

Video Site Maps: Why Bother?



50-70% of consumer & business purchasers start with Google, Yahoo or other search engine.

Search users trust 'organic' search results more than 'sponsored' search results from advertisers.

People search for some really strange things.

What Do People Search For?

- Company's Website
- Directions
- News
- Buy / Research Products
- Get Information
- Is the guy who asked me out a serial killer?
- Is that email from mom a hoax?



What Do People Search For?

Top 10 Search Terms by Category, Four Weeks Ending April 25, 2009 (%)

IT and Internet		Automotive Manufacturers	
Search Term	Search Volume	Search Term	Search Volume
paypal	5.84	honda	1.50
paypal.com	1.43	toyota	1.37
paypal login	1.14	ford	1.37
people search	0.74	harley davidson	1.04
www.paypal.co	0.72	oreilly auto parts	0.98
m			
intelius	0.44	nissan	0.87
pay pal	0.42	dodge	0.69
lady kathryn	0.39	chevrolet	0.67
experian	0.35	kia	0.67
jbbs 12449	0.24	honda motorcycles	0.66





What Do People Search For?

Movies

Net Communities and Chat

Search Term	Search Volume	Search Term	Search Volume
netflix	2.78	myspace	5.00
imdb	1.41	facebook	4.28
netflix.com	0.52	youtube	1.83
blockbuster	0.50	myspace.com	1.61
fandango	0.42	facebook login	1.23
redbox	0.42	facebook.com	0.90
movies	0.38	www.myspace.co m	0.61
new moon movie	0.30	my space	0.56
robert pattinson	0.27	you tube	0.40
twilight	0.27	twitter	0.36



Q:

How many searches are done each day in US?

- 1. 50 million
- 2. 100 million
- 3. 300 million
- 65 BILLION searches | month 4. 500 million
- 5. 800 mil
- 6. 2 billion

Every 1 minute, 24 hours of video uploaded to YouTube.

Average Person spends 15 minutes a day on YouTube

200,000 videos
uploaded to
YouTube
Each Day

May 2010: 2 billion videos served on YouTube each day.

YouTube's audience 2x prime-time US broadcast audience

It would take 600+
years to watch
all the videos on
YouTube

You Tube Video Source:

Amateur: 80%

Professional: 15%

Commercial: 5%

On Average, How many interactions does it take for someone to go from Browse to Buy? 1. One

