

Video Search Optimization SES NY - 2007

double
click performics



Video Consumption

- 116 million U.S. Internet users watched an average of 124 minutes of online video in February, 2008*
- They viewed more than 5.9 billion video streams*
- 72% watched news video online**, 31% at least once a week**
- 76% helped drive The Viral Chain**



*Source: comScore's Video Metrix report 2/2008, **IPOS Public Affairs

Video Distribution

- Share of Video Traffic*

- 53% - YouTube
- 6% - MySpace TV
- 3% - Yahoo! Sites
- 3% - Apple iTunes
- 3% - Google Video
- 2% - IMEEM

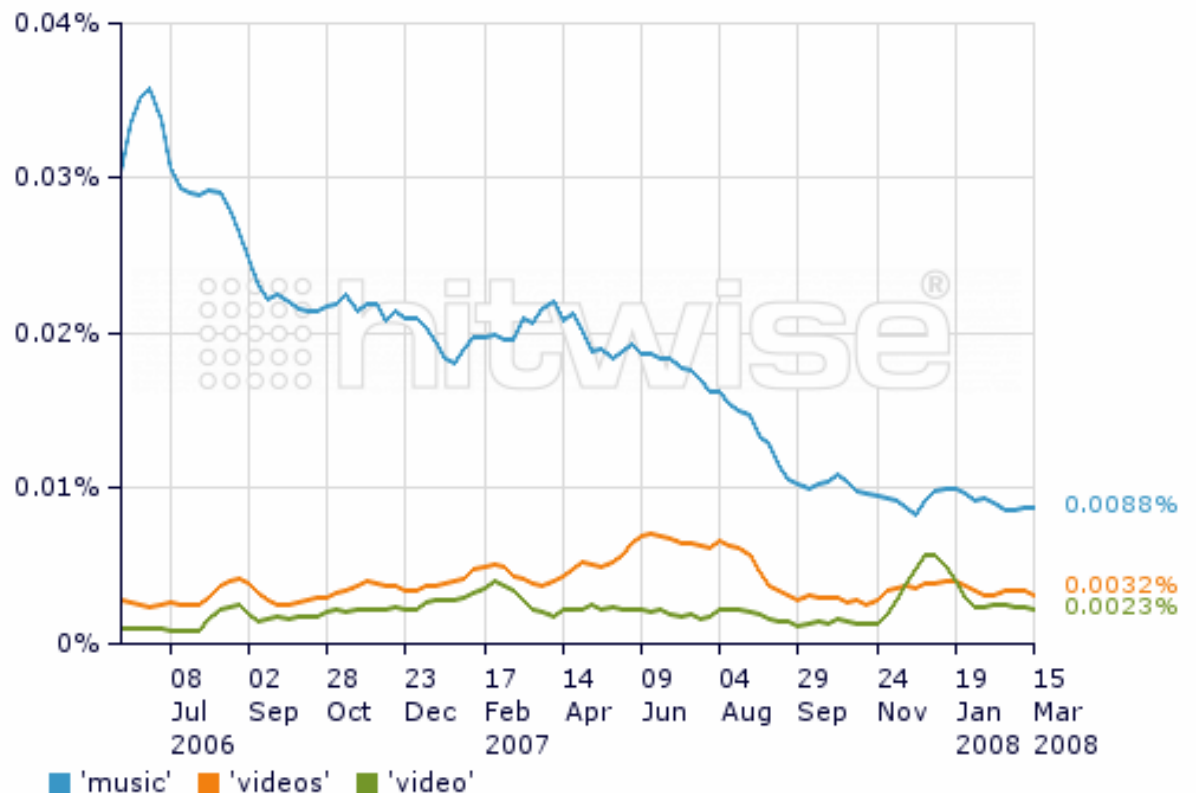
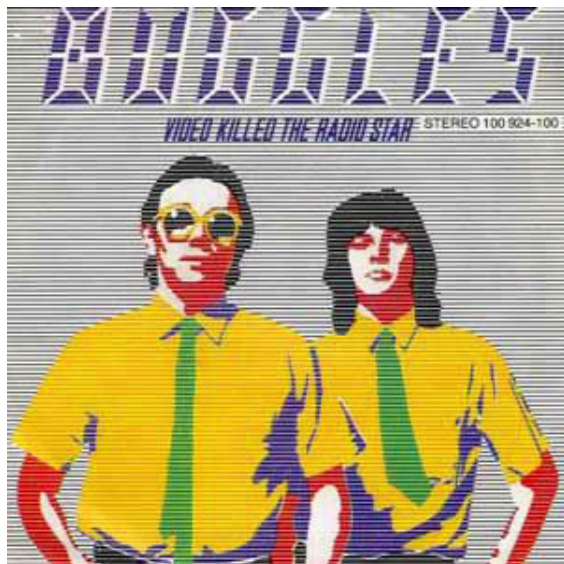


