

Search Engine Optimization



WWW.

Search



Neal Rabogliatti
Digital Marketing Strategies LLC

SEM RUSH CERTIFIED
Technical SEO & Audits

SEO Planning

- 1) **YouTube Optimization**
- 2) **Image Optimization**
- 3) **Blog Optimization**



Additional Ways to Optimize

1)YouTube

2)Images

3)Blogs



Video & YouTube

Online Video Has a 53X Greater Chance of Gaining a Page 1 Ranking Over Web Pages, Facebook, or Twitter.



The New York Times



~~The New, Easy Way to Get a Page 1 Google Ranking~~

By Steve Strauss | June 6, 2011



221



192



162



32



Small Business
Advisor
Steve Strauss



Contact



Author Bio



Twitter

Q: Hi Steve: I have read your [Top 10 Business Trends column](#) for USA TODAY before and was wondering if you are dialed-in to anything new that I might be able to use to improve my Google search rankings? The same old things don't seem to work as well anymore. — Melissa

A: I am happy to report that there is in fact a new best practice that you can use to spectacularly increase your chances of getting your business a Page 1 Google ranking.

The answer is video.



Video & YouTube

Google

carbon extruion press

Shopping Images News Videos More Settings Tools

About 10,800,000 results (0.49 seconds)

Showing results for **carbon extrusion press**
Search instead for **carbon extruion press**

www.eriepress.com > Carbon-Extrusion-Presses

Carbon Extrusion Presses - Erie Press Systems ✓

Carbon Extrusion Presses. Carbon Extrusion Press ERIE Press Systems designs and builds the highest ...

Jun 10, 2018 · Uploaded by ERIE Press

www.youtube.com > watch

Carbon Extrusion Press | Erie Press Systems - YouTube ✓

Visit: <http://eriepress.com/Carbon-Extrusion-Presses/index.html> ERIE Press Systems designs and builds ...

Sep 26, 2013 · Uploaded by ERIE Press

Images for carbon extrusion press

aluminium extrusion graphite electrode rebar coupler ton carbon

Report images

View all

www.youtube.com > watch

Urethane Anvil Covers - YouTube ✓



A demonstration of CUE TimeSaver **anvil covers** used with die cutting machines. For more information go to ...

May 3, 2007 · Uploaded by Sonata2002

About 2,020,000 results (0.31 seconds)



Extrusion Stretch Forming Machine

YouTube · Sonata2002

Mar 26, 2013

About 14,600,000 results (0.37 seconds)

Power RFID - ZERO Power RFID - YouTube ✓



The **Zero power RFID** technology enables the batteries in active RFID tags to last up to 2000 years. This RFID ...

Aug 15, 2011 · Uploaded by CatalystConnection

About 24,900,000 results (0.48 seconds)



YouTube Ranking Factors

YouTube has cited Audience Retention as one of its main ranking factors. In short, this is how long people watch your videos before exiting.

The Audience Retention report analyses :

- Average view duration for all videos on your channel
- Top videos or channels listed by watch time
- Audience retention data for a specific video for different time frames
- Relative audience retention for a video compared to the YouTube average for similar videos

Other YouTube ranking factors surrounding engagement:

- Video comments
- Subscribers – after watching a video
- Video shares
- Click-through rate
- Thumbs up/Thumbs down



YouTube Ranking Factors

According to the YouTube SEO Ranking Factor Study, published on Briggsby, the most important aspects of ranking well on YouTube are:

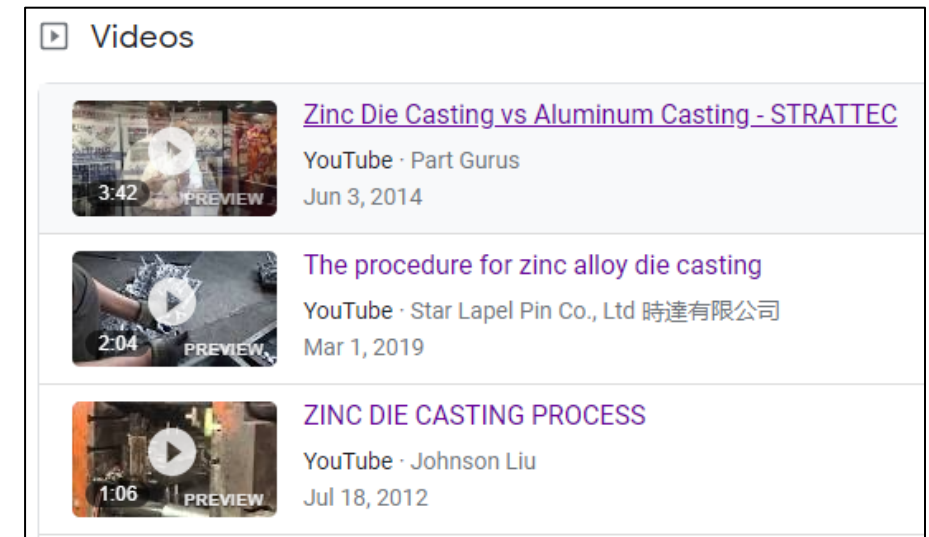
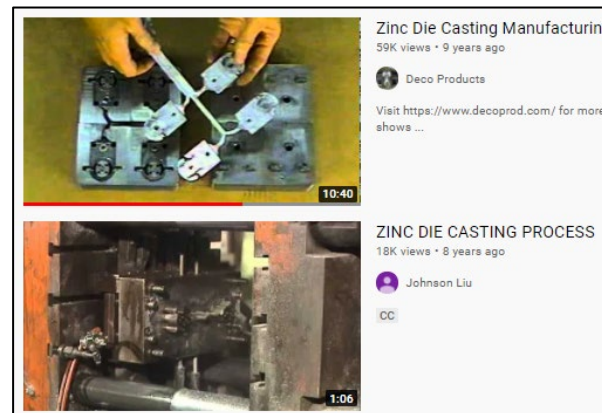
- Watch time
- Channel authority
- Positive sentiment & engagement
- Broad match keyword targeting across title, description, and keyword tags



Why am I #1 You Tube but Not Google?