2. Three

3. Five

4. Six

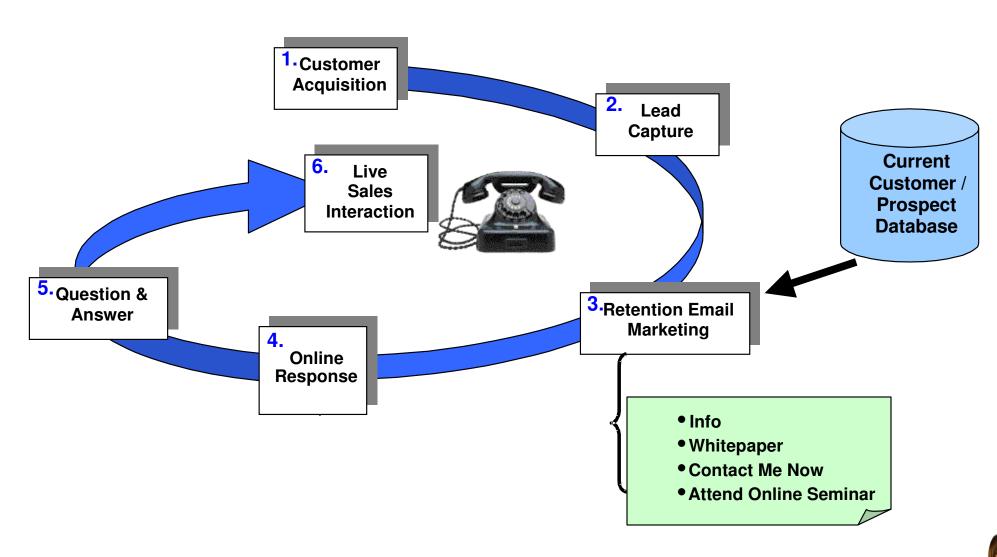
6-12 Interactions on Average

5. Twelve

6. Twenty



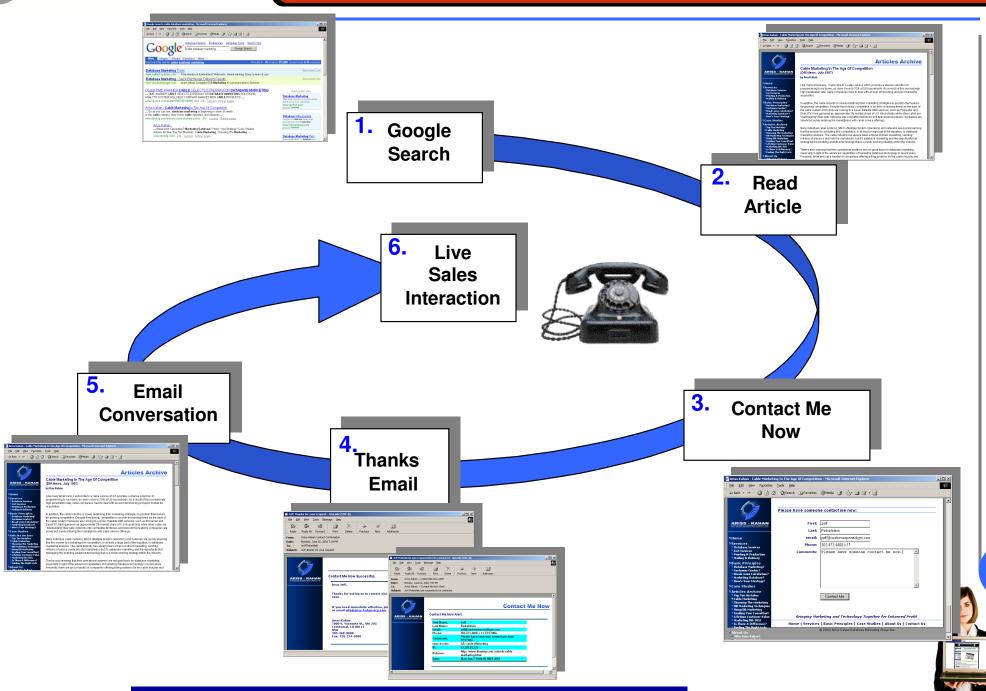
Six Step Process







Six Step Process



Guiding Prospects into Paying Customers

A Website is a Destination Location

... and it takes a of of work for someone to visit.

Make sure your site can your visitors.



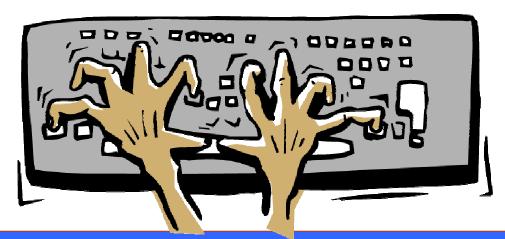


- Passive:
 - Wait For Customer To Pick Up Phone & Call



Please Contact Me Now Form

Lower-involvement,
 Lower-commitment activity



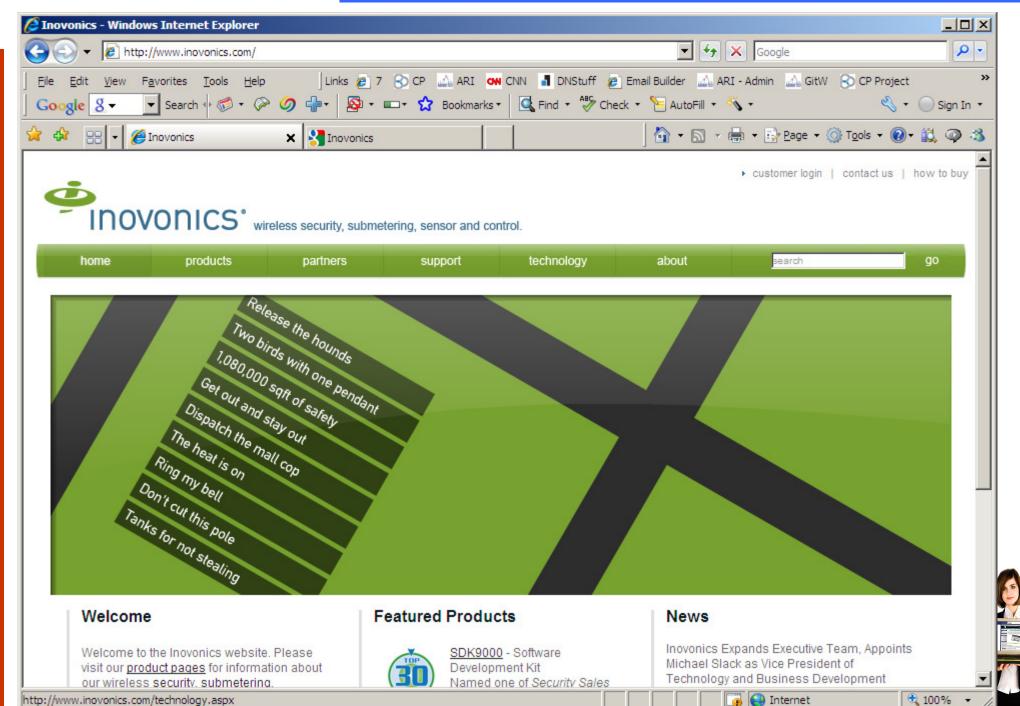


If your company's site isn't ranked high:

-Customers can't find you -Perceived as less important -Competitors gain & you lose



Human's View of A Website:





Google's View of Your Site:



Welcome

Welcome to the Inovonics website. Please visit our <u>product pages</u> for information about our wireless <u>security</u>, <u>submetering</u>, and <u>sensor and control</u> forget to view our <u>product and support forums</u> where you can ask questions, and get the latest Inovonics updates.

Or, if you can't find what you need on the website, ask a question.

If you'd like to receive our monthly Inovonics newsletter, please fill out our newsletter request form.

Featured Products

SSI Top 30

SDK9000 - Software Development Kit

Named one of Security Sales and Integration's Top 30 Innovations for 2008. Free 30 day trial version available.

FA210-M-Small

EN1721 - Integrated temperature and humidty transmitter



Search Engines Work?