- Share of Video Streams**

- 50% YouTube/Google Site (2.5 billion streams)
- 6% Fox Interactive Media (375 million streams)
- 5% Yahoo! Sites (300 million streams)

*Source: Hitwise, USA, Market share within "Entertainment – Multimedia" category, March, 2008 **comScore Video Metrix Report 2/2008

Video Killed The Radio Star – The Sequel



4 rolling week search term share of traffic to 'All Categories', based on US usage.
 Created: 03/19/2008. © Copyright 1998-2008 Hitwise Pty. Ltd.



Your Roadmap to Success

- Train editors to think like video searchers
- Encode for the right keywords
 - Title, description, and keyword fields are key
 - Remove metadata noise
- Use keywords in filename (keywords separated by keywords)
- One video per URL (avoid flash & pop up players)
- Add tagging
- Keep video files in one directory
- Surround video with on-page relevant text
- Crosslink to videos using keywords in anchor text
- Create an optimized video sitemap / MRSS Feed
- Upload videos to search engines
- Add in-format metadata
- Allow video files to be embeddable and include logo watermark



Surround Video with HTML

VIDEO 

Tools:  **Digg It**

Private Equity Boom Continues

'Globally there is still too much money chasing too few quality deals' says Clive Hyman, Managing Director of Hyman Capital Services Limited, to CNBC's Ross Westgate.

Last Update: Mon. Aug. 13 2007 | 10:15 AM



Clip: Private Equity Boom Continues 01:37

Separate addresses with semi-colons

To Email:

From Email:

Email Video

Or, copy and paste the url below to share this video

URL:

TOP VIDEO



Buy Bonds But Hedge Dollar
Mon. Aug. 13 2007 | 10:56 AM [03:22]
It's time to buy long-dated U.S. bonds but hedge against the currency, Roger Nightingale, Economist at Millennium Global Investments Ltd, te...



Private Equity Boom Continues
Mon. Aug. 13 2007 | 10:56 AM [03:22]
'Globally there is still too much money chasing too few quality deals' says Clive Hyman, Managing Director of Hyman Capital Services Limited...

Optimize Anchor Text in Links

The screenshot shows the MSNBC website interface. At the top left is the MSNBC logo with the tagline "A Fuller Spectrum of News". To the right of the logo are the navigation links "Home" and "Video". Below the logo is a vertical sidebar menu with the following categories: Video, U.S. News, Politics, World News, Business, Sports, Entertainment, Health, Tech / Science, Travel, Weather, Blogs Etc., and Local News. The main content area features a large video player showing a man in a military uniform being held by two men in balaclavas. Below the video is the headline "Former insurgents battle al-Qaida in Iraq" and a sub-headline "More free video" with a link "Man sues florist for revealing affair". To the right of the main article is a "Video: In the news" section with three items: "Hip, hip, hooray! Baby hippo debuts", "France's kebab rapper", and "Pencil removed from woman's head". At the bottom right is an advertisement for "TRAVEL DEALS from Sherman's Top 25".

msnbc Home » Video

A Fuller Spectrum of News

Video

- TODAY video
- Nightly News
- Dateline NBC video
- Meet the Press video
- MSNBC video
- Business video
- The Week in Video

Video

U.S. News

Politics

World News

Business

Sports

Entertainment

Health

Tech / Science

Travel

Weather

Blogs Etc.

Local News

Former insurgents battle al-Qaida in Iraq

Aug. 13: In Baghdad's Sunni stronghold of Amariya, American soldiers are turning to former insurgents to help battle al-Qaida in Iraq. NBC's Jane Arraf reports.

