



OPTIMIZING VISUAL CONTENT FOR SEARCH

November 17th, 2015

@srinagubandi #powerofPR

THE AGENDA

- UNIVERSAL SEARCH: STATE OF STATE
- YOUTUBE OPTIMIZATION BEST PRACTICES
- IMAGE OPTIMIZATION BEST PRACTICES
- RESOURCES

» UNIVERSAL SEARCH STATE OF STATE

WHAT IS UNIVERSAL SEARCH?

Universal Search or “Blended Search”, is the Integration of Videos, Images, Maps, Shopping and News within the organic search listings on the Search Results Page



UNIVERSAL SEARCH IN 2015

79% of
keyword
searches have
universal
results*



*searchmetrics Universal Search Study 2015

UNIVERSAL SEARCH IN 2015

14% of
universal
search results
return videos*



*searchmetrics Universal Search Study 2015

UNIVERSAL SEARCH IN 2015

88% of video
results are
from
YouTube*



*searchmetrics Universal Search Study 2015

» YOUTUBE BEST PRACTICES

START AT THE CHANNEL

Think of your channel as a website

- Your YouTube channel should function as the homepage for your video content
- Your playlists are your category level pages
- Your videos are your product or keyword level pages

Sample Channel Organization:

Mens Fashion Guide

(Channel Name)

How to Tie a Bow Tie

(Video Name)

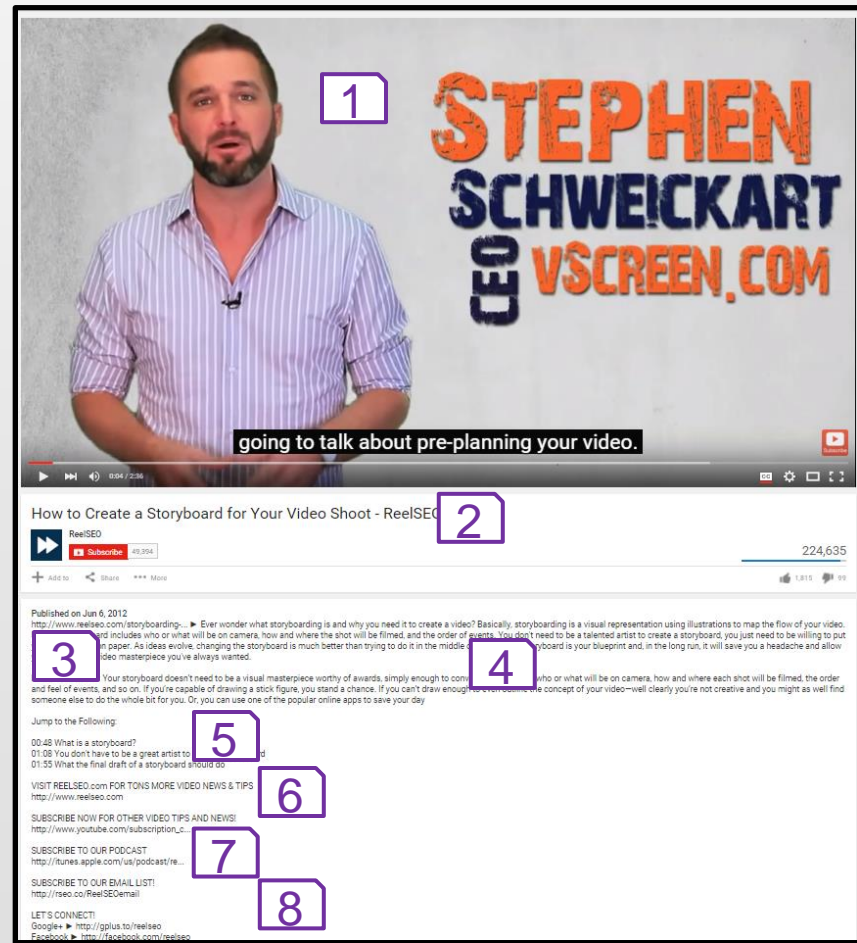
How to Tie a Tie

(Play List Name)

