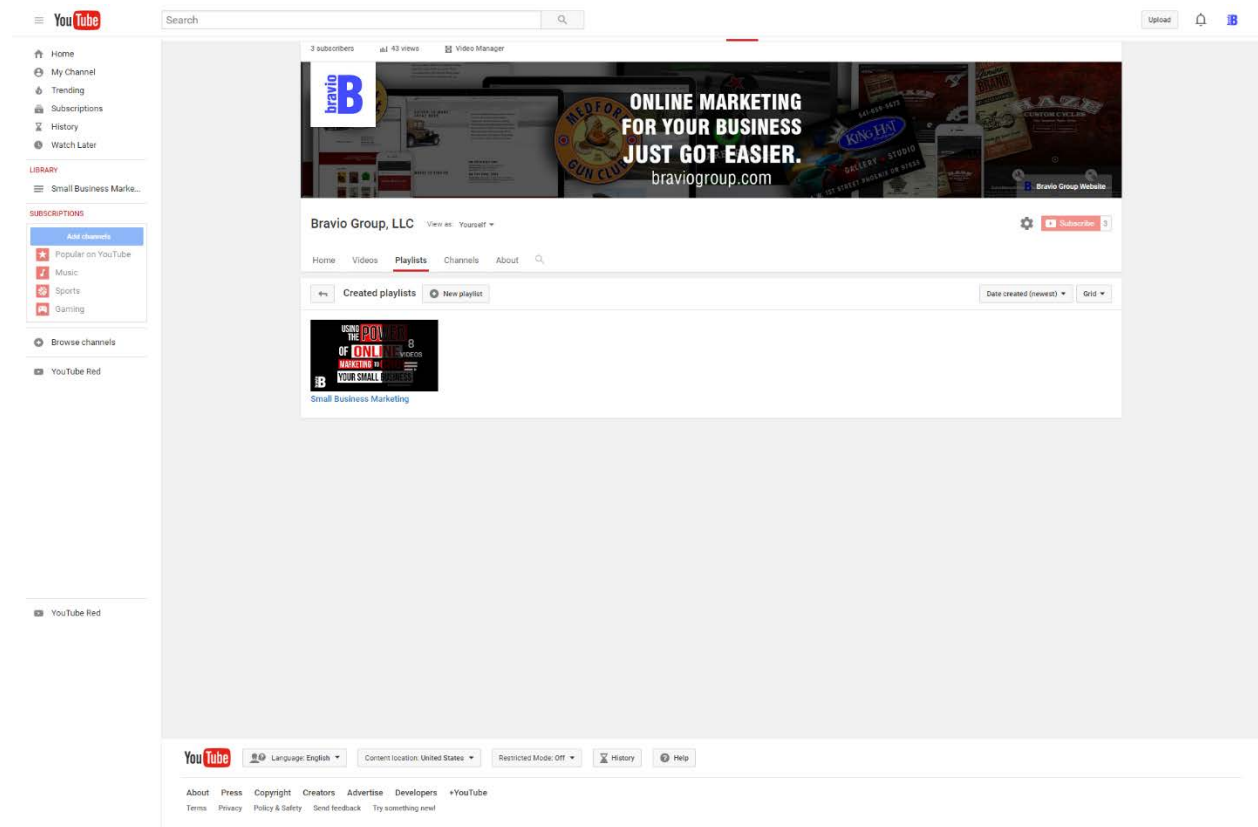
**Branding** – This setting is where you can put a small logo in the lower right corner of all of your videos. From the Creator Studio menu on the right side, go to Channel, then Branding. You can then upload a small logo that will be displayed in the corner of all of the videos in your channel.

## Embed your video into your website

If you want to boost the search results for a page on your website, you may want to consider having your YouTube video embedded in a page. Remember that a web page with video is more likely to come up in search results than a page with just text and images, so it can be really good for your rankings to have video on your website.

Unfortunately, there are so many website types, builders and interfaces these days that it would be impossible to assume what you're using and where it's hosted. You may need to refer to your documentation or speak to your web person on how to embed a video link into a page of your site. Do not just paste the link to your YouTube video into a page! Although the link will work, your visitor will have leave your site and go to YouTube to watch it, or it will open a new tab in their browser. What you want is to embed the video player into the page so visitors can watch it there.

Usually you will copy the URL (the web location) of your video and paste it into an area on your page or site. On YouTube, the location of your video can be found on the info and settings page for that video (see the illustration on previous page). If you are using another host for your video the process should be similar.



