

3Play Webinars | Simple Strategies for Sophisticated Video SEO

EVY WILKINS: Good morning, everyone, and welcome to Simple Strategies for Sophisticated Video SEO. Over the next 30 minutes, you're going to hear from several marketing experts who've spent a lot of time with video, and have great advice for how to use your videos as an asset for boosting organic traffic to your website, and getting those SEO rankings up.

My name is Evy Wilkins, and I'm the head of marketing at Vidcaster. Today I'll be your host. I'm joined by three awesome speakers.

Going in reverse order here, we've got Matt Childs, who's the head of video strategy at Vidcaster. And he's been working with video for the last 10 years, on the production and strategy sides. I'll let Matt tell you about Vidcaster in a little bit.

Next to him, you have Tole Khesin, who is the VP of marketing at 3Play Media, which provides high-quality video transcriptions. 3Play Media is one of our integration partners here at Vidcaster. And Tole will tell you a little bit more about 3Play Media shortly.

I'll just add that the idea for this webinar came about through a conversation I had with Tole a few months back, where we were just talking about how difficult video SEO is for many, actually. Because it just seems very confusing, and it doesn't actually have to be. So we thought about putting together this webinar, and I'm really thrilled that we're here today with 3Play Media.

And last, but certainly not least, we have Jennifer Lewis. Jen is an integrated marketing expert, who is incredibly adept at envisioning the bigger digital picture, and pulling together all of the many pieces required to create that well-tuned inbound marketing machine that we all so desperately want.

Officially, Jen is the Senior Interactive Marketing Manager at SafeNet where she's been responsible for SafeNet's video strategy, which includes both Vidcaster and 3Play Media technologies. And of course, that's why she's here today-- to talk about her experience with that, and their learnings around video SEO.

So our goal is to deliver you actionable video SEO advice in 30 minutes. I'm going to turn things over to the speakers in a moment. But first, of course, a few housekeeping notes-- if you have questions for us, please go ahead and leave them in the Q&A box that's provided by GoToWebinar. We'll be monitoring those as we go, but we'll get to most of the questions in the

Q&A section, unless it's something incredibly urgent, of course. But for the most part, we're going to wrap those all up into the Q&A portion at the end.

Our hashtag for the event is hashtag video SEO. And you've got our speaker handles on the screen right now, as well, if you would like to go ahead and use those. We will be tweeting up a storm, and I hope that you'll join in.

So before we start, I would like to kind of get a feel for the audience today, and let you get a feel, too, for the types of people who are listening in. I am going to go ahead and show a poll to you right now, which you'll be able to choose an answer here that best represents you. The question is, what is the most challenging part about video SEO for you?

I'm going to give you guys just a couple of minutes to go ahead and answer. I see some answers coming in right now. So the choices are-- just getting started, not knowing where to start, getting your videos to rank well for keywords, understanding how YouTube and your site kind of works together for video SEO, and of course, something else.

And if there is something else and you want to share that with us in the Q&A section, go ahead and do that. That'd be great.

I'm just going to maybe give you guys about 10 more seconds to get in your answers. And a lot of people voting are choosing the best response right now. Fabulous. And I'm really impressed. Lots of-- everyone's voting. Fabulous-- love it-- great.

So there's still some folks voting, but I'm definitely seeing a bit of a trend. Getting videos to rank well for keywords is leading the pack right now, as is understanding how YouTube and your site works together for video SEO. That's number two. Third right now is getting started. And then there is about 15% who have said something else.

So folks are still coming in here, but we're going to have to move on, just in the interest of time. We like to keep these webinars to 30 minutes-- get everybody in and out quickly. So I'm going to go ahead and close this poll now.

So yeah that top answer was definitely getting videos to rank for keywords, followed closely by understanding how YouTube and your own domain works together. So we'll definitely be answering these questions in this webinar.

With that, I am going to actually hand things over to my colleague Matt here at Vidcaster, to

tell you a little bit about Vidcaster and why we're talking about video SEO.

MATT CHILDS: Great. Thanks, Evy.

So just give me one second here to pull up your slides here. Awesome.

Hey, folks. My name is Matt Childs. I'm in charge of our video strategy here at Vidcaster. And I'm excited to be on the webinar today. This is an amazing topic. It's something that, I think, has come up for anyone that's worked with video online. And there's a lot of black boxes there. And I'm hoping today, and with the experts we have in this presentation, we can unlock some of those secrets and tips.

