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What One Can Think Of When Seeking Tips On Video Search Engine Optimisation VSEO

Of all the media available on the internet none has proven to have the potential to go viral faster than videos. Streaming videos has become an excellent pass time for most but as with everything on the net these days it takes some doing. So here are some Tips on Video Search Engine Optimisation VSEO.

Having the right content is of course the right place to start. Well maybe right content is a little ambiguous. Lets say that having watchable content is the key thing. If nothing else the content on your website should be relevant to the rest of the content on your website! No use posting a home video on your financial services site is there?

One of the most basic techniques in getting loads of traffic is using the right keywords. Just like text videos are also ranked on Google and to ensure that you have high ranking use keywords in your filename, title, tags and URL. It is also nice to place a small synopsis of what the video is about this not only improves your ranking but improves the viewers experience.

I bet that you are thinking of putting it up on both your website /blog and on YouTube which lets face it is one of the largest video resources on the net. That is good because whether you know it or not you are cross linking. Here is the deal though post it to your blog first the link it to YouTube. You can thank me later. Both incoming and outgoing links are important. It is possible to do this by linking to various relevant sites, blogs, related videos tweeting and various social networks.

Most people are lazy, lets face it. Unless it is something that absolutely has no simpler way of getting done we have been trying to simplify our livs since time began. No different with video content. It does not matter how good your content is if it is difficult to share most people wont bother doing it the hard way. If sharing the link to your video is just a mouse click away though you my friend are in business! Your video should soon be doing the rounds on all manner of blogs and social networking sites.

Get people talking about your video by having a comment section n which people should feel free to comment on the content. The more controversial the better remember there is no such thing as bad publicity though we all crave positive feedback you could even as a question to get the ball rolling

One of the easiest things to get wrong is the proper format for your video. To avoid inadvertently locking any potential viewers out make sure that your video is available in many different formats. This way platform m compatibility and or connectivity speeds do not become a limiting factor to increasing your ranking. Anyone from Antarctica to Africa to Australia can view your video.

There is a little known trick to increasing video ranking which is retooling your video to meet specific audiences. There is the option of breaking down long videos into smaller bite size bits. Using the transcripts of your video as content for your site or blog is one way of doing this. There you have it ladies and gents crucial Tips on Video Search Engine Optimisation VSEO.

When you use video images on your website, you need [video SEO](#). [Video search engine optimisation](#) is every bit as important as the more traditional type of SEO.

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