Just because your video takes the top position in YouTube does not necessarily translate to a page one listing in Google for your video.

- Google does not always list video in search results
- Ranking in YouTube is separate from Google
- Is the video embedded in an SEO relevant web page?
- How many links does the video have?



YouTube SEO Basics

When it comes to YouTube SEO, a lot of the optimization work can be encapsulated into a process that you can apply to all your old videos and then to each video as you publish it.

Here's what you need to know if you want your content to rank number one on YouTube for the keywords you care about.

Start with keyword research

- Given that YouTube is a video search engine, you should approach content creation in a strategic way, as you would when optimizing your website. This means conducting keyword research to find out what your audience is interested in and how they talk about it online.

Track your YouTube search rankings

- You probably track your positions in the Google search results for a range of your favorite keywords, but are you doing this with YouTube? If not, you should be!



YouTube SEO Basics

Content is king, but consistency is queen

- Obviously, to compete with all the other creators in the fast-paced, aggressive world of YouTube, you need great content that stands out from the crowd. While achieving a viral hit is great, remember that YouTube isn't just about views: You're looking to build a subscriber base and form long-term relationships with viewers.
- How can you accomplish this? By producing quality content and publishing it on a regular schedule. Posting irregularly will only hurt you and result in lost subscribers.

Short is not sweet

- Beware of agencies and production houses that tell you people only watch short, one- to two-minute videos on YouTube. Remember, YouTube's ultimate goal is to compete with television so they can charge TV-like advertising rates. What they're looking for is high-quality, long-form content that will allow them to run more ads and keep users on the site for longer. Videos that are at least five minutes in length tend to perform better and have a higher chance of ranking in Google searches.
- A key metric to keep an eye on is **watch time** — not just for each video, but for your channel overall. Ideally, you should be seeing monthly increases in watch time as your channel grows.



Video Length

When YouTube first launched, part of the algorithm was based on views. The more views your video got, the higher it ranked. **YouTube changed their policy**. While they still count aggregate views they do so in conjunction with engagement metrics:

1) Number of seconds viewed and 2) Comments & Likes

Its better to create content rich videos that drive user engagement at least 60 seconds long, for 2 main reasons:

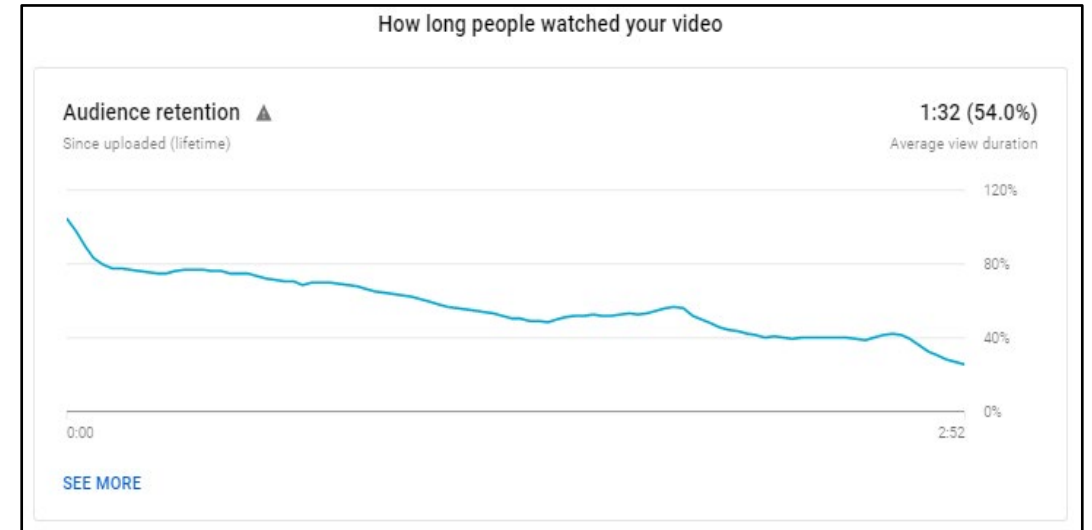
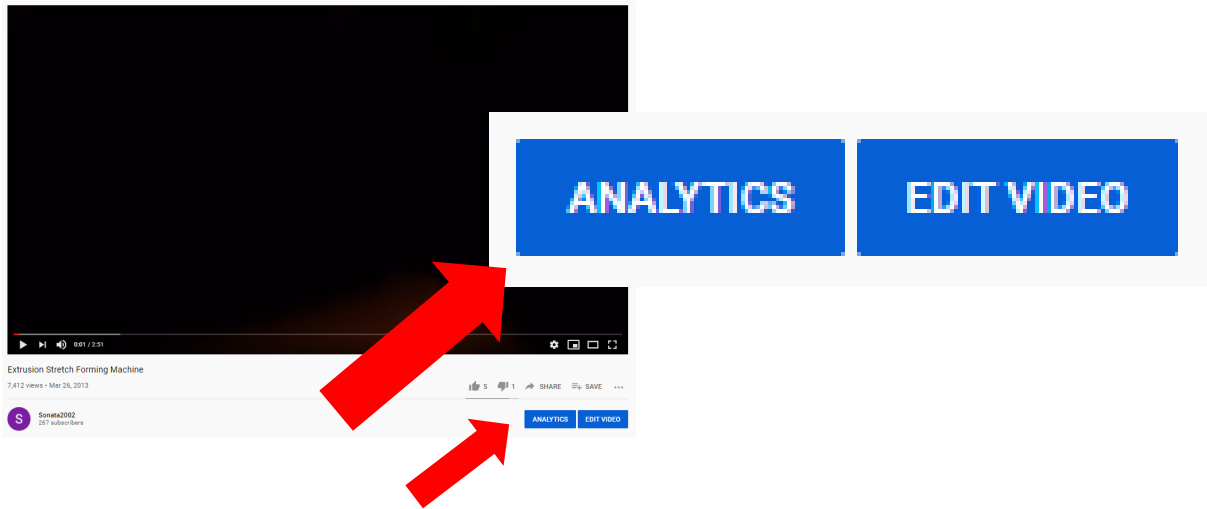
- 1.The more seconds you can keep a user on your video, the higher it will rank. Therefore, having longer videos will add more seconds to your count.
- 2.In YouTube's mind, anything less comes off as spam. The longer your video, the more content (i.e. better user experience).