But before we get started, let me just tell you a little bit about Vidcaster. We are a video experience platform company here, located in San Francisco. And what we do is we help businesses, organizations take video and inject it into the business processes that they have today.

So these are things like marketing, training, even subscription video. And we enable them to deploy these experiences on demand, and manage them in a very limited IT type fashion.

So we work with companies like Netflix, and Dell, VMware, and SafeNet to deploy video experiences. In the Netflix case, it's an internal environment. It's an internal YouTube. And SafeNet, it's an environment and resource site that drives sales and marketing initiatives. And I'm excited that Jen is on this presentation with us, because we're going to show you very quickly-- or she's going to tell you how, together with Vidcaster, and even 3Play, she's been able to achieve her SEO goals, and lead generation goals with our technology.

So that's a little bit about Vidcaster. And today, we're going to be, obviously, focusing on the video SEO of things. So this is one of the exciting things about Vidcaster is it integrates with very many solutions that are out on the market that are tied to video. And those are everything from transcription and our friends over at 3Play Media, to lead generation, marketing automation systems like Marketo and [INAUDIBLE], Salesforce on the CRM side.

But today, we'll be talking about primarily SEO. And we do have a very robust integration on the transcription side, with 3Play Media. So we're honored to be on the presentation with both Jen and Tole. And I'm going to pass it now to our next presenter.

TOLE KHESIN: Great, thanks everyone. My name is Tole Khesin with 3Play Media. And we are partner-- as

Matt and Evy mentioned, we're partnered with Vidcaster. And our focus is to provide captioning, transcription, and translation services.

Just a quick background-- we are an MIT spin-off based in Cambridge, Massachusetts. We work with over 800 customers in enterprise, higher ed, and entertainment. And the integration with Vidcaster just makes the process of transcribing, and adding captions to video, as simple as it can possibly be. Basically, here's a screen shot from within Vidcaster. Once you've uploaded your video, all you have to do is you just click on the Transcribe button. And everything else, the workflow is completely automated. Vidcaster will send us those videos. We will create the transcripts, and we'll send it back. And then they'll just show up. So you'll see an interactive transcript, which you can embed along with your video. And the captions will show up there as well.

So I just wanted to spend a minute to just talk about the reasons why you would want to transcribe your videos. So number one-- for SEO and organic traffic. So search engines like Google, they can't watch a video, so they don't really know anything about the video, apart from the text metadata that you add. Usually for video, that includes a title and maybe some tags. But by adding a transcript, and letting search engines index that transcript, it just gives search engines a much deeper and broader understanding of what your video's about. And it makes it, exposes it for a number of new keywords.

So transcript-- typically people speak at a rate of about 150 words per minute. So let's say you have an hour long webinar. That means that if you transcribe it, that's 9,000 words that can be indexed by search engines. That really just expands the breadth that search engine can rank for keywords.

Now, the other benefit of transcribing your video is that it makes it accessible for people who are deaf and hard of hearing. So that's an important thing. But the interesting thing is that there's a study that was conducted by the BBC recently, that concluded that 80% of people that use captions in a video actually don't have any sort of hearing disability at all.

They do it because it helps them to understand the video better. They also do it because it makes it more flexible to consume in sound-sensitive environments, like a workplace or library. Or in the case where speakers might not be turned on, or you might have a computer without any speakers at all.

So all of this, the upshot here is that transcribing your video and adding captions just exposes

it to a much broader audience, which is an objective, I think, that should be high up on the list for most video producers.

The other benefit is that by transcribing video, it improves the ability to search through that video. It improves the navigation. So that interactive transcript that you saw a screenshot of previously allows users to skim through a transcript, and click on any word to jump to a specific point in the video. It gives users the ability to find exactly what they're looking for, which really just creates a better user experience.

And a few other benefits-- depending on what your organization is, and what kind of video you have, captions maybe actually required by law, especially if it's content that's used by a government agency, or actually any type of organization that takes federal subsidy. If you're using video for educational purposes, it often requires closed captions. And the same is true for entertainment content that airs on television, in parallel with being published on a website.

Also, what a lot of our customers are doing is using transcripts to create derivative content for content marketing purposes. So that's something that's pretty interesting. And then lastly, transcripts and captions are usually the first step to create translation and multilingual subtitles. So if you're going in that direction, that's probably a good starting point.

JENNIFER LEWIS: So now I will hand things back over to Evy. Or actually, I guess it's-- Jen is going to take over at this point.

