VIDEO OPTIMISATION

AUTOMATICALLY GENERATE OPTIMISED VIDEO CONTENT TO ENHANCE ONLINE SEARCH

ZiMovi

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Search Engine Optimisation (SEO) is the name given to the process of aiming to improve a website's organic ranking position within a Search Engine, such as Google or Bing, with the outcome to appear higher in the rankings for relevant search terms.

Video Optimisation improves the generic ranking for the page that a videos sit on, increasing click conversion rate (the analytical figure given to the number of sales conversions derived from the originating link) and organically improving your website's SEO enabling you to stay ahead of competitors. Search Engines use spiders/crawlers/bots to automatically build an Index summary of a website created from its' text-based content. A standard .mp4 video file cannot be 'viewed' by these crawlers as they index content on the internet. These crawlers can only read the textual content associated with the file, typically this might include the file name, creation date, owner and size so it is in vital to create readable content associated to your video.

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Optimisation is automatically applied to every video uploaded to ZiMovi, whether the video is used within a ZiMovi channel or embedded within a website. Each time a video is uploaded, a structured data file is submitted to Google enabling the video URL to be searchable by Google. Search results contain a thumbnail image (provided by you or auto-generated by Google) of your video content, as well as the information contained in your site map. This object is included in the page header so is extremely crawler friendly, therefore a ZiMovi hosted video will consistently appear higher in the search engine page rankings than the identical video hosted on a free platform.

Feature Overview

Our video optimisation is automated, so no manual editing of the HTML page is required. We use the details you enter within the Video Edit form to optimise the meta data in our auto-generated structured data file.

Try and include as much relevant textual information as possible, with a specific focus on the following fields:

- Title – the one-line overview of your video. Google truncates the title to 70 characters so keep it below this for maximum SEO impact and increased chance of a click-through
- Description – a text box that allows you to enter a full textual description of your video. This can include URLs to other locations and keywords
- Tags – meta data used to group videos or associate them with a Twitter hashtag

The structured data file includes:

Title	Video title (defined by you)
Description	Video Description (defined by you)
Transcript	Text version of the script/spoken content
Comments	Top comments on your video (optional)
Tags	Video Tags (defined by you)
Duration	Video length
Upload date	Date of video upload
Subtitles	Multiple language (defined by you)

Free platforms only offer search engines an mp4 file and your url which have poor SEO value.

The Video Optimisation feature is included in all ZiMovi subscriptions.

Watch our Video Optimisation **training video here**.

For the latest on ZiMovi's Video SEO refer to the detailed description on the ZiMovi website here.

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Benefits

- No developer resource needed – our automated SEO processes do not require any website developer coding resource
- Best practice file format – ZiMovi uses iframe embedding, which is viewed as the best method for video upload for HTML5 over an mp4 or equivalent file type
- Crawler friendly web content – our publishing process automatically creates a structured data file allowing crawlers to find and index your video content
- Improved Search engine Results Page (SERP) ranking – good quality video and the above automation can contribute to you moving up the search pages
- Priority over YouTube videos – our advanced SEO features increase the chances of your ZiMovi hosted videos displaying higher up in search results than videos hosted within YouTube
- A crawler friendly Transcript files – this is a subtitle or closed captioning file (.vtt format) that contains a textual description of the video with a time code stamp. This enables the search crawler to fully understand the content

of the video and has a positive impact on optimisation. If the video is professionally produced ask the production company for a copy of the script and convert it to .vtt format.
- Multiple language subtitles - reach international audiences , in their language and allow native search engines to crawl search terms in these languages. Other platforms do not offer this feature.

Use this feature to:

- Encourage comments – if comments are enabled we include the top comments that have been posted in the HTML page. Encouraging comments has SEO benefits as search engines value human interaction and add page rank value to videos with commentary engagement
- Upload a vtt format subtitle file - WebbVTT subtitles make videos friendlier to the search crawlers. If you don't have one you can use a text editor to create one, even if you only include a few lines of text
- Link your ZiMovi channel to your website - search engines like associated video content with web pages. Including

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quality and relevant link-backs to your website increases your quality score pushing you up the page rankings

- Auto-sync your videos to YouTube and Facebook - actively encourage viewers to share the video on their own social networks. You can also share your videos directly to YouTube and Facebook direct from your ZiMovi account.

- Enable commenting - encourage viewers to post comments. ZiMovi comments are automatically socially moderated by Crisp Thinking so you don't have to worry about profanity, racist and other unsavoury comments being associated with your videos

- Increased channel SEO - as well as individual video optimisation we also provide channel SEO by generating and submitting a video site map to the search engines and creating json-ld mark-ups on the video pages.

hello@zimovi.com | www.zimovi.com | @zimovicom

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Text 'zimovi' to '64446' to receive our overview

Click here to watch our overview video

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