Free Video

More free video

Man sues florist for revealing affair

Video: In the news

Hip, hip, hooray! Baby hippo debuts

Aug. 13: A baby hippopotamus debuts at the Berlin Zoo. MSNBC.com's Dara Brown reports.

France's kebab rapper

Aug. 13: Lil' Maaz is stunning crowds with his new genre of 'kebab rap'. MSNBC.com's Dara Brown reports.

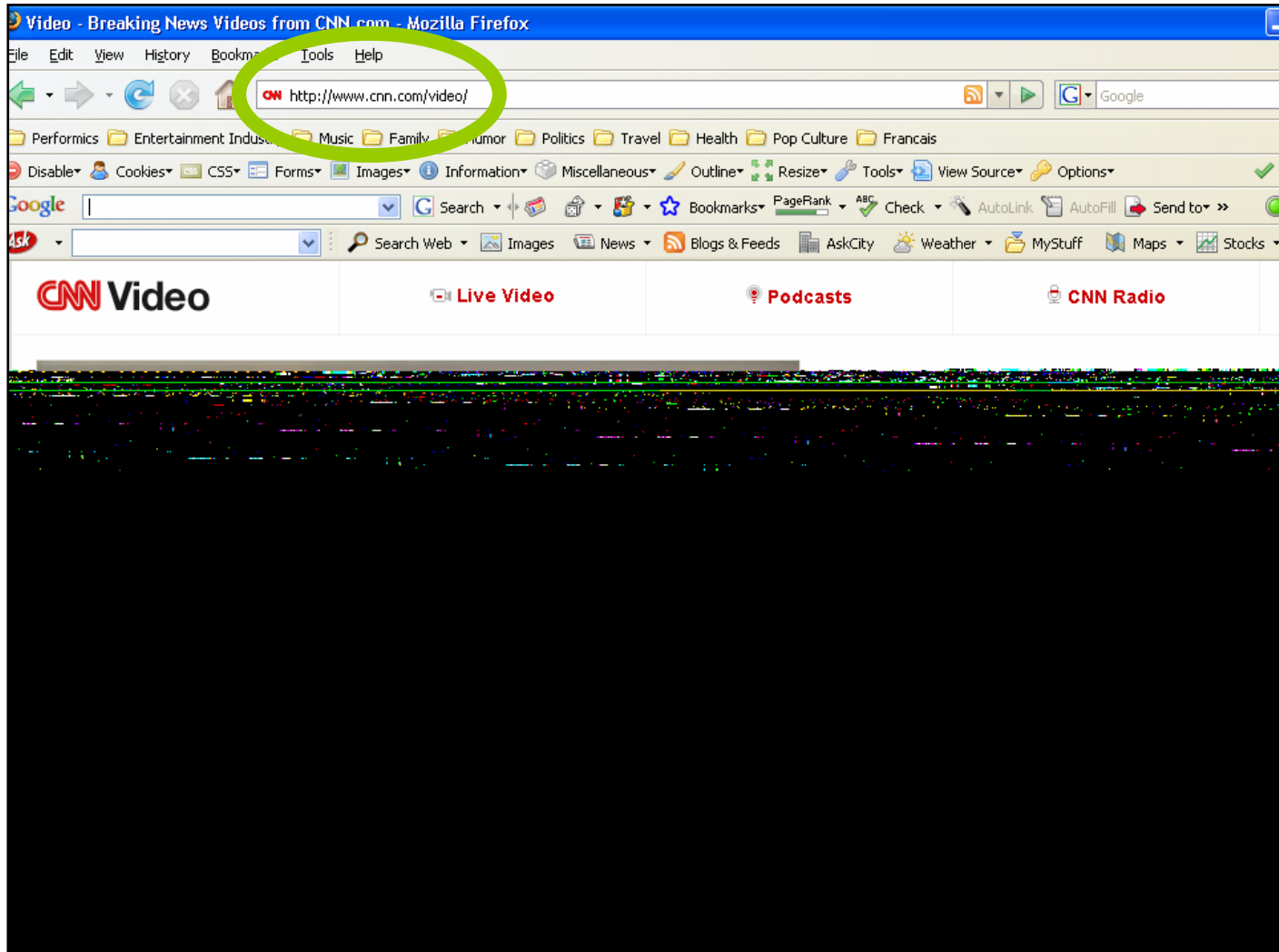
Pencil removed from woman's head

Aug. 13: A 59-year-old German woman had most of a pencil removed from her head after suffering headaches nearly her whole life. MSNBC.com's Dara Brown reports.