EVY WILKINS: Actually, thanks, Tole. I'm going to take over again. This is Evy. And we're going to do one last poll right now. So thank you very much for that introduction to 3Play and also transcription, and how important it is to video SEO.

I'm going to pop up the second poll here. So this question-- this is the second and last poll of the webinar. Really quickly, we would like to know how many videos you're managing today, just to get a feel, so that everyone kind of knows as well-- the audience here-- are you managing 0 to 50, 50 to 100, closer to 500, or a lot more than that?

There's a bunch of choices for you right now. I'll give everyone a few more minutes to vote. I did notice there was a question that came through about how do you do a poll and go to webinar?

So while everyone is answering right now, I'll just say that it's a feature. You can set it up prior

to launching your webinar. And then it kind of appears as one of the options. And you can just launch it. It's really simple to do. It's also a great way to get to know your audience, as we're doing right now.

So we'll just give everybody about five more seconds, if you want to vote. Now is the time. And I'm going to go ahead and close the poll.

So just to give you an idea, it looks like we've got approximately 45% of you with under 50 videos. Another 25, though, are managing 100 to 500 videos. And 23 of you have over 500 videos. That's really substantial. So a lot of people managing a lot of video, which clearly could be a lot of SEO value.

So very interesting to know here. I'm going to hand things over now to Jennifer, who is going to tell you about her story with video SEO. Jennifer, you should have control now, and be able to share your screen with us.

JENNIFER LEWIS: Hi, everybody. Yeah, can you see my screen now?

EVY WILKINS: Yup. Perfect.

JENNIFER LEWIS: OK, great. Hi, everyone. Thank you so much, first of all, to Evy and the team for having me on this call today. I'm really happy to talk about our experience with the video site that we built. I think it's been a positive one for the company.

So with that said, I'll go ahead and get under way. Just a real high level for those-- I'm assuming most have not heard of SafeNet before. We're sort of a behind-the-scenes company.

What we do is we basically are one of the top three infotech companies in the world. We focus on the protection of high-value information. So we protect most money that moves, the most high-value software, the most sensitive corporate information. And we are the de facto root of trust.

We've been around. We just celebrated our 30th anniversary. We have over 25,000 customers in well over 100 countries. And our company size-- we're about 1,500 employees headquartered in Baltimore, Maryland. And we are at about a half a billion in revenue.

So some of the customers that we serve as well-- as you can see here, there are some big

names on this list. We help them secure their most sensitive and valuable information. So Cisco, Netflix, VeriSign, Dell, and others are customers, as well as the US government.

So onto the good part-- what were our video challenges? We really had a number of challenges when I came to Matt, years ago at this point. And we talked a little bit about what do we need to do here at SafeNet to improve our video situation.

The biggest one that we had was we had several disparate places for video when I inherited this. Some of them were public facing. Others were hidden.

We were utilizing-- among other platforms-- YouTube, Brightcove, and BrightTALK. So one of our big goals was trying to figure out how do we get everything into one central repository?

Second was how do we get our webcast back from BrightTALK? We were currently hosting and running everything through the BrightTALK platform, which was great, because they do promotion. But when-- if you've ever worked with them, getting your videos back, you have to pay additional money just to host your own videos. So we were looking for other solutions.

We also were really focused on a global strategy. We had a quarterly, what we call our Ask The Experts video series. And we really wanted a streamlined way to make those available in all languages in one single platform.

We also were finding that we had space limitations. And some videos were either too large or too long for YouTube, or we didn't have a reliable hosting resource internally. So we had to look for external.

The big, important part of it-- lead generation. We really wanted to be able to protect some of our videos, but not all of them, with forms. And we wanted those to also integrate with our marketing automation platform and scoring model. So the project started to form after that.

We do have a global SEO strategy at SafeNet. We do need the ability to target words and phrases in languages. So we wanted to show the availability of multiple language versions of each video, localized video, and so the user could see what other languages it's available in.

We also wanted to identify the types of videos that we had. On our video site, you'll see we have anything from tech support, quick videos, to full-length webcasts, presentations. We wanted to be able to have people filter on that.

We also wanted to integrate with our marketing automation platform, which is Silverpop for lead generation purposes. And we wanted that to track for our scoring. We wanted a platform that further enhanced our SEO effort. So we found that definitely in the Vidcaster platform.

And lastly, we wanted to centralize storage and viewing solutions. So here's a sample of what our video site is today. There are a couple highlights that I noted on this slide.