The location of your channel on YouTube can be found by clicking My Channel and then copying the contents of the search bar.


The location of your playlist can be found when you click the Playlist tab on your page, look for your playlist name and copy where that link goes to.



## Facebook

You can either upload a video directly to Facebook, or you can paste a link (like one from YouTube) in the area where you would normally post a message.



### To direct upload a video to your Facebook Timeline (these directions are from Facebook)

Click  Photo/Video at the top of your News Feed or Timeline

1. Choose a video
2. Click Post

We'll process your video and let you know when it's ready to see. Go to the video and select Edit to add a title, tag friends and more.

### To add a video to your Facebook Page:


1. Click  Photo / Video at the top of your Page's Timeline
2. Click Upload Photos/Video and select a video from your computer
3. Write an optional update, then enter a Video Title and Video Tags
4. Select a thumbnail by clicking the arrows on the preview of your video  
or click  Add Custom Thumbnail
5. Click Publish

Videos you upload appear in your video library.

### To see your Facebook Page's video library:

1. Click Publishing Tools at the top of your Page
2. Click Video Library on the left

### To edit a video on your Facebook Page:

1. Click Publishing Tools at the top of your Page
2. Click Video Library on the left
3. Click to check the box next to the video you want to edit
4. Click Actions  at the top and select Edit Video...
5. Edit your video and click Save

## Vimeo and other hosts

If you don't want to use YouTube to host your video there are other alternatives, including Vimeo, Wistia, Vizaar, Vidyard and more. Many of these sites have subscriptions based on bandwidth and storage size but you will have private, professional and ad-free hosting of your video.

## Self-Hosting your video

While you may be tempted to host on your site, it really isn't a good idea unless you know that you are allowed to and your web host is set up for video hosting. Most web hosts do not allow self-hosting of video content as it uses too many resources, and you could be banned or have other issues if you try to do it.

## **Promoting your video after uploading**

As with many other things, just having a video may not be enough. You may need to promote it to get it shared, liked, or your YouTube channel followed. Make sure you ask for subscribes on YouTube, likes, follows and shares on Facebook and tell your customers about your new YouTube channel and your video. Include your channel name in your other advertising efforts to build a following online.

## **Conclusion**

To make sure your video has the best chance of helping your business rise up in the local search results it is critical that you have the following in place:

1. Your business Google My Business page that is claimed and has accurate, up-to-date info with photos, customer reviews and links to your website.
2. Google+ page with accurate information, descriptions and photos.
3. YouTube channel that is set up and has a good company description, details and links.
4. Short, informative and entertaining videos that have a good title (with keywords and keyphrases!) keyword tags, and a good text description with links and contact info.

Depending on what you may already have in place, you have a little bit of work ahead of you before you can use your video or get the most out of it. Don't get dismayed! Even if you are a brand new company, it can be pretty simple to get your Google accounts and YouTube account and channel all set up.

If you find the whole process daunting or confusing, you can always hire someone to set it all up for you at a reasonable price.

I usually recommend that before a company makes changes to their listings or starts a YouTube channel, that they take a little time to assess their current Google search results for the specific keywords and keyphrases for their business. It can be helpful to create a document that lists where your business shows up when searching for the common keywords for what your business does. With this, you easily can track and measure the results of your efforts. Use it as a baseline to see how well your video is performing once you have uploaded it and have a detailed and optimized listing.

I have seen businesses jump in the local search results after uploading and optimizing their channel and video listing in just a few days, but your results may vary.

Keep in mind there are many factors that are weighed when Google answers a search query and returns search results. The exact algorithm is a closely guarded secret, but even Google has tips on how to improve your website and content. A responsive, mobile-friendly site, lots of content and optimized graphics are just a few ways to make your site better in the eyes of Google.

When *do* you see the progress over the next weeks and months, you will probably be encouraged to do more with video and continue to use it in your marketing. It is a powerful medium that even the smallest business can harness to get real and lasting results.

Video is still emerging as a very powerful medium to reach, teach, entertain and inspire. It is also an intriguing way to advertise your business video ads on Facebook, Instagram and even advertising opportunities on YouTube continue to be much more reasonable than AdWords or other pay-per-click alternatives.

Good luck in your continuing business venture and ask that you to let us know if the information here has been of help to you or if we can be of service to you in some other way. You can reach us at [sales@braviogroup.com](mailto:sales@braviogroup.com) or call 541-210-9521. Be sure to see the other marketing services and products that we offer small businesses at [braviogroup.com](http://braviogroup.com) or look us up on [Facebook](#).