OPTIMIZATION BEST PRACTICES

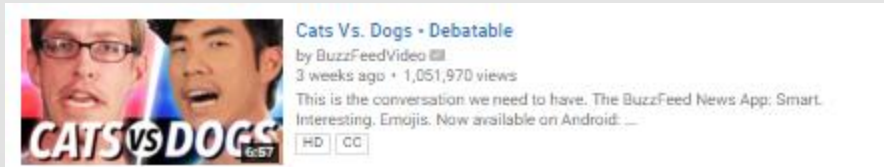
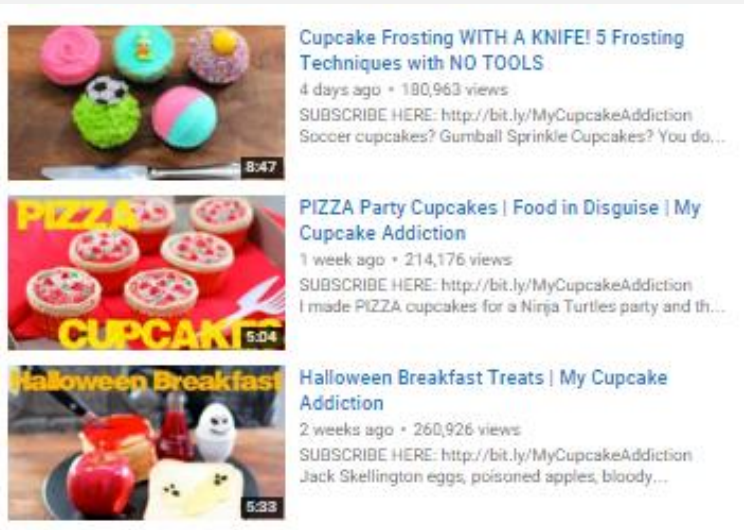
1. Optimize your thumbnail
2. Optimize your video title
3. Include a link back to your content
4. Optimize your description
5. Use chapter marker as needed
6. Link to your website
7. Include a subscribe link
8. Encourage social engagement

Source: reelseo.com



OPTIMIZE YOUR THUMBNAIL

- Make use of color
- Use a face to connect with the user
- Use action shots
- Use copy to give context
- Brand your content



Source: reelseo.com

OPTIMIZE VIDEO TITLES

- Use a keyword to start your title, but make it readable, non-deceptive and give it click-appeal
- The Title can be up to 100 characters, but YouTube shows only about 70 characters and most often Google Search Results only show about 55 characters on the results page
- Use sites like BuzzFeed as a guide to writing catchy titles
- Prime and off numbers tend to catch people's attention

Source: reelseo.com

OPTIMIZE VIDEO DESCRIPTIONS

- YouTube only shows about 157 characters of the description before expansion
- In the first 157 characters:
 - Give the users a reason to click and watch the video
 - Let the user know what they should expect to see and learn from the video
- Be sure to use all 5,000 characters that you are allotted

Source: reelseo.com

Top 3 Influencers of Video SEO [Creators Tip #147]

ReelSEO Channel settings 2,861

+ Add to < Share ... More 70 2

Published on Jun 19, 2014

There are many things that influence how well a video ranks in search results, but watch time, audience retention, and viewer session are three that influence video SEO the most. In this video I share the difference between each of these three ranking factors and how they work.

SHOW MORE

How to Cook Quinoa @http://youtube.com/watch?v=FUuemPnmkVh

Kraft Recipes Kraft 35,905

+ Add to < Share ... More 1

Published on Feb 24, 2014

Learn how to expertly cook fluffy quinoa.

Category Howto & Style

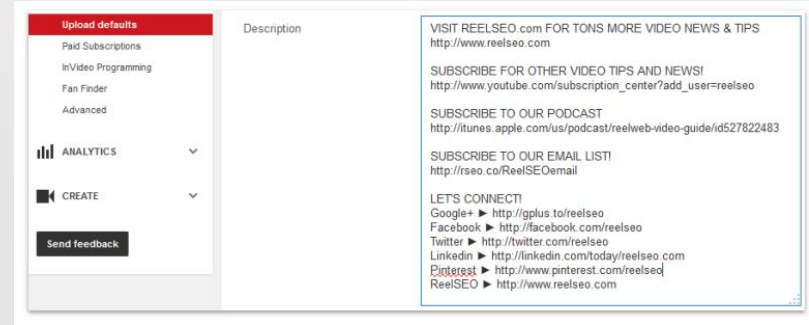
License Standard YouTube License

MASSIVE MISSED OPPORTUNITIES!!!
4954 Characters Available.