First one is our language selector. We have the ability to filter between eight different languages that we have videos in. Some videos are available in all languages-- for instance, English is largely available. Others are just on demand for certain videos. We might have several dozen in German or French.

What happens when somebody switches the language selector is actually it changes the entire site. And the entire site looks the same, but is then translated into German, French, Chinese, et cetera.

Search functionality is number two. We requested a pretty involved search feature that allowed for the user to search for videos on a number of criteria. Those were topic, product, the language, type of video, and a keyword search. So we wanted to ensure the user could find the most relevant videos for their needs.

And the third one was the SEO friendly tagging that we were able to utilize. Our topics are typically our core SEO keyword categories. So we wanted to provide a way to further promote, through online linking, the ability to feature those terms on our site. Because of the way our site is built, keywords are built into both our search feature URLs, as well as our individual video URLs, to maximize the SEO visibility for our videos.

So now we have a great video site. What do we do with it? These are just a few examples of how we're integrating our video channel across multiple platforms, including listings within our own corporate resource library, embedding the video on our corporate pages, featuring them on social media channels, and also we integrate them into third-party sites to drive the valuable SEO traffic into the video channel.

So just to highlight some of the top strategies for our video site-- first one, featuring our top targeted phrases of categories was big for us. This way, we can integrate these terms directly in a playlist URL. In the Vidcaster platform, you have the ability to name whatever categories or playlists you want. And by sticking those keyword into that, it becomes part of the URL

structure.

Secondly, we used a sub-domain of our corporate domain. The reason we did that is because our corporate domain name, because we've been around for 30 years, the domain has been around for decades. And we wanted to carry that value into our video site. So we use a sub-domain of our corporate domain for that.

Third, we wanted to make sure our titles and descriptions were keyword-rich, and relevant to the topic. You have the ability in the platform to put content in for your titles, and descriptions, and summaries. And we wanted to make sure we were maximizing those from a keyword strategy perspective.

Fourth, implementing transcriptions to maximize keyword usage. We definitely wanted to maximize our keyword reach. And I'll show you an example towards the end of my slides where we were able to show a nice increase in a short amount of time doing that.

Video site maps-- this was a key factor in our decision to move to the Vidcaster platform. Having the video site map allows Google basically to see what videos you have available, where it otherwise couldn't. So this was definitely a key selling point for us.

And then lastly, strategic video placement-- we use multiple platforms with keyword-rich URLs. And for the platforms that don't allow following, we have a cohesive branded effort that goes across the board.

So just some additional best practices-- these are things that we have on our road map. And some of you may or may not have heard of previously, but I wanted to go ahead and call them out. Allow your videos to be embedded on other websites. It can provide a benefit for SEO, as well as increase the reach of your content. So that's definitely advisable.

Annotating your videos with content details about the video, including duration of the video, and what it's about. This is an area that we at SafeNet are looking to explore in 2014.

Incorporating videos into press releases-- we are doing some of it this currently. We provide a lot of links out through our press releases to our videos. So it makes sense to remember to see if you have related videos that you can promote through your press release process as well. A lot of press releases get picked up, as you know, by bloggers and third party sites. So the additional resource to get the word out.

And then lastly, remember outbound linking, too-- providing opportunities to not just link to

your video site, but from your video site to your other web properties. This is something that we utilize on our video channel to allow us to not just generate traffic to it, but from it as well.

So I just wanted to highlight a couple of key phrases here. These are some phrases for a video that we had transcribed a few years ago. We are still seeing some nice traction and page one visibility.

And these, the way I envision these are these are long-tail keywords that we would not otherwise be optimized for our corporate website. So we're gaining traffic here that we wouldn't otherwise have. So we really are pleased to see the results here. And we definitely take that into account as we're naming videos and we put them into the site.

And then I mentioned earlier a little bit of a snapshot into the impact of transcription on SEO. We ran a little test in advance of this webcast. We wanted to see how quickly we can make an impact on SEO.

So we took one of our videos and transcribed it with Tole's help. And we were looking to improve ranking for software licensing and virtual environments, which is a core part of our strategy.

As you can see, first evaluated, we were not ranking anywhere for anything. And as of today, we actually are ranking on page one for Bing and Yahoo for that phrase. We expect Google to follow suit. Sometimes it takes a little longer there.

So we're really, really pleased with the result there. And I just wanted to show that even in a short amount of time, you can still make an impact by having transcriptions on your site.