Video Length

But don't create 20 minute videos that trail off because you will loose your audience and drop offs hurt your SEO effectiveness in You Tube.

You Tube Analytics Help Show How People View Your Video



Video & YouTube

Upload Ranking Factors

- 1) Title
- 2) Video File Name
- 3) Detailed Description 300+ Words
- 4) Keyword Tags
- 5) Custom Thumbnail
- 6) Playlist
- 7) Comments
- 8) Closed Caption Enabled
- 9) Category & Additional Info

preview Saved as draft ! ×


Details Video elements Visibility

Details

Title (required)
preview

Description ?
Tell viewers about your video

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail 

Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Playlists
Select

Audience
Is this video made for kids? (required)
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

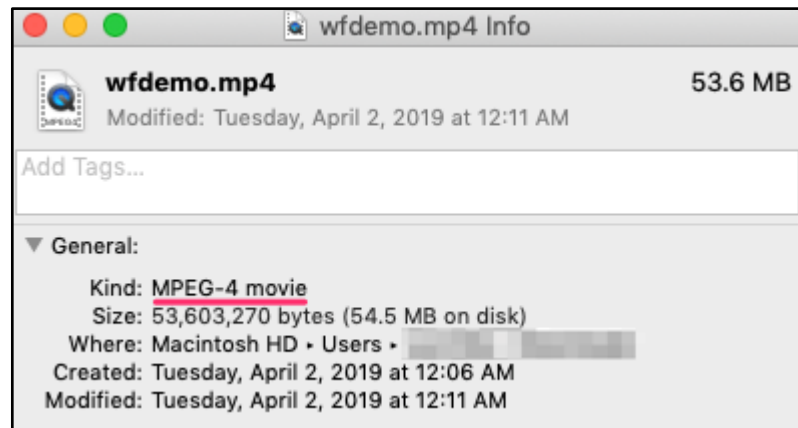
☐ Yes, it's made for kids
☐ No, it's not made for kids

Finished processing NEXT



Video Name & Title

- Use a video title that is at least 5 words long and up to 70 characters in length. Having a catchy, relevant and descriptive video title will enable you to include targeted keywords.
- Placing the targeted keywords closer to the beginning of the title is recommended.
- Make sure the raw video file you upload includes the keywords in the file name.
- Check that your titles don't get cut-off in suggested videos, search results, and mobile



Basic info	Translations	Advanced settings
<input type="text" value="Title"/>		
<input type="text" value="Description"/>		
<input type="text" value="Tags (e.g., albert einstein, flying pig, mashup)"/>		



Video Description

- Many people make the mistake of only writing a few sentences for the description. This is your chance to expand on the information in the video with links, calls to action and performer bios.
- If you want people to click on a link to your website, include it “above the fold,” before the “Show more” prompt.
- Create an enticing hook in that first sentence that will get people to click “Show More” to see the rest of your video’s description.

Basic info

Translations

Advanced settings

Title

Description

Tags (e.g., albert einstein, flying pig, mashup)

E

ERIE Press

Visit:<https://www.eriepress.com/Forging-Pre...>

Erie Press Systems manufacture the most efficient, accurate, and reliable mechanical forging

SHOW MORE

E

ERIE Press

Visit:<https://www.eriepress.com/Forging-Pre...>

Erie Press Systems manufacture the most efficient, accurate, and reliable mechanical forging presses in the industry.From 500 to 12,000 ton mechanical forging presses, our exclusive Scotch Yoke drive mechanism delivers superior precision in all forging processes. Our range of mechanical presses cover most forging needs, and we offer custom designed mechanical presses for your unique application.

SHOW LESS



Video Description

- Another tip that is effective is creating a video table of contents and allow people to skip and click to a part of the video.



Medical Imaging Equipment Refurbishment by Block Imaging



Medical Imaging Equipment Channel

1.99K subscribers

Not every company who offers medical imaging equipment refurbishment follows the same process or provides the same level of quality. In this clip, Block Imaging shares the process we use to turn used medical imaging systems into refurbished imaging systems that look like new and meet OEM specifications for performance and image quality. To browse our inventory of refurbished medical systems, get a price quote, or ask any other questions, visit our learning center at info.blockimaging.com.

What does refurbishment mean? 0:19

STEP 1. Inventory Check-in 0:52

STEP 2. Decontamination 1:10

STEP 3. Mechanical Staging 1:32

STEP 4. Cosmetic 2:00

STEP 5. Calibrations 2:52

STEP 6. Final Check out 3:18

Follow Block Imaging on:

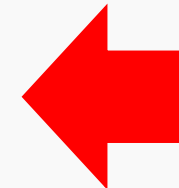
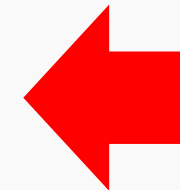
▶ <https://www.linkedin.com/company/blockimaging> ✓

▶ <https://www.facebook.com/blockimaging> ✓

▶ <https://www.instagram.com/blockimaging> ✓

▶ <https://www.twitter.com/blockimaging> ✓

SHOW LESS



Keyword Tags

Add tags to videos

About tags

Tags are descriptive keywords you can add to your video to help viewers find your content. Your video's title, thumbnail, and description are more important pieces of metadata for your video's discovery. These main pieces of information help viewers decide which videos to watch.

Tags can be useful if the content of your video is commonly misspelled. Otherwise, tags play a minimal role in your video's discovery.



Note: Adding excessive tags to your video description is against our [policies on spam, deceptive practices, and scams](#). Get [tips on writing effective tags and descriptions](#).