> Automated programs that crawl the web

Save key info about site (keywords, page names, etc)

Rank site for specific search terms





How humans see a site:







How search engines see a site:

```
Notepad ~admin73[1] - Notepad
                                                                                                                                                                                                                File Edit Format View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/[lacksquare
<html xmlns="http://www.w3.org/1999/xhtml">
                   <head>
                                     <meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />
                                     <title>Cara Mia - A Full Day Spa - Cara Mia Medical Day Spa</title>
                                     <meta content="Cara Mia - Home page" name="description"/>
                                     <meta content="denver day spa,facial,colorado facial,tanning,denver tanning,denver tanning,denver day spa,facial,colorado facial,tanning,denver tanning,denver tanning,denver day spa,facial,colorado facial,tanning,denver day spa,facial,colorado facial,colorado facial,color
Ultimate Gold's microcurrent system,Oxygen Facial,microdermabrasion,Deep Cleansing Facial.Vis
                                     <style type="text/css">
                                     </style>
                                     link href="css/css.css" rel="stylesheet" type="text/css" />
                                     <script src="Scripts/AC_RunActiveContent.js" type="text/javascript"></script>
                                     <script type="text/javascript" src="js/common.js"></script>
                                     <script language="Javascript">
                                                       function change_value1()
                                                                          document.news_letter_Form.email.value='';
                                     </script>
                  </head>
                   <body>
                                     <div align="center">
                                                        <td colspan="5" align="left" valign="top" background=
                                                                                                                <script type="text/javascript">
                                                                                                                                  AC_FL_RunContent( 'codebase', 'http://
                                                                                                                </script>
                                                                                                                <noscript>
                                                                                                                                  <object classid="clsid:D27CDB6E-AE6D-</pre>
                                                                                                                                                     <param name="movie" value="fl</pre>
                                                                                                                                                     cparam name="quality" value="
                                                                                                                                                     <embed src="flash/header.swf"</pre>
                                                                                                                                  </object>
                                                                                                               </noscript>
                                                                               <img src="in
```

Search engines are great at reading

But Search Engines are easily confused.



How does a search engine work?

- Can't read words or content of graphics*, video, flash animations.
- Some Navigation Systems aren't easily followed.

Word Verification:

Enter the word as it is shown in the box below





^{*} Google beginning to scan images inside PDFs that contain words and convert using OCR.

What matters to a Search Engine?



➤ Things on Your Website (relevant text)

Things not on Your Site (inbound links)





> Relevant Inbound Links

(outbound links help others, but not you)

- More sites that link to you, the more important your site becomes to search engines.
- If sites that link to you are very relevant / important, those inbound links worth more.
- .gov, .edu better than .com





> Relevant Text

- Copy is King!
- > The more copy the better
- > Headings and BOLD Words Matter
- > Keyword Density:
 - > 5% density = use keyword 5 times out of 100 words on page.
 - Google tracks keyword density differently (Title tag vs. copy vs. H1)







- > Short Pages Marketing "Fluff"
- ➤ Long Pages (500+ words)
 - > More like an article
 - > Relevant information
 - > Links to other internal pages
 - Embedded Graphics or Videos





> Domain Name

- > Keywords in Domain Name
- > Age of Domain Name
- > Google Sandbox
- Subdomains (email.customerparadigm.com)
- Directories (customerparadigm.com/email)





- > Title Tags
 - > Often forgotten
 - > Extremely important
 - > Top link in Google
- > Page Names
 - > Infuse keywords in page names
- > Section Headings (H1, H2)
 - > Viewed as important by Google
- > Links to other pages
- > Words in links
 (Read more about Boulder Marcom Group)





- > Clean HTML Code
- >Images:
 - > Image Names
 - > Image Directories
 - > Alt Text for Images
- > Meta Keywords, Description
- > How Often Pages Are Updated
- > Site Map
- >XML Site Map



HOWTO GETYOUR WIDEOS FOUND



Google often "ignores" embedded videos

> YouTube page gets credit

You need to tell them what you have

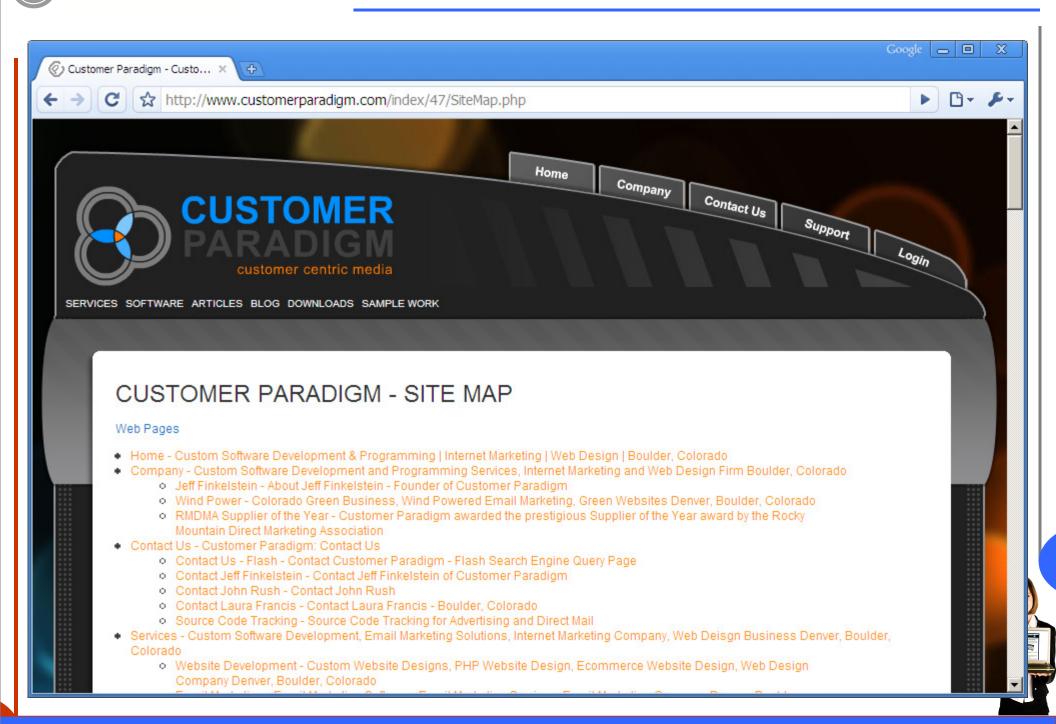




- ➤ Title, Description very important
- > Captions and Keywords
- > Transcribe for best results



