

## Video Marketing - An Essential Part of SEO

Written by enterscope

Monday, 04 April 2011 21:21 - Last Updated Monday, 11 April 2011 00:08

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Almost all website owners will be in constant search of opportunities to build links to their websites. If they come across any such opportunity they are sure to grab it with both hands. Let me point out one such brilliant opportunity.

### The Emergence of Video Marketing:

A new phenomenon in Internet marketing has been the recent emergence of video marketing. Video sites are cropping up by the dozens in order to take advantage of this latest craze.

According to New York Times, 75% of online users watch videos. And according to eMarketer, more than 50% of online traffic is related to videos. So it will be absolutely unimaginable for the wise marketer to neglect this new opportunity.

If you want to gain backlinks to your website, and get tons of free visitors then you need to pay attention to video marketing. Add video marketing and video submissions to your SEO efforts!

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Earlier it was sufficient from SEO perspective to do article submissions and website directory submissions. But now that is not enough. You also need to target web 2.0 traffic - and for that you have to add social bookmarking and video submissions to your armory.

There is a lot of similarity in video marketing and link building. You need to adopt the same approach and mindset for both. In link building, you are on the constant lookout for places from where you can get a few links to your website. Similarly you should be on the lookout for some great places to submit your videos for maximum exposure.

Video Marketing Simplified:

Let me outline a few important steps to do video marketing and reap huge SEO benefits.

1. Make a short quality video about your product, service or some topic related to your niche. The video need not be perfect or absolutely professional. But make sure it is unique, interesting and useful in some way to the viewer.

2. Upload your video to popular video sharing sites like youtube, Google video, Yahoo video

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etc.

3. Include your important keywords in the tags and video description while submit

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2. Upload your video to popular video sharing sites like youtube, Google video, Yahoo video etc.

3. Include your important keywords in the tags and video description while submitting your video.

4. Don't forget to include a link to your website in the video description.

5. Social bookmark the video link you just submitted to youtube or any other video site. This can help in more links to you.

6. Find out more such video sites that receive high traffic in order to submit your video to them.

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7. Create more videos and repeat the above steps. You should get better with practice. In order to save time you can use video distribution services like heyspread or tubemogul.

### Advantages of Video Marketing:

The above steps will help you in many ways. Firstly you can gain instant exposure and receive free traffic from these high traffic sites. Secondly you are getting backlinks to your site as you included a link in the video description.

These backlinks are very important from SEO viewpoint. That is because most of the video sites have high pagerank and Google values links from such sites.

Another advantage is that you are reaching out to those people who are not interested in reading long articles but would prefer to watch a video. You are making use of different media and not depending solely on articles.

As you know that in order to remain on top of search engine rankings, you need to utilize all tools and resources at your disposal. It would be a big mistake if you don't do so as your

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competition will then get ahead of you very easily.

So start utilizing video marketing for building backlinks and getting free traffic.

**Tip:** If you would like your video to appear at the end of a competitors video, all you have to do is use the same title tags and keywords that they have used. Just ensure that you place them in the exact same order as they appear on your competitors video and your video will be the next one shown after a viewer finishes watching their video!

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