advertisement

TRAVEL DEALS from Sherman's Top 25

Video Directory Off Root



Video Site Map

- H1 Tag “Video Site Map”
- Repeat News and Video keywords
- “CBS News Video”, not just “CBS News”
- Provide RSS Feeds
- Link in global footer
- Video search



The screenshot shows the CBS News website interface as of August 13, 2007, at 1:21pm. The page features a navigation bar with links for Home, U.S., World, Politics, SciTech, Health, Entertainment, Business, Travel, Opinion, and Strange News. Below this is a search bar with a dropdown menu set to 'Stories' and a 'SEARCH' button. The main content area is titled 'CBSNEWS.com' and includes a 'Video Site Map' link highlighted with a green box. A 'CBS NEWS VIDEOS' section is also highlighted with a green box, containing a video player for 'Royal Wedding Speculation' and a list of related video links: 'Rove Calls It Quits', 'Trying Again To Reach Miners', and 'Endeavor Repair Contemplated'. Below this is a 'U.S. VIDEOS' section with a video player for 'Trying Again To Reach Miners' and a list of related video links: 'Bed-Ridden Man Beaten On Tape', 'Karl Rove Steps Down', and 'Romneys On The Road'. A 'Recommended Sites' section at the bottom lists various news and entertainment sites. The footer contains a 'Site Map' link, an 'RSS Feeds' link, and a 'Video Site Map' link, all highlighted with green boxes. A search bar at the bottom left has a dropdown menu with 'Videos' selected, also highlighted with a green box. The 'Wireless Alerts' and 'Recommended Videos' links are also highlighted with green boxes.

Brand Yourself in Video

Stake Out
your Real
Estate

[MSNBC Video News](#)

NBC **News video** headlines · NBC **News** radio headlines Car rams into police officer · MSNBC TV. Nightly **News. Video**. Your thoughts on the economy ...
www.msnbc.msn.com/id/8004316/ - 114k - [Cached](#) - [Similar pages](#) - [Note this](#)

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CBS **News video** brings you today's **news** videos online. Search for clips of top stories, as well as **video** from 60 Minutes, The Early Show, 48 Hours, ...
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Breaking world **news** and commentary brought to you by CBS **News** ...
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www.cbsnews.com/



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OBAMARAMA: The Speech



OBAMARAMA: Search for the Speech

Google Trends LABS

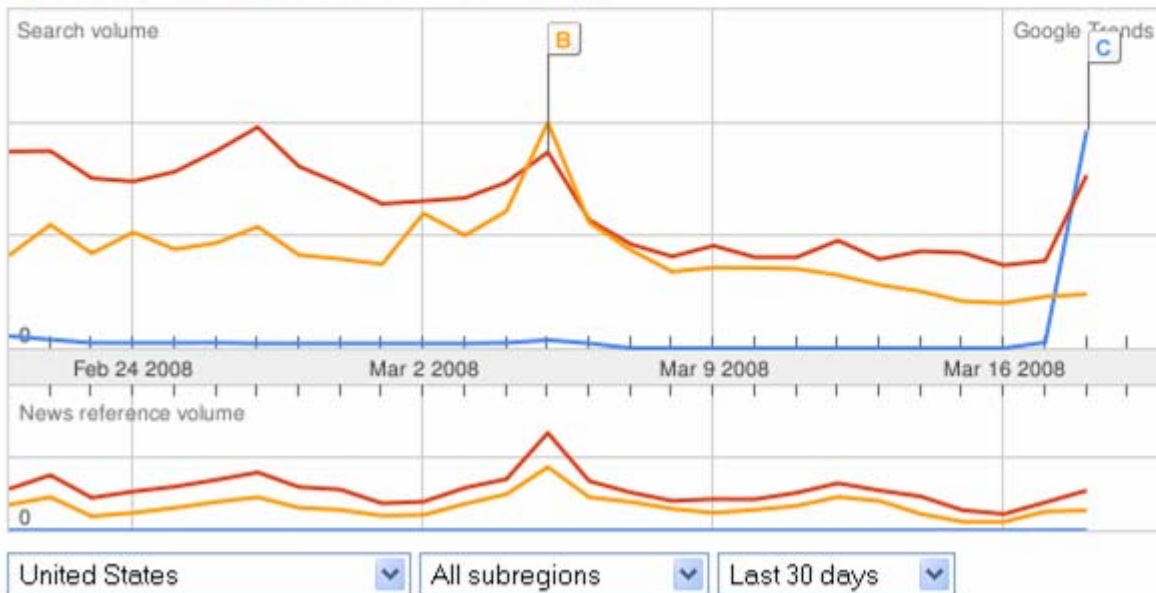
obama speech, barack obama, hillary clinton