Site Map





XML-Site Map:

```
(2) http://www.customerparadigm.com/WebPages_1.xml
   <?xml version="1.0" encoding="UTF-8" ?>
 - <urlset xmlns="http://www.google.com/schemas/sitemap/0.84">
   <ur><url></ur>
      <loc>http://www.customerparadigm.com/index.php?id=400&page_name=</loc>
      <changefreq>monthly</changefreq>
      <priority>0.8</priority>
     </url>
   <ur><url></ur>
      <loc>http://www.customerparadigm.com/index.php?id=324&page_name=12+Strategies+for+Effective+Email</loc>
      <changefreq>monthly</changefreq>
      <priority>0.8</priority>
     </url>
   <ur><url></ur>
      <loc>http://www.customerparadigm.com/index.php?id=383&page_name=12+Strategies+for+Effective+SEO</loc>
      <changefreq>monthly</changefreq>
      <priority>0.8</priority>
     </url>
   <ur><url></ur>
      <loc>http://www.customerparadigm.com/index.php?id=384&page_name=12+Strategies+for+Effective+SEO%3A+%
        281%29+Local+Search+Engine+Advertising</loc>
      <changefreq>monthly</changefreq>
      <priority>0.8</priority>
     </url>
   <ur><url></ur>
      <loc>http://www.customerparadigm.com/index.php?id=398&page_name=12+Strategies+for+Effective+SEO%3A+%
        2810%29+Customize+Your+Website+with+Visitor%27s+Search+Keywords</loc>
      <changefreq>monthly</changefreq>
      <priority>0.8</priority>
     </url>
   <ur><url></ur>
      <loc>http://www.customerparadigm.com/index.php?id=399&page_name=12+Strategies+for+Effective+SEO%3A+%
        2811%29+Avoid+Industry+Jargon</loc>
1
                                                                                                                     100%
Done
```





Video Site Map

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"</pre>
       xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
  <url>
     <loc>http://www.example.com/videos/some video landing page.html</loc>
     <video:video>
       <video:thumbnail loc>http://www.example.com/thumbs/123.jpg</video:thumbnail loc>
       <video:title>Grilling steaks for summer</video:title>
       <video:description>Alkis shows you how to get perfectly done steaks every
         time</video:description>
       <video:content loc>http://www.example.com/video123.flv</video:content loc>
       <video:player loc allow embed="yes" autoplay="ap=1">
        http://www.example.com/videoplayer.swf?video=123</video:player loc>
       <video:duration>600</video:duration>
       <video:expiration date>2009-11-05T19:20:30+08:00/video:expiration date>
       <video:rating>4.2</video:rating>
       <video:view count>12345</video:view count>
       <video:publication date>2007-11-05T19:20:30+08:00/video:publication date>
       <video:tag>steak</video:tag>
       <video:tag>meat</video:tag>
       <video:tag>summer</video:tag>
       <video:category>Grilling</video:category>
       <video:family friendly>yes</video:family friendly>
       <video:restriction relationship="allow">IE GB US CA</video:restriction>
       <video:gallery loc title="Cooking Videos">http://cooking.example.com</video:gallery loc>
       <video:price currency="EUR">1.99</video:price>
       <video:requires subscription>yes</video:requires subscription>
       <video:uploader info="http://www.example.com/users/grillymcgrillerson">GrillyMcGrillerson
        </video:uploader>
     </video:video>
  </url>
</urlset>
```







- ><loc> Landing page
- > < video: video>
- > < video:thumbnail_loc> thumbnails > 160 x 120
- ><video:title> 100 characters
- ><video:description> 2048 char
- > < video:content_loc> player loc
- > < video:player_loc> embed





- > < video: duration > seconds
- > < video: expiration_date>
- \geq < video: rating > 0.0 5.0
- > < video:content_segment_loc> (if long video w/ segments)
- > < video:view_count> # times watched
- <video:publication_date> 2010-11-03T11:23:30-07:00







- <video:tag> <video:steak>
 (max of 32 tags)
- ><video:category> (cooking)
- ><video:family_friendly> yes/no
- ><video:restriction> (countries)
- ><video:gallery_loc> gallery loc
- ><video:price> \$\$
- > <video:requires_subscription>
 (free or paid)





```
<url>
<loc>http://www.fdazar.com/blog/?p=2
  34</loc>
 <video: video>
  <video:player_loc</pre>
  allow_embed="yes"
  autoplay="autoplay=1">http://www.y
  outube.com/v/xQU1480FSV0</video:pl
  ayer_loc>
<video:thumbnail_loc>http://i.ytimg.
  com/vi/SeoQsLhvDuo/default.jpg</vi
  deo:thumbnail_loc>
```