And lastly, just a couple of metrics on our end. Some of what we saw as far as our program here-- we have approximately 30 form-protected videos. We have several 100 videos on our site. But these are the ones that are protected by forms-- generating nearly 500 leads from those, and well over 7,500 video plays happened on our video site. Our conversion rate's about 9%. We're always looking to improve that.

So that is everything that I have. I welcome any questions. Thanks.

EVY WILKINS: Great, here we go. So it's time to kind of ask us anything about video SEO. We've got three incredibly knowledgeable people on the line right now. There have definitely been some questions coming in. And Tole, if you don't mind, I'd like to start with you. There was a

question about the BBC study that you mentioned. And if you could just tell us a little bit more about that, or where we could find it.

TOLE KHESIN: Yeah, sure. So this is a study that was done by the BBC on captions that were turned on by users of their TV networks. And it concluded that actually only 20% of the people that turn on captions did it because they have some sort of hearing disability.

If you contact me-- it might be hard to do it in this forum, but if you contact me, or actually maybe I might be able to find that link and expose it through the questions. But otherwise, if you reach out offline, I'd be happy to forward that link.

EVY WILKINS: OK, awesome. Let's just go here. Actually, while you're on, Tole, there was another question for you about derivative content. If you could explain what that is.

TOLE KHESIN: Yes, so a lot of, quite a number of our customers are using transcripts to create derivative content for marketing purposes. So for example, they might take a transcript from this webinar, for example, take a transcript and use that as a starting point to create blogs, to create a white paper, or to create really any other content.

We have-- another example that comes to mind is, in the education space, we have professors that will take the transcripts from a semester's worth of lectures. And they'll take all of those transcripts, and they'll actually use that as a starting point to write a textbook, or to create other class materials. We've you've seen that increasing in popularity.

EVY WILKINS: Great, thank you. Jennifer, there's a couple of questions for you around, actually first kind of an easy one, or simple one, I should just say. Can you give us an example of an outbound link from a video that you might place? Or how are you outbound linking from your video site?

JENNIFER LEWIS: Oh, sure. So in our video site, we are linking back. It's part of our overall strategy. So what we try to do is we have links to our blog.

We have a blog called LicencingLive.com. And in the footer of our video site, there are links to our channels and our pages within the blog, the categories there as well. So we have some of that, in addition to social media integration.

EVY WILKINS: Great. And maybe as a follow-on question, there's definitely a lot of questions about lead generation popping up here. So some of these questions are, like, what are you qualifying as a conversion? How do you track the leads generated by video? How do you decide what to

gate? Could you just maybe talk a little bit about that?

JENNIFER LEWIS: Sure, that's fine. Yeah, we actually-- it is an iterative process. I mean, it's constantly evolving here. So we really are fortunate enough to be well into utilizing a scoring model and scoring system. And Vidcaster actually built that integration for us.

So when we consider a qualified lead, really, it's something that we're ready to hand off-- that basic level marketing is ready to hand it off to sales at a really, really high level. It typically take somebody a couple of touches to get to that stage. We have a fairly lengthy sales cycle here at SafeNet. And sales process can take six, nine months to close a deal.

So it will take a little bit of time. And usually a couple of touches. And a lot of times, what we're seeing is video is one of those. Whether it's integrated into a field marketing effort, whether we're promoting it and somebody finds it through the website, and then they also find it through paid search, it's definitely a core part of our mix.

EVY WILKINS: Excellent. And just to maybe be clear, in terms of the lead form, that's actually embedded in the video, in the case of SafeNet.

JENNIFER LEWIS: Yes, it is. So we've had this discussion as well. The lead forms are right at the beginning of our videos for our webcast. So we have sort of played around a little bit with entering, putting the video, maybe a little preview of the video first.

I think that's also a great idea, to do a couple minutes, and then put the video form right into the webcast there. There's a couple ways you can do it. And then platform has a lot of flexibility with that.

Great, thank you, Jen. Tole, a question for you about transcriptions. You guys support right to left languages. Number one, do you have transcription in other languages?

TOLE KHESIN: Yes, I understand. Got it. Yeah, so we actually, currently we only support transcription in English. We-- and that is that the integration that's in place in Vidcaster only supports English. Outside of Vidcaster, we also support, we have a service called alignment, which supports Spanish.

So if you have a transcript already, and you upload it along with the video, we will synchronize the two. And in that case, we would support Spanish. But we don't actually currently support any other languages.

