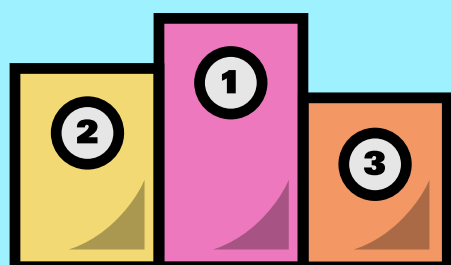


# How to Convince Your Clients to Caption

HERE ARE 5 REASONS YOUR CLIENTS SHOULD CAPTION



## 1.) CAPTIONS AND TRANSCRIPTS IMPROVE SEO

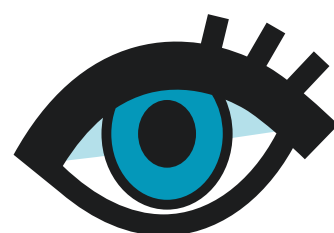
Googlebots can't see videos or listen to audio.

Adding captions and transcripts to videos provides a text version of your video so that bots can crawl and properly index your content.

## 2.) CAPTIONS IMPROVE THE USER EXPERIENCE

More and more people are watching videos on silent. Without audio, most videos are incomprehensible.

Captions give your users the flexibility to view captions wherever and whenever they want.



## 3.) CAPTIONS IMPROVE MEMORY AND FOCUS

Captions stimulate two key senses: hearing and seeing.

A research study by the Journal of Academy of Marketing Science found captions improve brand recall, verbal memory, and behavioral intent.

## 4.) CAPTIONS MAKE YOUR VIDEOS ACCESSIBLE

5% of the world's population has disabling hearing loss.

Failing to caption your videos means you are alienating 360 million people around the world.



## 5.) BY LAW, CAPTIONING IS REQUIRED

Most industries are required by law to caption videos. It's important to familiarize yourself on how the laws apply to you.

Note: transcripts alone are not sufficient.

**TO GET STARTED WITH CAPTIONING, OR TO CONTINUE LEARNING MORE ABOUT VIDEO ACCESSIBILITY VISIT:**

[www.3playmedia.com](http://www.3playmedia.com)