One Key Trick that Boosts Your Videos’ SEO

Make no mistake search engine optimization is a very important consideration when doing video marketing. Don't ever think that since you’re creating videos and uploading them on YouTube and other places that SEO is not a consideration. You're only fooling yourself by thinking that way. Sooner or later, your ignorance of the importance of SEO will catch up to you and, believe me, it's not going to be pretty

Your competitors will leave you in the dust and it would probably take forever for you to catch up. That’s how much is at stake. This is why it's really important to create videos with as much as SEO firepower as possible.

This doesn’t have to involve a tremendous amount of money. You don't have to invest thousands of dollars in search engine optimization to get a competitive advantage on your competitors’ videos. You don’t have to go down that route. You don't have to take that road.

You can simply use one key trick that boosts your video’s SEO. I know it seems simple. I know it seems pretty straightforward but, unfortunately, a lot of video marketers are completely ignorant of this. They ignore it and that's why they get beaten.

What trick am I talking about? Mention your keyword in your video. That's all you need to do. Come up with a video script that mentions your main target keyword in your video. You mention your keyword in your title, you mention your keyword in your description and you mention your keyword in the actual video content.

With that said, you have to mention your keyword in context. This is the tricky part. This is what makes or breaks video marketing campaigns on YouTube.

You see, the common reaction of video marketers regarding keywords in their video is to simply repeat the same keyword over and over again. Google hates that. That's called keyword stuffing. It hates it when it sees such practices in articles and blog posts and on web pages. It also hates it when it detects keywords in the transcription of videos on YouTube.

Don't do that. Understand that Google, which owns YouTube, can read the words in your video because it auto-transcribe your video. It may not publish this transcription, but it's aware of the actual words in your video.

This is why you have to mention your keyword in your video the right way. The best way to do this is to mention it in context by using latent semantic indexing keywords. These are related keywords that kind of flesh out or provide context to your main keywords. This enables you to provide context.

Now, there is an additional hoop you have to fit through. Your video must be engaging. In other words, it must be a video made for human beings. It can't just be a simple verbal repetition or a graphic repetition of different keywords. That's not going to cut it.