EVY WILKINS: OK, great. Matt, question for you about the transcription integration. There is a question about linking anchor text in the transcriptions. Can you talk a little bit about how that works? Like, as you're watching, if you were to be reading a transcript and you click on a certain part of it, would it jump to the video?

MATT CHILDS: Yes, so what you're talking about is-- you're talking about the interactive transcript that sits below the player or around the player. And that's one of the great things about the Vidcaster platform. It's not just the video player itself.

When you enable transcriptions through 3Play, it does two things. It enables closed captioning within the player itself, which is your standard subtitling. And then we also have the ability, since we are controlling the page level experience, to have an interactive transcript that sits either below or around that player.

When you click on that transcript, it jumps to a specific point in the video where it's being spoken. That transcript also scrolls as it's being spoken within the video, whatever is appearing within that video. I hope that answers the question.

EVY WILKINS: Absolutely. And while you're talking here, could you tell us a little bit, too about how to use YouTube in conjunction with a video site?

MATT CHILDS: Yeah, that's a very good question. So I think YouTube-- there's a lot of misunderstanding on how YouTube plays into a marketing strategy. And really, YouTube is a great place by itself to build a brand. But it's not a great place alone to build a business.

And so I think that you need to look at YouTube as a way to feed traffic, or qualified viewership, into an environment like a video site. And so I would look at your strategy on YouTube as being a little bit different than your video strategy as it relates to your content on your own website, in that I would create shorter versions or teaser versions of your content, and annotate them on YouTube, but a link that links back to the extended-form version of that content. And that's how we've seen our customers use YouTube as a good traffic-driver source.

You can also use YouTube as a way to optimize SEO, in the sense that you can use certain keywords with a YouTube video to get that video to rank organically. That's a little bit different than the SEO I think, that Jen was presenting on today, and that's video SEO tied to your own

site. So when you see that video thumbnail in search results, you're clicking on that and that lands on the SafeNet video site versus going straight to a YouTube channel.

And obviously, the difference there is if you land on YouTube, you're on YouTube. And you're not in a controlled environment. And the likelihood of conversion goes way, way down versus clicking on a video thumbnail in Google, and landing in SafeNet, and then wanting to learn more about their products and services.

TOLE KHESIN: Yes, and if I could add to that-- this is Tole speaking. I agree with everything Matt just said. I would also basically just point it that it really depends on what your goal is. If your goal is to maximize viewership, then it might make sense to have, at least from a transcription point of view, it might make sense to have a transcript and captions on your own domain through Vidcaster, but it might also make sense to have captions on YouTube, since you're really just trying to maximize viewership. You don't really care where the source is coming from.

But if your objective is more to monetize that content, or to produce some other sort of action that you can do more effectively on your own domain as opposed to YouTube, it might actually make sense to add the transcripts on your domain, but not on YouTube, since that would tend to cannibalize the traffic away from your site.

MATT CHILDS: Yeah, that's good. But also, I see another question here that's a follow-up to what I was talking about originally with the anchor text. And the question was asking, can you link from that transcription to specific other links that are outbound? And the answer is yes. And that is possible.

EVY WILKINS: Great, thank you. Tole, another question for you, too-- very simple-- what is the cost of transcription?

TOLE KHESIN: So the cost of transcription is actually-- it's all based on the duration. So if you are transcribing a two-minute video, the price is just based on what you use. And all the details are on our website. And actually, Matt, you should probably, you're best qualified to talk about the transcription if they're doing it through Vidcaster.

MATT CHILDS: Yeah, do you want the specific pricing? Is that what you're asking?

TOLE KHESIN: Yeah, sure.

MATT CHILDS: Yeah, so through our interfaces-- you may have seen in earlier slide, for those folks who have

been on for a while-- transcription through Vidcaster using 3Play Media is really one click. So you go to the video. You say, I want to transcribe this video. And you click that.

And we've got a rate. It's \$3 a minute. And it's a great rate, because you're getting very accurate, high-quality transcription. And all the work is done for you.

The file goes out to 3Play. They do their job. They certify it. It comes back into our platform via our API. And that activates the transcript, the closed captioning. And it starts boosting your SEO.

So it's a great rate. And it's very popular amongst our customers. We do it with all of our webinars. When we're done here, and we're going to upload this afternoon, we'll go ahead and transcribe it as well.

And it comes back really quick. We're talking 24 to 48 hours on average. It's excellent service.