New videos

1. Sign in to [YouTube Studio](#).
2. In the top right-hand corner, click **CREATE** > **Upload Video**.
3. Select the file that you'd like to upload.
4. In the upload flow, click **MORE OPTIONS** and add your tags.

Uploaded videos

1. Sign in to [YouTube Studio](#).
2. From the left menu, select **Videos** and select your video.
3. Add your tags.

Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)



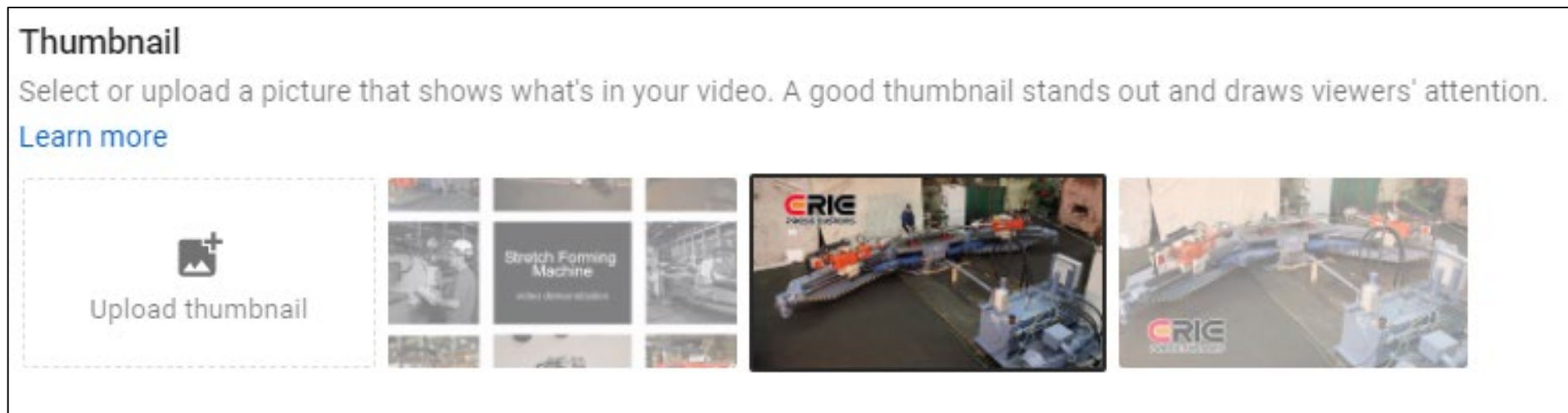
Enter a comma after each tag

11/500



Custom Thumbnail

- Thumbnails and titles are usually the first thing viewers see when browsing on YouTube. They work together as a team to build anticipation while accurately representing what's in your video.
- When viewers click into your video and stay to watch through, this lets YouTube know that the viewer is enjoying your content. **However**, if your thumbnails and titles don't deliver on their promise of what's in the video, viewers tend to leave almost immediately, which can limit your discoverability on YouTube.




Playlists

- Playlists allow you to create libraries of videos under a given category which can include a target keyword phrase. Playlists help boost your videos in both YouTube and Google.

Create a playlist

1. Find a video you want in the playlist.
2. Under the video, click **Save** ≡+.
3. Select a playlist such as Watch later, or a playlist you've already created, or click **Create new playlist**.
 - a. If you create a playlist, enter a playlist name.
4. Use the drop-down box to select your playlist's privacy setting. If it's private, only you can view the playlist.
5. Click Create.

Edit a playlist

1. Select the playlist you'd like to edit in the Guide.
2. Click Edit .

Playlists

Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Playlists
Select ▼



Closed Captioning

- Supported subtitle and closed caption files
- A subtitle or closed caption file contains the text of what is said in the video. It also contains time codes for when each line of text should be displayed. Some files also include position and style info, which is especially useful for deaf or hard of hearing viewers. See what file formats YouTube supports below.

Edit captions

You can make changes to the text and timestamps of your captions. You can also use [caption editing software or services](#).

[Edit caption text](#)

Note: If you're editing captions created automatically, a new caption track that includes your revisions will be generated.

1. Sign in to [YouTube Studio](#).
2. From the left menu, select **Subtitles**.
3. Click the video you'd like to edit.
4. For the language you'd like to edit, in the "Subtitles" column select **Edit**.
5. For automatic captions, select **DUPLICATE AND EDIT** > **CONTINUE** to overwrite your existing draft.
6. Click inside any line in the caption track panel and edit the text.
7. When you've finished making changes, click **Publish**.

Basic file formats

If you're new to creating caption files, we recommend using one of the following basic file types:

Format name	File extension	More info
SubRip	.srt	Only basic versions of these files are supported. No style info (markup) is recognized. The file must be in plain UTF-8.
SubViewer	.sbv or .sub	Only basic versions of these files are supported. No style info (markup) is recognized. The file must be in plain UTF-8.
MPsub (MPlayer subtitle)	.mpsub	"FORMAT=" parameter is supported.
LRC	.lrc	No style info (markup) is recognized, but enhanced format is supported.
Videotron Lambda	.cap	This file type is primarily used for Japanese subtitles.

If you're new to creating caption files, you may want to use SubRip (.srt) or SubViewer (.sbv). They only require basic timing info, and can be edited using any plain text [editing software](#).

The main difference between SubRip and SubViewer files is the format of the caption start and stop times. Here are examples of both formats:

[SubRip \(.srt\) example](#)

[SubViewer \(.sbv\) example](#)



Closed Captioning

UPLOAD SUBTITLES/CC ?