SHOW LESS

DON'T FORGET TO

- Link to your website
- Include a subscribe link to other content, mailing lists, etc...
- Encourage social engagement



Source: reelseo.com

TOOLS FOR KEYWORD AND VIDEO IDEAS

- **Google Keyword Planner**
 - Use this as a both a starting point for your research to find categories, keywords and concepts/ video titles

The image displays three screenshots of the Google Keyword Planner interface, illustrating the process of finding relevant keywords and concepts for video titles.

Screenshot 1 (Left): Shows the search results for the product/service "mens fashion guide". The "Keyword ideas" tab is selected. The table lists various keywords with their respective search volumes and competition levels.

Keyword (by relevance)	Avg. monthly searches	Competition
mens boots	74,000	High
mens shoes	60,500	High
wholesale clothing	60,500	High
vintage clothing	49,500	High
online shopping	49,500	High
clothing	40,500	High
cheap clothes	40,500	High
mens fashion	27,100	High
boho clothing	22,200	High
dress shirts	18,100	High
bohemian clothing	18,100	High
mens clothing	18,100	High

Screenshot 2 (Middle): Shows the search results for the product/service "how to tie a bowtie". The "Keyword ideas" tab is selected. The table lists various keywords, with "how to tie a tie" highlighted.

Keyword (by relevance)	Avg. monthly searches	Competition
how to tie a tie	550,000	Low
bow tie	40,500	High
bow ties	33,100	High
tie bar	33,100	Low
tie a tie	33,100	Low

Screenshot 3 (Right): Shows the search results for the product/service "how to tie a tie". The "Keyword ideas" tab is selected. The table lists various keywords, with "how to tie a bowtie" highlighted.

Keyword (by relevance)	Avg. monthly searches	Competition
bow tie	40,500	High
how to knit	40,500	Low
ties	33,100	High
tie a tie	33,100	Low
tie	33,100	Low
tie bar	33,100	Low
bolo tie	22,200	High
bowtie	22,200	Low
cravat	18,100	Low
how to tie a bowtie	18,100	Low

TOOLS FOR KEYWORD AND VIDEO IDEAS

- **Google Trends**

- Use it to understand if search volume for your keyword: is in decline or increasing in search volume and what is trending right now

United States - Safety filter: On - Past 24 hours

Past 24 hours

- Ronda Rousey Sees Holly Holm as a Big Threat**
▲ 205,600+ new local views · 2,954,703 global views
By The Tonight Show Starring Jimmy Fallon · today · 2,397 comments
- UFC 193: Holly Holm Talks 'Huge' Win Over Ronda Rousey**
▲ 190,000+ new local views · 254,262 global views
By MMAfighting.com · today · 429 comments
- The Moment Started Shooting At The Batacan Music Theatre I...**
▲ 90,000+ new local views · 68,002 global views
By The Best Videos HD · today · 98 comments
- UFC 193: Post-fight Press Conference Ronda Rousey vs. Holly ...**
▲ 80,000+ new local views · 179,529 global views
By UFC · today · 1,999 comments
- Malcolm In The Middle - Coming Soon**
▲ 190,000+ new local views · 1,943,4 global views
By Comedy Central UK · today · 74 comments
- Ronda Rousey Knocked Out By Holly Holm - UFC 193**
▲ 50,000+ new local views · 153,150 global views
By DailyBreak TV · today · 142 comments

United States - 2008 - present - All categories - YouTube Search

Compare Search terms

how to tie a tie Search term | how to tie a bow tie Search term | +Add term

Interest over time

News headlines | Forecast

Regional interest

how to tie a tie | how to tie a bow tie

Worldwide - United States

Subregion | Metro | City

Subregion	Interest
Montana	100
South Carolina	100
Wyoming	97
Idaho	95
North Dakota	91
South Dakota	91
Alabama	90