EVY WILKINS:

Great. Thank you. There was a quick question, too, that was just about how do our three companies fit together? So maybe I'll just quickly answer that, although I think it became clear in Matt's last answer.

But the question is, how does 3Play and Vidcaster and SafeNet all work together? So in the event you missed out on the beginning, Vidcaster is a video experience platform. We power video experiences for businesses.

And 3Play Media is one of our integration partners. And they provide high-quality transcriptions of video content. So directly within our platform, you can request that transcription, and get it back, and have it automatically load onto the page where your video is published.

And SafeNet is one of our customers who uses both of these technologies together, and has seen great results, as you can tell from Jen's presentation for video SEO, and video lead gen and just video kind of strategy in general. So hopefully, that kind of answers that question.

But another question, and maybe Jen, could you speak a little bit to how often your keywords, you kind of refresh your keyword strategy, how often you're kind of looking for new keywords and evaluating that?

JENNIFER LEWIS: Every single day-- we're always looking for new keywords. However, we do have a core

keyword strategy. I would say probably every six months we go back and revise it, especially because we keep in mind, too, we have this keyword strategy, not just in English, but we've just rolled out eight languages.

So the cost, and the reach of the team-- we have people in all these countries that speak the languages. But it's a little bit more of an intensive process. But we're constantly looking for additional keywords.

And we're also monitoring ones that are not on our strategy, but should be. So I would say six months to do a complete refresh, although as individual words pop up for us, we're constantly, in our tools, monitoring, and seeing what our competitors are doing, how we can achieve some of the long tails. And then as we find opportunities there, we're naming videos and we're naming blog posts better related to those.

EVY WILKINS: Fantastic. What are some of the tools you use for keyword monitoring, Jen.

We have a variety of them. I would say our favorite one, and this is-- they're not on the call, I don't think-- but our favorite one is Conductor, which is from a company based up in New York. And they have an incredible keyword research tool for enterprises like ours. So we're very fortunate to get to work and use their tool.

And they also are supporting our global efforts, as well, which is helpful. We also use tools like everybody else. SEOMoz-- now Moz-- is one. We'll use SEMrush. We'll look at other tools as we can. We just constantly are adding on to that. But those are the big ones that we use.

EVY WILKINS: Great, thank you.

JENNIFER LEWIS: You're welcome.

EVY WILKINS: Matt, quick question for you about duplicate content. So if you're only putting a partial video on YouTube to generate leads for the full version on your own site, how do you bypass duplicate content? Is there any--

MATT CHILDS: Yeah, I get that all the time. And I see there's a lot of questions about YouTube coming through, and what I just talked about-- about linking preview-based content to the extended form. And the idea there is really, you're going to title it differently.

I would never recommend putting the same video in two places with the same metadata. So I

would change up the title.

You may want to use relevant keywords, because you're leading to the same place. But you're going to want to make sure that title and description-- anything related to that-- is slightly different, or a variant of the extended form content. You never want that to compete, although it will help if it's ranking-- if you get three or four thumbnails on one results for certain keywords, the chances of the folks ending up where you want them to and converting is probably a lot higher.

EVY WILKINS: Great, thank you. A lot of people are asking if there will be a recording of the webinar, so I'll just go ahead and say yes, there will be. And we'll have that out later today. You'll receive a link by email.

We will break it down for you by chapter, so you can click through to exactly the sections you missed or want to recap, as well. So look out for that, in the event that you came in a little bit late. **MATT CHILDS:** And since it's going to be in our technology-- it's going to have the transcript within about 48 hours or so, then you can actually run your own analysis on it and see it ranking organic search, so--

EVY WILKINS: Absolutely, absolutely. Very cool. There was a question earlier that I skipped by mistake. And it was, how can you content to be seen in international markets? And I'm not sure if this is a question for Matt or for Jen.

JENNIFER LEWIS: It's a great topic for another webcast. So getting visibility in international markets, I mean, it's definitely a challenge. I don't know, necessarily, how all companies will handle this. I just know how we're going to implement it.

And like I said, we are implementing a corporate strategy where our people are reviewing our key phrases. And then what's going to happen is our key phrases are going to go into our collateral items, and our web titles, and all the different elements like video. And that's how we are approaching it. But I'm sure all companies do it differently. Matt, I don't know if you want to add to that.