Select subtitle/CC file type

- ☒ With timing
☐ Without timing

CANCEL CONTINUE

Open

← → ↶ ↷

📁 This PC > 📁 TOSHIBA EXT (H:) > 📁 Websites > AWSrev22

Organize ▾ New folder

	Name	Date modified	Type	Size
📌 Quick access				
🖥 Desktop	🌐 contact3	11/2/2020 2:19 PM	Chrome HTML Do...	18 KB
⬇ Downloads	📄 WS_FTP	6/8/2020 4:07 PM	Text Document	119 KB
📁 Documents	🌐 water-treatment-service	5/18/2020 9:10 AM	Chrome HTML Do...	18 KB
🖼 Pictures	🌐 water-treatment-systems-installation	5/15/2020 8:44 AM	Chrome HTML Do...	16 KB
	🌐 Automatic-Self-Cleaning-Strainers	5/15/2020 8:37 AM	Chrome HTML Do...	18 KB



Convert to subtitles

Translate

01 ▶	10 CPS	CPL	I'm going to go back up here.
▶ 00:00:03.400	29		
◀ 00:00:06.440			
02 ▶	12 CPS	CPL	And then we're going to do like we did last time.
▶ 00:00:09.200	28		
◀ 00:00:13.360	22		
03 ▶	15 CPS	CPL	Take a look at what they're doing.
▶ 00:00:27.600	34		
◀ 00:00:29.920			
04 ▶	23 CPS	CPL	So we were saying this was we like their their design, we like kind of the way
▶ 00:00:34.240	40		
◀ 00:00:37.680	37		

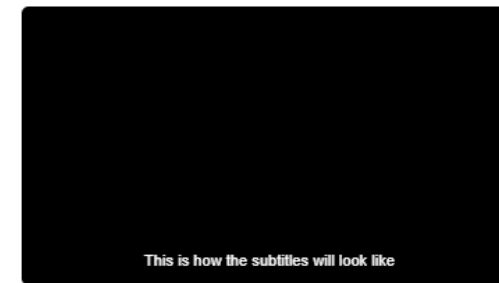
Request Proofreading

NEW

Share

Download

Download video with subtitles



Download video

Download subtitles file

Subtitles (SubRip .srt)

Download subtitles

Category & Additional Info

Recording date and location
Add when and where your video was recorded. Viewers can search for videos by location.

Recording date
None

Video location
None

License and distribution
Learn about [license types](#) and [distribution](#).

License
Standard YouTube License

Distribution
Everywhere

☒ Allow embedding ?