Search Trends

Tip: You can compare searches by separating with commas.

Trend history

● obama speech ● barack obama ● hillary clinton



How are people searching?

- A** [Who is Barack Obama?](#)
MSNBC - Mar 5 2008
 - B** [Hillary Clinton](#)
Truth about Trade & Technology - Mar 5 2008
 - C** [Obama Speech To Confront Racial Issues](#)
Local6.com - Mar 18 2008
- [More news results »](#)



OBAMARAMA: Who Scooped It

On Topic
& Fresh

Avoid the
Noise

Google™ [Advanced Search](#)
[Preferences](#)

[Web](#) [News](#) [Video](#) [Blogs](#) Re

News results for **obama speech**

 **Obama speech** captivates Americans - 6 hours ago
By Brian Knowlton WASHINGTON: Senator Barack Obama's victory on race has been met with many glowing reviews in the media, but also with some skepticism that ...
[International Herald Tribune](#) - 2564 related articles >

[BBC News](#) **Obama's Speech** Praised and Panned - [Washington Post](#) - 81 related articles >
[Reaction to the Obama Speech](#) [TIME](#) - 29 related articles >

 [YouTube - Obama's Victory Speech](#)
Barack **Obama** speaks after winning the Iowa Caucuses Thursday ...
[Watch video](#) - 14 min - ★★★★★
www.youtube.com/watch?v=yqoFwZUp5vc

 [YouTube - Barack Obama's Speech at the Jefferson Jackson ...](#)
Filter videos that may not be suitable for minors Note: some ...
[Watch video](#) - 21 min - ★★★★★
www.youtube.com/watch?v=tydfsfSQiYc