```
<video:title>Frank Azar - the Strong
 Arm - Personal Injury Lawyer in
  Denver, Colorado </video:title>
<video:description>Watch a 30 second
  commercial featuring Frank Azar -
  the Strong Arm - a Personal Injury
  Lawyer in Denver,
  Colorado</video:description>
<video:publication_date>2011-11-
  01T19:27:28+00:00</video:publicati
  on date>
  <video:duration>30</video:duration</pre>
```



```
<video:family_friendly>yes
</ri></video:family_friendly>
<video:tag>personal
  injury</video:tag>
<video:tag>lawyer</video:tag>
<video:tag>attorney</video:tag>
<video:category>personal
  injury</video:category>
</ri></rideo:video>
</url>
```





Suggestions:

Watch for '&' and other illegal characters!







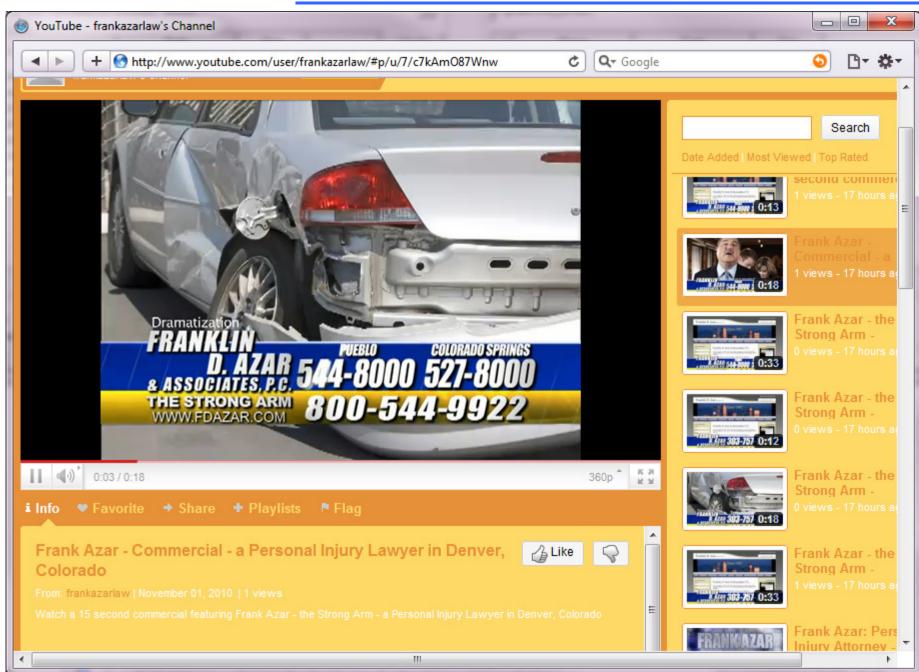
- > Host your own videos?
- > Use YouTube?
- > Use Feedburner?

- > Hand-built video sitemap (best)
- > Automatic Solutions
- > Word Press Plugins





Video on YouTube







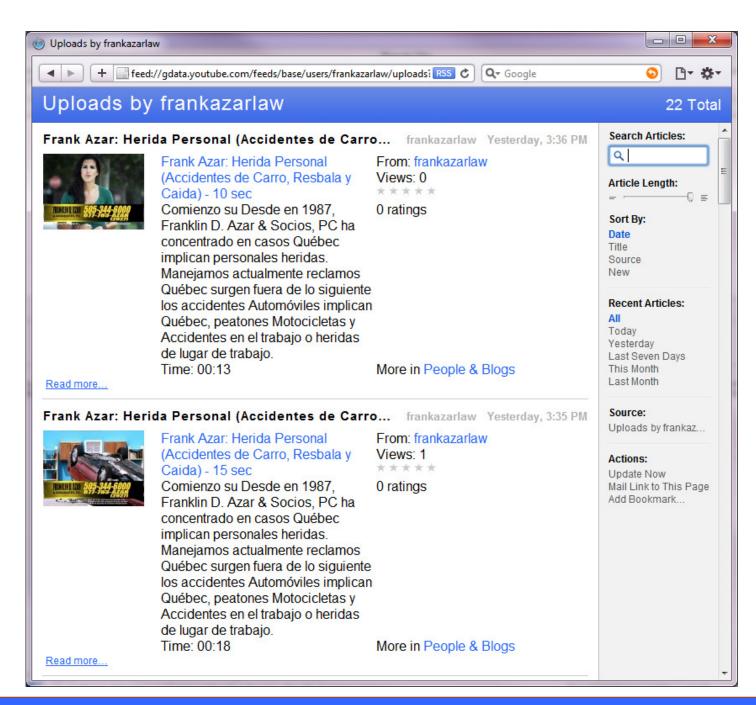
Embedded on Blog







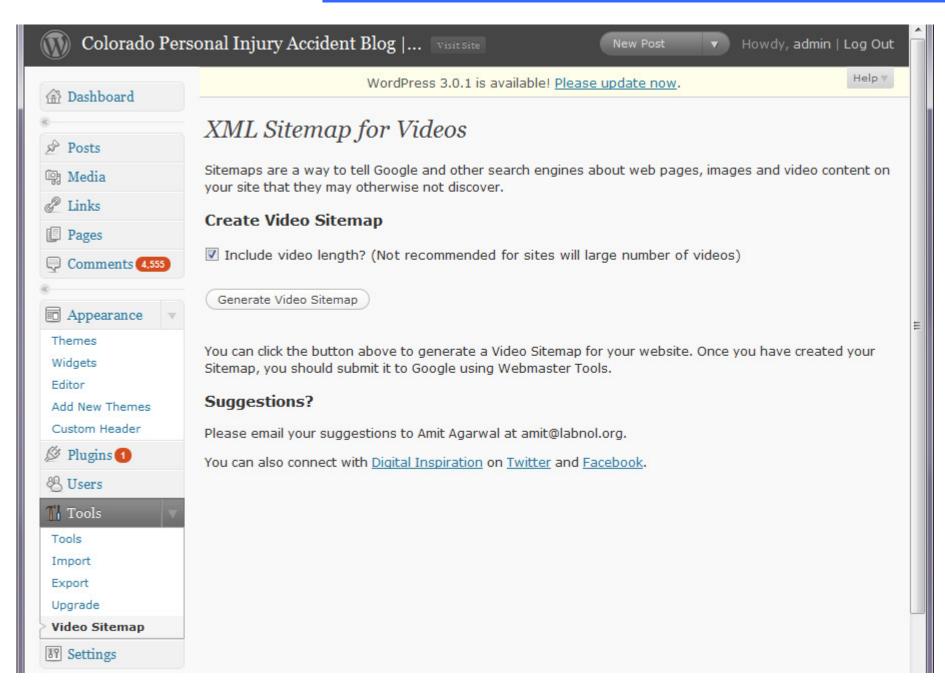
Embedded on Blog







Use a tool in WordPress







Submit to Google Webmaster Tools

Google webmaster tools

www.discountdecorating.com ▼

« Back to Home

Dashboard

Messages

■ Site configuration

Sitemaps