☒ Publish to subscriptions feed and notify subscribers

Category
Add your video to a category so viewers can find it more easily

Science & Technology

Comments and ratings
Choose if and how you want to show comments

Comment visibility
Allow all comments

Sort by
Top

☒ Show how many viewers like and dislike this video

Film & Animation

Autos & Vehicles

Music

Pets & Animals

Sports

Travel & Events

Gaming

People & Blogs

Comedy

Entertainment

News & Politics

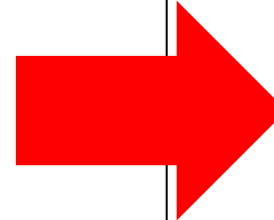
Howto & Style

Education

Science & Technology

Nonprofits & Activism

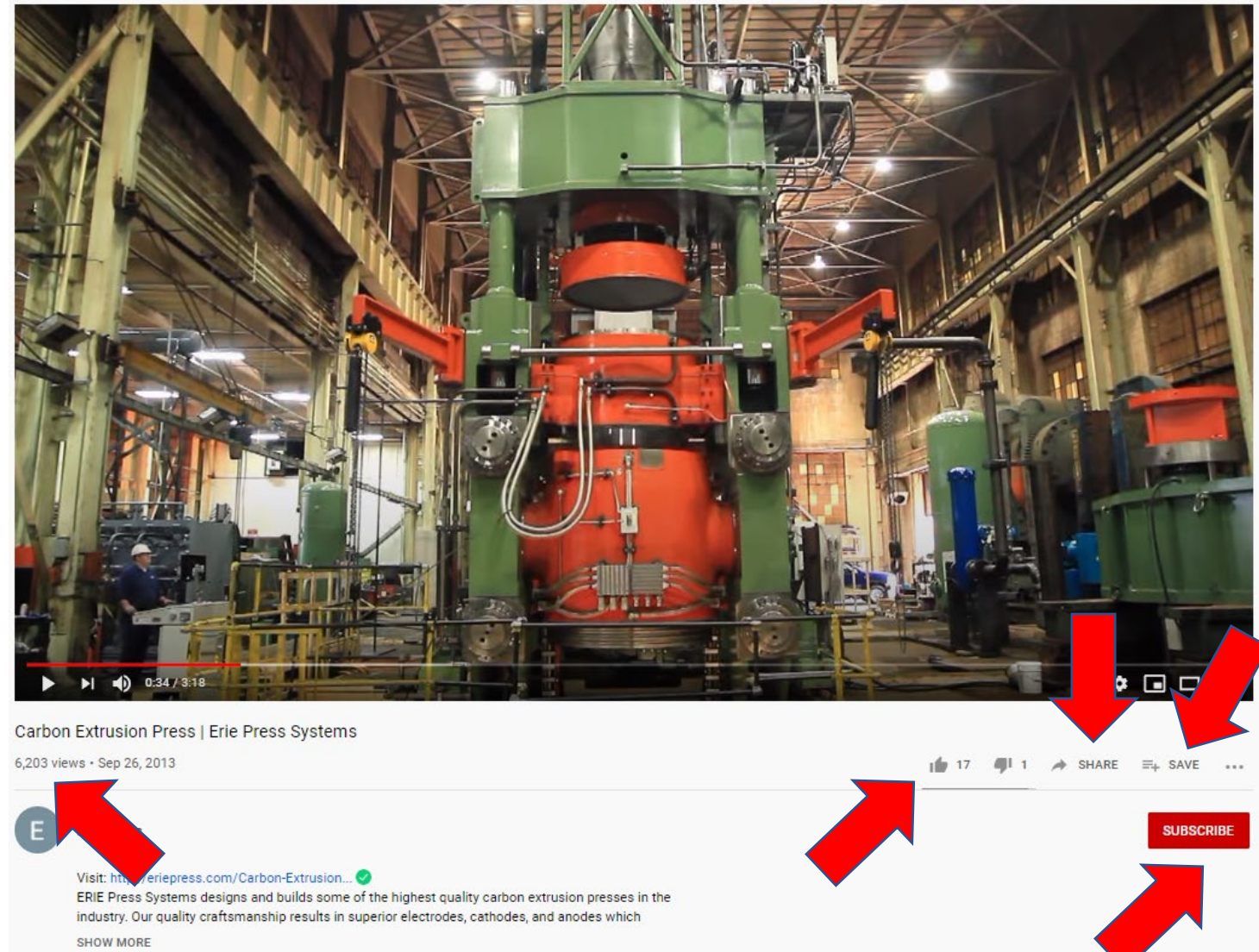
Science & Technology



Video & YouTube

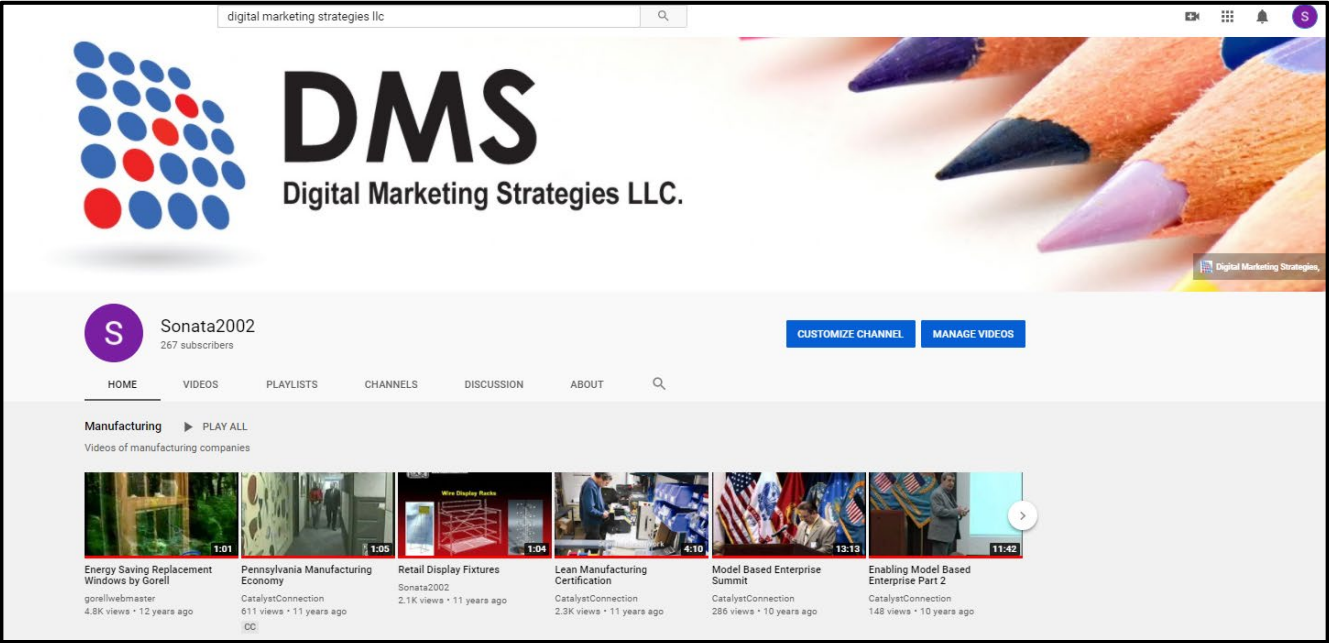
Posted Video Ranking Factors

- 1) Title
- 2) Views
- 3) Likes (Votes)
- 4) Shares
- 5) Saved
- 6) Subscriptions
- 7) Comments



Your YouTube Channel

- 1) Customize Banner
- 2) Create Playlists
- 3) Create Link to Website
- 4) Channel Customization



Channel customization

Layout

Branding

Basic info

Channel name and description

Sonata2002

Channel description

Tell viewers about your channel. Your description will appear in the About section of your channel and search results, among other places.

+ ADD LANGUAGE

Links

Add links to sites you want to share with your viewers

Link title (required)

URL (required)

Digital Marketing Strategies,

http://www.digitalmarketingstrategiesllc.com

+ ADD LINK

Links on banner

Indicate which links you would like to display on the banner of your channel homepage

Links on banner

First link

Contact info

Let people know how to contact you with business inquiries. The email address you enter may appear in the About section of your channel and be visible to viewers.

Email

Email address



YouTube Monitoring Software

Tube Buddy Extension

- 1) Auto Translator
- 2) Best Practice Audit
- 3) Insta-Suggest
- 4) Keyword Explorer
- 5) SEO Studio
- 6) Search Term Explorer
- 7) Search Rank Tracking
- 8) Search Rankings
- 9) Tag Rankings
- 10) Tag Sorter
- 11) Video A/B Test
- 12) More

BEST PRACTICE AUDIT

Automated checks to ensure you're following YouTube's recommendations

WHY YOU NEED IT

- You want to ensure your video is set up correctly
- You want to make sure there are no broken links in your video descriptions
- You want to remember to add specific words or phrases in your titles/tags/descriptions

SUGGESTED TAGS

Discover the best Tags to drive the most views to your video

WHY YOU NEED IT

- Get your videos ranked higher in YouTube search
- Get your video to show up in related section of other videos
- You don't have time to do research on your own



YouTube Monitoring Software

SEARCH RANK TRACKING

Track your videos rankings (and your competitors) across YouTube and Google search for desired Keywords