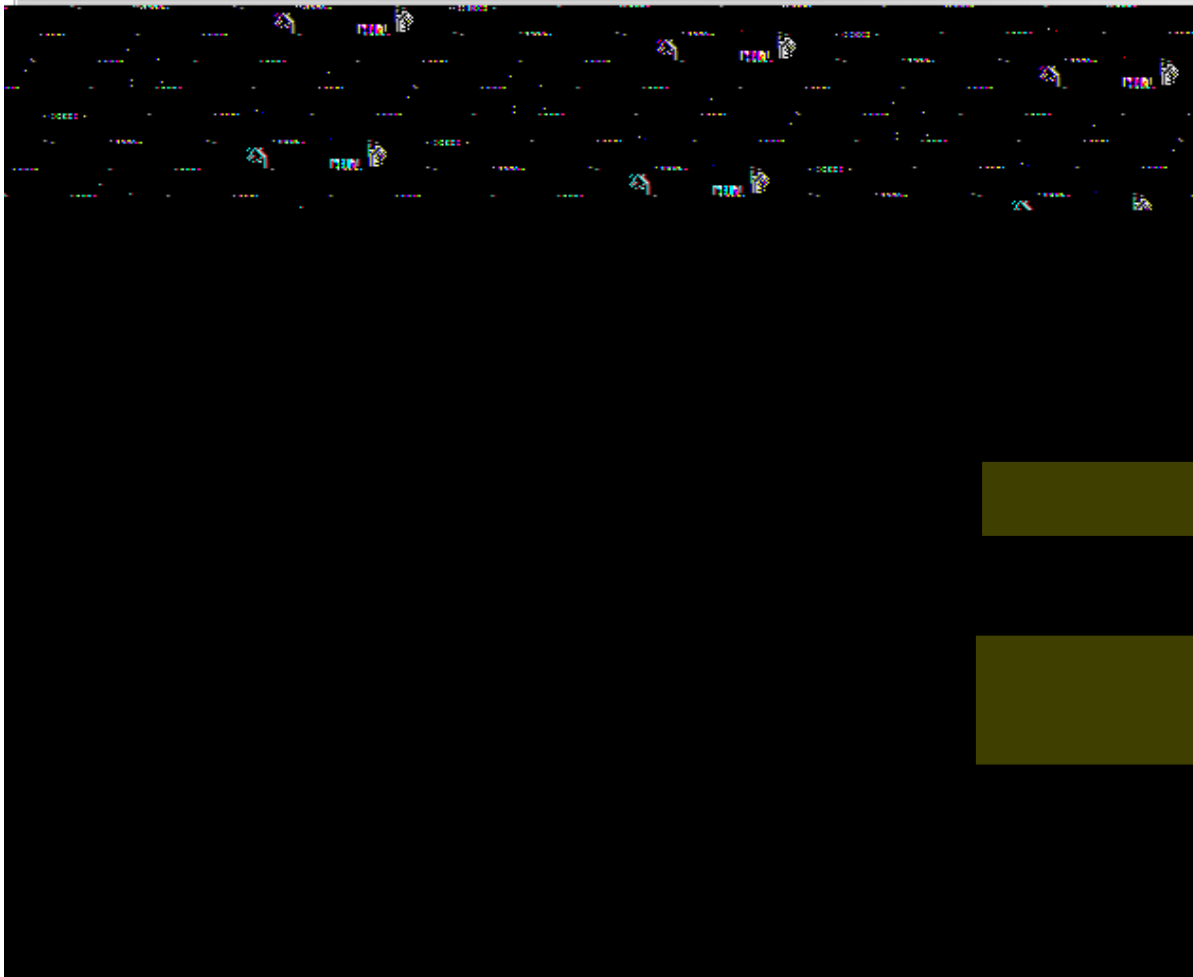
[American Rhetoric: Barack Obama -- 2004 Democratic National ...](#)
Full text and audio mp3 and video of Barack **Obama's** 2004 Democratic National Convention ... Online **Speech** Bank. © Copyright 2001-2008. American Rhetoric. ...
www.americanrhetoric.com/speeches/convention2004/barackobama2004dnc.htm - 27k -
[Cached](#) - [Similar pages](#) - [Note this](#)

YouTube Leads in Distribution



OBAMARAMA: Online Consumption

washingtonpost.com > Politics > Elections



Be Ready



Speech on Demand

boston.com Local Search

HOME TODAY'S GLOBE NEWS BUSINESS SPORTS LIFESTYLE A&E THINGS TO DO TRAVEL

Local Search Site Events Multimedia Businesses White Pages

jeremiah wright In: All Channels Search Multimedia

POWERED BY **everyzing**

YOU SEARCHED FOR: JEREMIAH WRIGHT

Result 1 - 2 of about 2 Show: All Media | Only Audio | Only Video Sort By: Date | Relevance

OBAMA TO ADDRESS COMMENTS MADE BY PASTOR

video
Tue, 18 Mar 2008 watch 0:48 more in this series...

[0:07]..." inflammatory comments and -- some say bigoted. Made by his longtime pastor **Jeremiah Wright** . Yesterday the focus was the economy with both Obama and Hillary Clinton blasting the bush administration for acting too late."...

OBAMA DISCUSSES RACIAL DIVISIONS, PASTOR'S REMARKS

video
Tue, 18 Mar 2008 watch 3:25 more in this series...

[0:28]..." Disavowing them. I've already conduct in unequivocal terms the statements of reverend **Wright** would have caused such controversy. And in some cases me. For some. Nagging questions remain. For some the questions remain because snippets"...

Puke Watch

Be Ready for
Anything



Video: RAYME

01:51 / 06:09

Rate this video
★★★★☆
2872 ratings

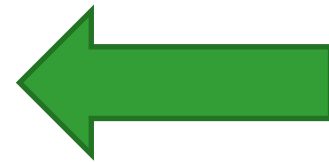
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Add to Groups

Share Video
Post Video

Flag as Inappropriate

Views: **1,723,799** | Comments: **5265** | Favorited: **3243** times

Brand Management



You Were the Best Audience Ever... But Please, Leave Britney Alone

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