

## Video SEO Tips and Tactics

Putting videos online is all the rage but is it really just as simple as uploading a video to YouTube or your website for people to find it? The simple answer is No. You need to do some work to make it search engine friendly just like all content needs to be on the Internet. So here are some quick tips on how to do just that.

**Backlinks are Good** - Backlinks are one-way links from other websites to your video. Google puts a lot of stock in these and the more you have the better it is. So what you need to do is create them. There are three quick ways that you can do that. First when you publish that video make sure you let the world know through a news blast, a press release or some other announcement that will get picked up and published. Be sure to put links to the video in them or they're useless. Second head to online directories, social bookmarking sites and the social networks and drop links to the video there because that's a lot of people who will be able to find it a lot quicker. Finally, keep your own media list that includes sites with forums and blogs that pertain to what your videos are covering. That will give you a personal network of people and sites where you can go and drop links yourself or ask them to do it for you. Bingo! Backlinks!

**Subtitles and Captions** - Not everyone can hear or speaks English so you need to make the information in your video as accessible as you can. That means subtitles and captions for your video. There are numerous services that can help with this and since many are saved as text files they are extra information that Google can use to determine how valid and important your video is when people are searching for that specific information. The other bonus is that even people who are at work and might not be able to listen to the sound of the video will get the message. It ensures the widest possible spread of the content of the video since you're giving it to people in as many forms of media as possible. Be sure to include a URL or contact information so people know where to go to get more info.

**Multi-faceted Distribution** - Get that video out to as many places as you can because that will get it seen. If you don't want to pose the whole video to other video sharing sites but want people to see a teaser that leads them back to you then do that but be certain to include enough information so that they are compelled to find out more. You can even get a piece of software that will do all the submissions for you quickly and easily in a sort of fire-and-forget fashion where you don't even need to be there.

Some of this will take some time, but if you do it, they will come. The more backlinks and places where your video is viewable means the quicker your message and information will disseminate to the masses. So get to it and you'll soon find yourself with more traffic than you thought you could get.

## About the Author

These are some tips to get started, but most businesses prefer to work with a trusted [video search optimization company](#). Successful video seo (vseo) requires professional keyword research, optimization and distribution. Consider the internet's most trusted authority for [video optimization](#), ReelSEO.com.

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