WHY YOU NEED IT

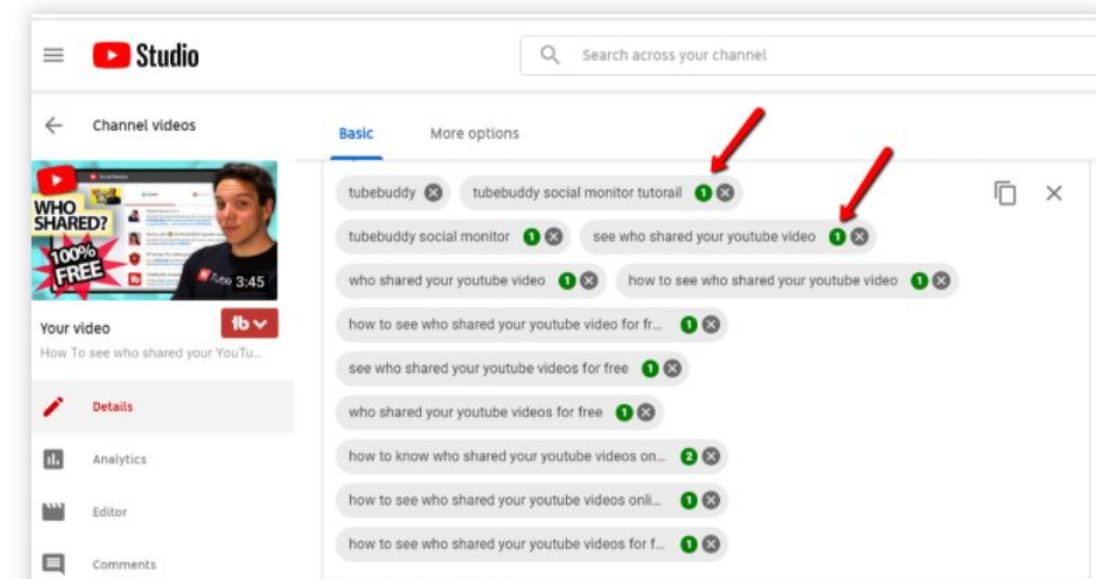
- You want to track your Video SEO efforts
- You want to see where you rank compared to your Competitors for certain keywords
- You want and overall status of how your channel is performing in YouTube and Google search

TAG RANKINGS

Instantly see where you video ranks in search results for each its tags

WHY YOU NEED IT

- Uses "Incognito" results for more accurate rank positions
- Adjust video tags to focus on what you rank for to increase your position
- The lower the number the better (1 means you are ranked 1st on the search results page)



YouTube Monitoring Software

VIDEO A/B TESTS

Test Titles, Thumbnails, Tags and Descriptions to find what works best

WHY YOU NEED IT

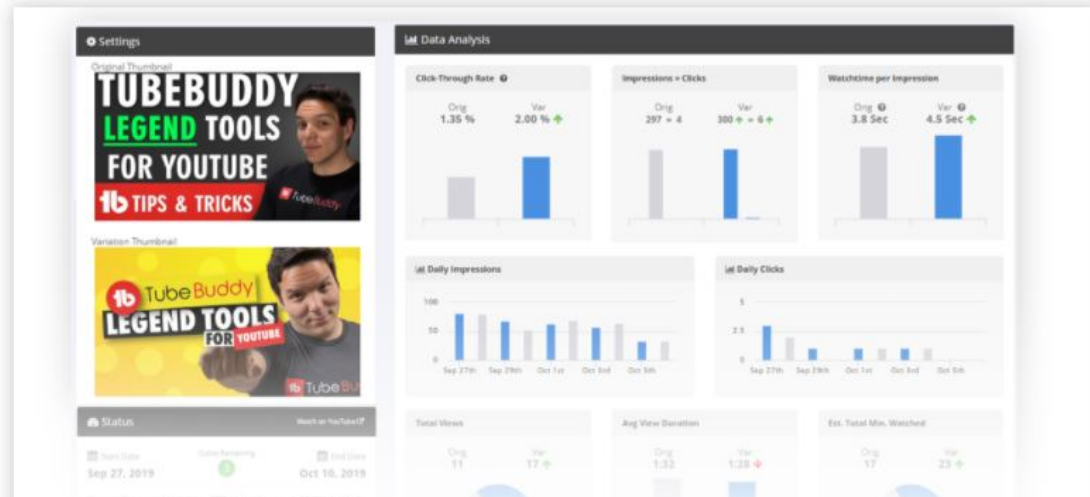
- You want to back up theories about what thumbnails work best for your audience
- You want to find the best style for your Titles to drive the most clicks
- You want to see if changes to your Title, Description or Tags affects your search traffic

TAG SORTER

Reorder your video Tags on any video in any order quickly and easily

WHY YOU NEED IT

- YouTube removed the ability to reorder your Tags a long time ago
- You want your most important Tags ranked first
- Helps you rank higher in YouTube search results



YouTube Monitoring Software

Dashboard

Videos | Live Streams

Playlists (Classic)

Comments

Analytics | Realtime

Extension Tools

Keyword Explorer

SEO Studio

Video Topic Planner

Tag Lists

Best Time to Publish

Click Magnet

Website Tools

My Account

Community

Support



Love TubeBuddy? [Review Us!](#)


tb TubeBuddy
v1.45.978

Channel videos

Uploads Live **tb** Bulk & Misc Tools ▾

Filter

	Video	Visibility	Restrictions	Date ↓
<input type="checkbox"/>	 2:59 What is CRO Conversion Rate Optimization https://digitalmarketingstrategiesllc.com	Unlisted	None	May 6, 2020 Uploaded
<input type="checkbox"/>	 2:43 ERIE PRESS COMPANY VIDEO P&W Add description	Unlisted	None	May 23, 2019 Uploaded

☒  2:59

tb ▾

Unlisted ▾

Details



YouTube Monitoring Software

Tags
Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

Double-Click any tag to run Keyword Explorer on the tag.

CRO conversion rate optimization × conversion rate optimization × is CRO ×

Enter a comma after each tag 74/500

X = Where this video ranks in YouTube Search Results ([* Incognito Mode](#))

Tag Tools

COPY SORT IMPORT TRANSLATE KEYWORD EXPLORER

Recommended Tags (consider adding if relevant)

Want more specific tags? [Tell us](#) the Keyword you're targeting in this video.