Crawler access

Sitelinks

Change of address

<u>Settings</u>

- Your site on the web
- Diagnostics
- Labs

Help with:

Creating and submitting Sitemaps

Siteman errors

Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Tuno

Submitted URLs

71,164

27,984 URLs in web index

Show submissions: I	By me (4) -	All (4
---------------------	---------	------	-------	---

HDI e in wob indox

HDI e cubmitted

<u>Sitemap</u>	Status	Type	Downloaded	OKES SUDMINEU	OKES III WED IIIUEX
/Categories_1.xml	\checkmark	Sitemap	Oct 27, 2010	559	79
/Products_1.xml	\checkmark	Sitemap	Oct 24, 2010	32,751	11,805
/Sitemapindex.xml	\checkmark	Index	Oct 19, 2010	37,807	16,076
/WebPages_1.xml		Sitemap	Oct 29, 2010	47	24

Downloaded



Resubmit

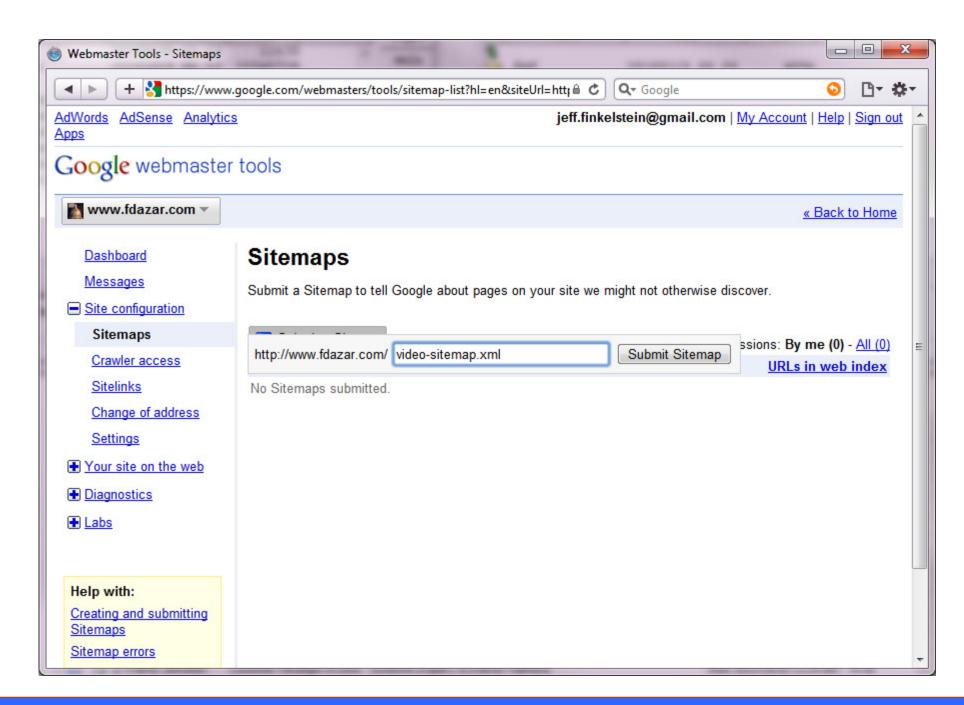


[₽]Download this table

[♣] Download data for all sites



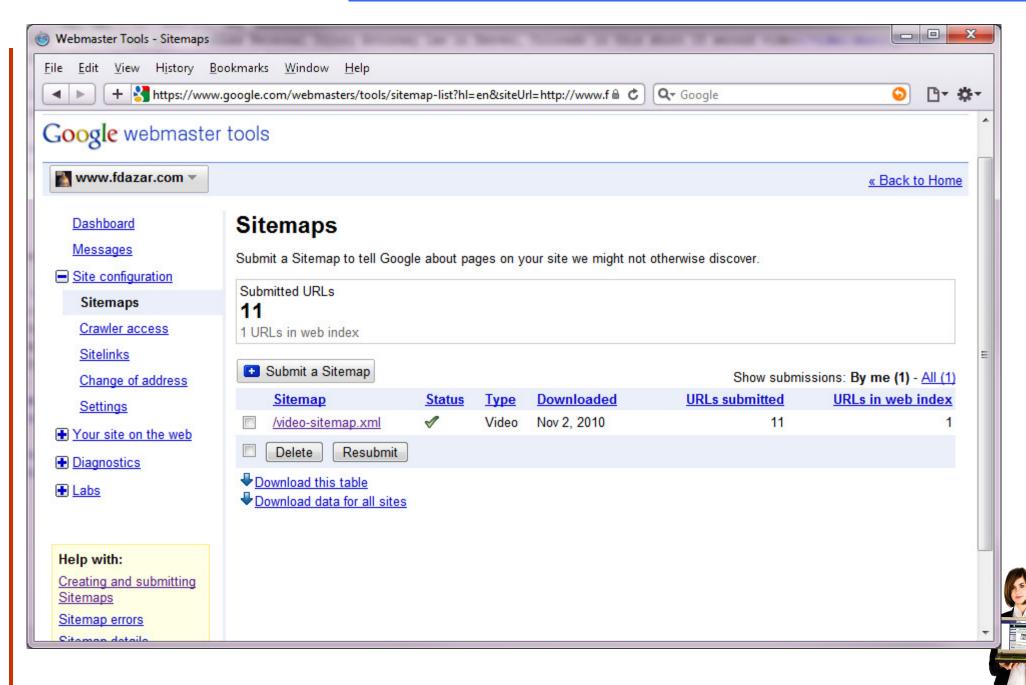
Use a tool in WordPress



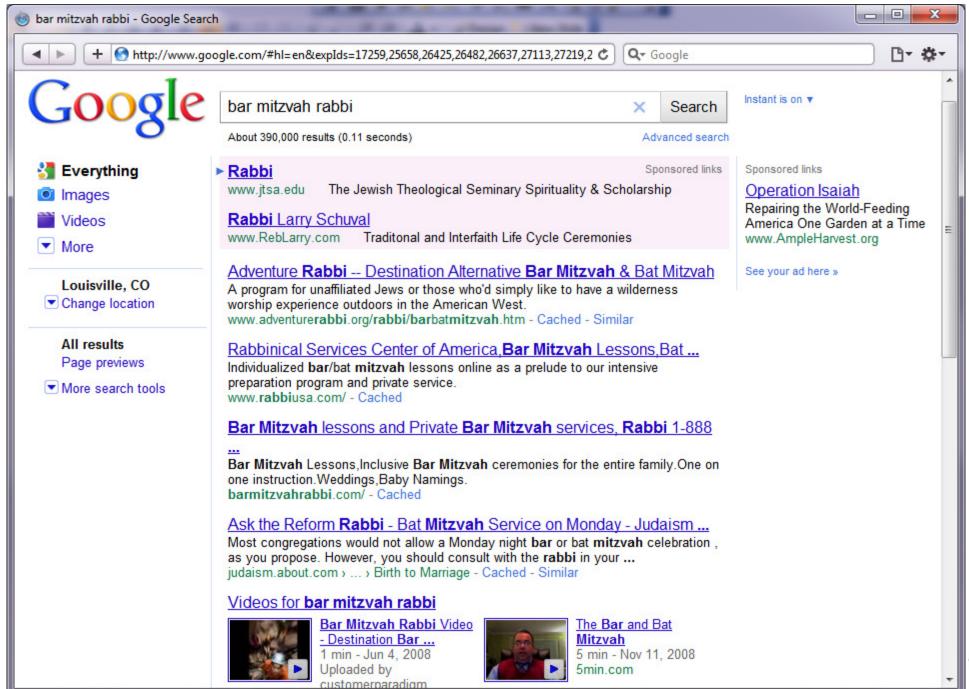




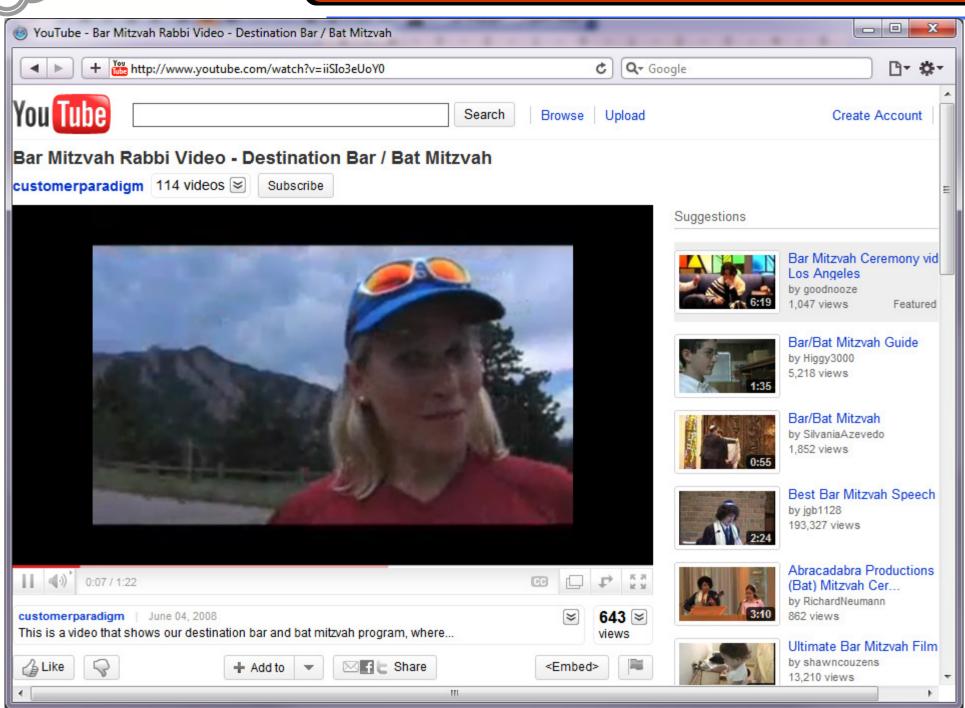
Use a tool in WordPress



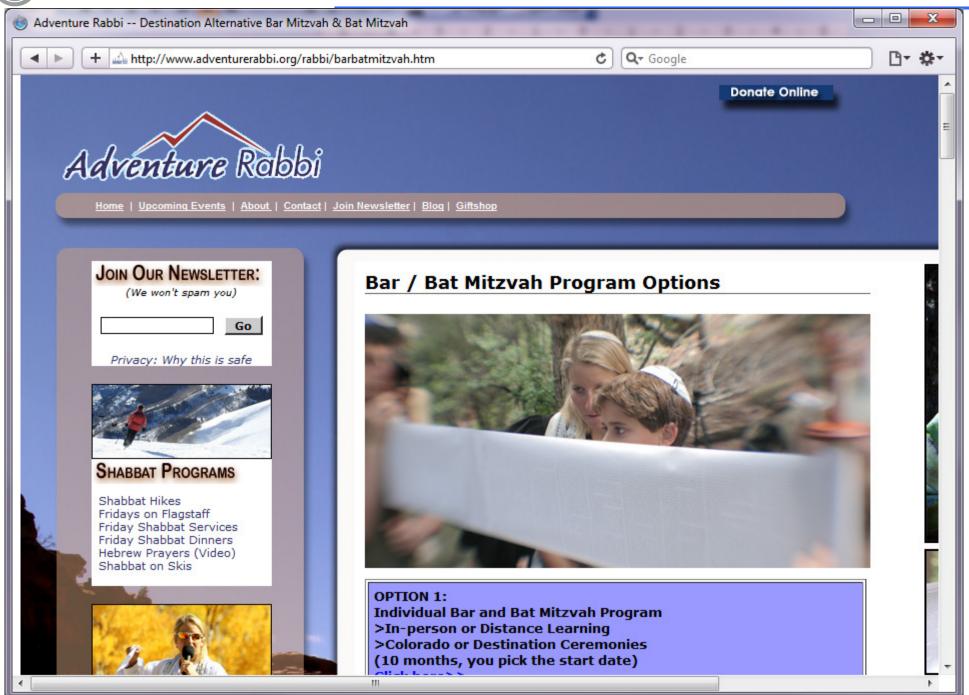






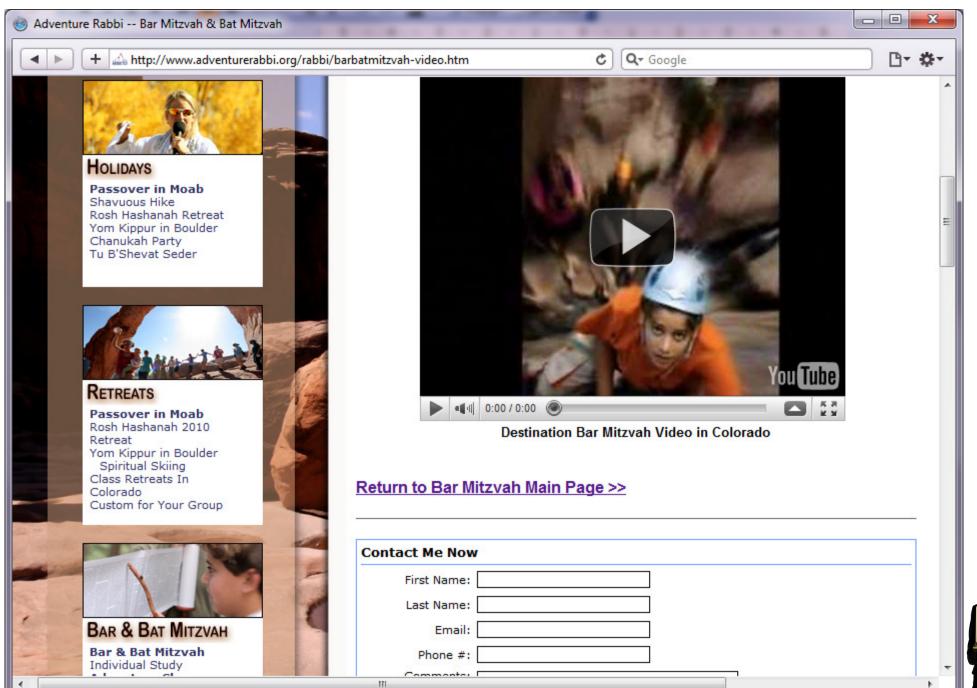


















- Web & Email Marketing
- Personalized URLs
- Print Design

Contact: Jeff Finkelstein: 303.499.9318 jeff@customerparadigm.com