MATT CHILDS: Yeah, sure. So we've looked at this a little bit in the sense that I think if you have subtitling only in the video, then you're not going to rank, obviously, for other languages in other areas of the globe. Right? Because if you go to Google in Spain, you're going to see different results than you do if you're here in San Francisco, or in Maryland, or wherever you may be.

And so what we've done is, with our multi-language functionality, we've enabled a page to be created for each video for multiple video assets, that are all the same video, but in different languages, or localized for the different content. And by having specific pages that are tied to that language in that language-- so even down to the category page and the video playback page-- it allows those specific pages in those videos to be ranked for that market, or for that audience. And that's kind of our way of getting around locking it into the player, into the subtitling.

EVY WILKINS: Great, thank you both. There are definitely a lot of questions, but I'd like to kind of wrap things up roughly in the time frame that we indicated, so respecting everybody's schedules here. The last question that just popped in was, how do you handle video distribution from more regulated industries that can't use YouTube?

Matt, I'm going to let you go ahead and answer that one. And then if Jennifer and Tole, if you want to just think about any of your last comments you'd like to make, we'll just kind of go through everybody, and wrap things up after that.

MATT CHILDS: OK, I'll go ahead and answer this first. And I kind of have to pitch a little bit to answer this question. But the idea is that you have a content that can't be on YouTube for various reasons. I think there's industries out there, health care, legal, that you just can't put that content out there.

And then there's also content situations where you're selling-- in the marketing case, you're selling to large organizations that block YouTube. And that's really why Vidcaster was designed. So here's my pitch, right?

So we allow you to create that viewing environment that's on your own domain, that's controlled, whether it's private, public, or secured with a form. And that helps you get that content to these folks that you need to, without getting it on YouTube.

So if you want to talk about that more, happy to talk about it offline. But that's kind of the short story there.

EVY WILKINS: Great, thanks. Thanks, Matt. Tole, do you have any kind of last thoughts, maybe questions that you didn't get a chance to answer?

TOLE KHESIN: Yes, I just wanted to thank everyone for attending this. I think this is a really great webinar.

And we're really happy to be integrated with Vidcaster.

I know that transcription can be something a little bit complicated. There are different transcript and caption formats that you have to worry about depending on the video platform or player that you're working with.

And the integration that we have in place with Vidcaster really just simplifies it, and completely automates the work flow. Basically, you just press a button, and you're done. And that's really unique as far as transcription goes. We're pretty happy that's all built, and ready to go.

EVY WILKINS: Awesome, thank you, Tole. And Jennifer.

JENNIFER LEWIS: Thanks. I want to thank everybody as well. I'm just wanted to leave with maybe a little bit, just a closing thought. Really, keep in mind you don't need to conquer the world. I know SafeNet has a global site. Integrating video into your mix-- you know it will build your SEO value. But it also will help your website page on site time.

You're going to build longer durations. You're going to have higher conversions. So start out with just a few videos, and be ready to grow it. And that would be my best advice for the folks on the call today.

EVY WILKINS: Absolutely, thank you, Jennifer, and thank you, Tole, and thank you, Matt. I had a couple takeaways here that just mostly come from Jennifer's fabulous presentation.

In a nutshell, think about using a central library or some sort of section for your videos, where you can keep track of those. Keep your metadata clean and useful, not just to robots, but also to humans. And that's always key.

Ensure your videos are playing back somewhere on your own domain. That's only going to add value to your own SEO efforts.

Use transcriptions to augment your content strategy. We didn't talk a whole lot about this, but it's really powerful, something that I use. For example, when I'm done with this webinar, we are going to transcribe it. I actually will be sharing that with one of the writers that works with us.

And the last time we did a webinar, the writer turned that into three or four different blog posts, not just taking those words and making it so that it's readable, necessarily, but using that as a

foundation for some ideas to go dig a little bit deeper, find more resources, add more to it. So really get creative with your transcripts. There's a lot you can do there.

And then finally the last point we talked a little bit about, use YouTube to attract new traffic. And use your own domain to kind of convert people. So think about how those play together.

Thank you so much, everybody, for joining. I know we went over really fantastic questions. If we didn't answer your question, don't worry. We're going to get a list of those and we'll reach out individually, and make sure that those questions get answered.

We'll share a recording with everyone later today, so that you can have that, share with your colleagues, or watch the part you missed. You've got our contact information here, if you'd like to reach out to anybody individually for questions.

And again thank you. Thank you very much. We appreciate you taking time out of your day to join us, and we hope that you got a lot of value out of this. Have a wonderful day.