View change over time

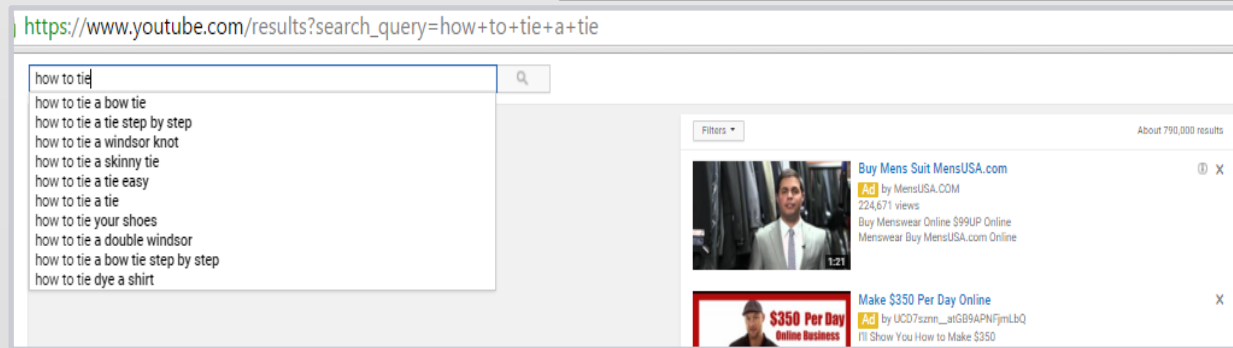
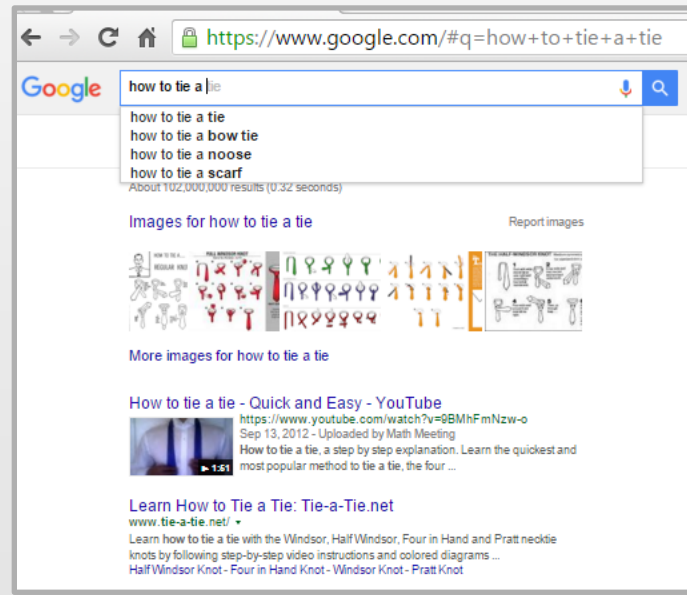
Related searches

how to tie a tie | how to tie a bow tie

Topics	Top	Rising	Queries	Top	Rising
Do it yourself - Website Category	100		bow tie	100	
The 85 Ways to Tie a Tie - Book b...	55		windsor knot	35	
Necktie - Clothing	45		double windsor	20	
Bow tie - Clothing	10		tie dye	15	
Knot - Literature Subject	5		half windsor knot	5	

TOOLS FOR KEYWORD AND VIDEO IDEAS

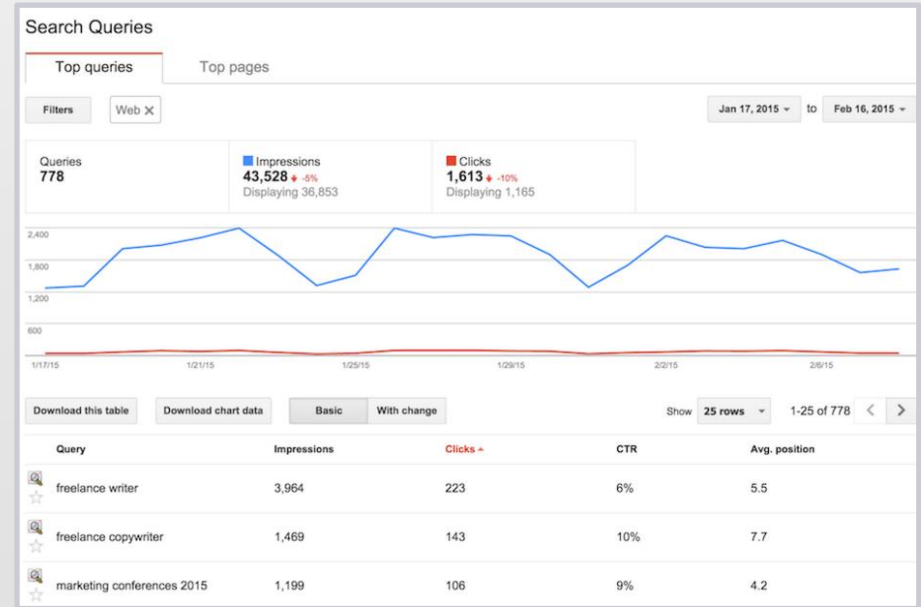
- **Google & YouTube Suggest**
 - Use it to understand related searches, other content ideas, and primary/secondary searches for your titles and video descriptions



Source: reelseo.com

TOOLS FOR KEYWORD AND VIDEO IDEAS

- **Google Web Master Tools/ Internal Search**
 - Google Web Master Tools will provide the top search phrases that led to clicks on your Google search results
 - If you have a search engine on your site, this is another great place to find keywords and ideas



Source: reelseo.com

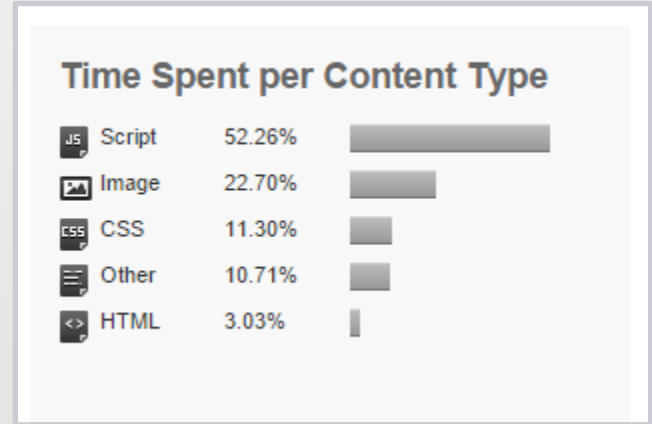
» IMAGE OPTIMIZATION BEST PRACTICES

IMAGE OPTIMIZATION BEST PRACTICES

1. Compress your images to make them small in size
2. Optimize file name and attributes
3. Use a caption under the image
4. If you have a lot of images on your site, use an image sitemap

COMPRESS & MAKE YOUR IMAGES SMALL IN SIZE

- Images usually account for the majority of load time on a webpage or site
- On **prnewsonline.com** images account for about 1/5 of the load time
- Some images can be compressed by 67% without loss of quality



Optimize images

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 212.9KiB (41% reduction).

Losslessly compressing http://cdn.prnewsonline.com/...tent/uploads/2015/11/mg_8660-407x244.jpg could save 42.8KiB (48% reduction).

Compressing and resizing <http://cdn.prnewsonline.com/...prnewsonline/images/prnews-image-new.png> could save 23.1KiB (67% reduction).

OPTIMIZE FILE NAME AND IMAGE ATTRIBUTES

- Use a keyword for your image name if you have a key phrase use an dashes to separate the words
 - **SEOImageOptimization.jpg** (do not use this format)
 - **SEO-Image-Optimization.jpg** (use this format)
- Always use the ALT TAG
 - Google crawlers use an ALT TAG to put an image into context
 - The Alternative Text should contain relevant keywords and a short description of the image's content (**maximum 10 words**)

USE A CAPTION UNDER YOUR IMAGE

- According to KissMetrics:
 - Captions under images get read 300% more than body copy
 - Captions under images are just as important as file names and ALT TAG text

The colourful people of Provence offer a glimpse into the idyllic nature of country living, but that's not to say they're without their modern wiles, Natalie Evans-Freke writes.

In the decades he's been raising snails in Provence, Cyril Santos has obviously grown very close to his prized escargots.

Like them, he's relaxed, slow-moving and doesn't say a lot (though unlike them he chain-smokes). And his passion for the snails was obvious as he showed us round his farm a half-hour drive away from the town of Uzes.

The industry he has given his life



Escargot farmer Cyril Santos photographed at his snail farm just outside the town of Uzes in the south of France. Photo / Babiche Martens

VIDEO BEST PRACTICES

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4. Optimize your description
5. Use chapter marker as needed
6. Link to your website
7. Include a subscribe link
8. Encourage social engagement
9. Use video sitemaps

Source: reelseo.com

IMAGE BEST PRACTICES

1. Compress your images
2. Optimize file name and attributes
3. Use a caption under the image
4. Use image sitemaps



thank you.



» *OPTIMIZATION RESOURCES*

OPTIMIZATION RESOURCES

- [Search Metrics Google Universal Search 2015](#)
- [Creator Academy YouTube Analytics](#)
- [YouTube Cards](#)
- [Google Keyword Planner 101](#)
- [REELSE.COM YouTube Description Optimization](#)
- [Gawker Image Case Study](#)
- [Moz Image Case Study](#)
- [Soren Skriver Image SEO Best Practices](#)
- [Video Sitemaps](#)
- [Image Sitemaps](#)
- [KissMetrics Caption Blog Post](#)