Sort Tags by: ☒ Relevance ☐ Keyword Score ☐ Search Traffic

digital marketing landing page optimization 13 conversion optimization

☒ conversion rate optimization **EXPLORE** Keywords Selected **1**

Summary Results Historical Map

REQUIRED DATA DISCLAIMER

Overall Score Weighted Unweighted ?
Poor
13/100
Although this keyword is searched very often, it is bad to target because it's extremely competitive and hard to rank for.
Try clicking a Keyword in the Related panel to find a better score →

Score Analysis

Search Volume	Good
Competition (Unweighted) ?	Poor
Optimization Strength ?	Very Good
# of Videos in Search Results ?	604K
# of Monthly Searches (estimate) ?	46.7K

Related Video Searches Web Searches Video Topics

☐ conversion rate optimization shopify
☐ conversion rate optimization victor
☐ conversion rate optimization 2020

Only 3 of 11 total results are shown.
Upgrade your License to view all results.
[UPGRADE NOW!](#)

Common Video Tags

Select: All | None | to Video Tag Limit

☐ conversion rate
☐ cro



Image Optimization

Some people search for items using Google image search. This not only allows you an edge over the competition but can increase your footprint on page one.

1. **Resize your images**
2. **Optimize image file names**
3. **Use alt tags**
4. **Optimize the image title**
5. **Include captions**
6. **Use unique images**
7. **Ensure that your text complements the images**
8. **Use site maps**



Resize Your Images

Image size and file size are not the same thing. Image size refers to the dimensions of an image. File size is the amount of space needed to store it on the server.

Images with higher resolution and larger dimensions slow your page load times considerably. While they work well for print reproduction, they aren't needed for the web.

TOP 4 IMAGE FORMATS FOR THE WEB

	JPG	GIF	PNG	SVG
VECTOR				✓
RASTER	✓	✓	✓	
TRANSPARENCY			✓	✓
ANIMATION		✓	✓	✓
LOSSY	✓			



Resize Your Images

Image Optimization Tools

- Affinity Photo
- Pixlr (JPEG optimization)
- ImageOptim (Mac only)
- Kraken (bulk compression)
- Gimp
- Paint.NET
- JPEG Mini
- OptiPNG

Word Press Plugins Optimization Tools

- Yoast SEO
- ShortPixel
- EWWW Image Optimizer
- WP Smush
- TinyPNG
- ImageRecycle
- Optimus Image Optimizer



Image File Names

Choosing the right file name is important for your page SEO and for ranking in image search results. Before uploading any image, name the file with relevant, descriptive keywords to get the most SEO power.

Include target keywords at the beginning and separate them with hyphens. Don't use underscores because search engines don't recognize them and won't be able to "see" the words individually.

Use hyphens when creating an image file name so search engines can "see" the words. @IsaacJustesen
#SEO

CLICK TO TWEET 



Image Alt Tags

Viewers may understand what a picture is about, but search engine spiders still need clues. Without alternative text, it's impossible for search engines to accurately index your image content. A good alt tag provides context and helps visually impaired users too.

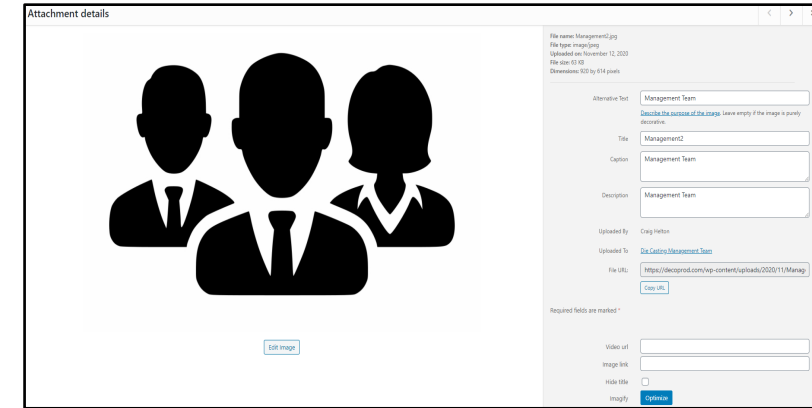
First 3 Instances are most important to Google



Image Title

If you use WordPress, the image title is usually taken from the name of the file so you can sometimes leave it as it is. If you don't use WordPress or the title doesn't explain the image, rename it with the appropriate keywords in the same way as file names.

Image titles are less important for SEO, but they can provide additional context to the alt text. Image titles are more helpful in terms of user engagement. Consider adding a brief call to action such as “buy now” or “download today.”



Alternative Text	<input type="text" value="Management Team"/> Describe the purpose of the image. Leave empty if the image is purely decorative.
Title	<input type="text" value="Management2"/>
Caption	<input type="text" value="Management Team"/>
Description	<input type="text" value="Management Team"/>




Captions

Image captions – the words directly beneath images – may not have a direct impact on SEO, but, unlike file names and alt text, captions are visible on a website page. For this reason, they can add to the user experience.

Most people are drawn to image captions to get a feel for the overall content. Without image captions, your bounce rates could increase, damaging your credibility with search engines.

Attachment details



File name: Management2.jpg
File type: image/jpeg
Uploaded on: November 12, 2020
File size: 15 KB
Dimensions: 300 by 614 pixels

Alternative Text:
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:

Caption:

Description:

Uploaded by: Craig Helton

Uploaded to: [Go to this document item](#)

File URL: <https://dmsprod.com/wp-content/uploads/2020/11/Management2.jpg> [Copy URL](#)

Required fields are marked *

Video url:

Image url:

Hide title: ☐

Image alt:

[Update](#)

Alternative Text:
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:

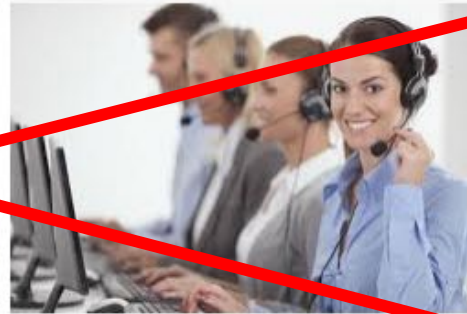
Caption:

Description:



Use Unique Images

Using stock photos is fine, but they won't necessarily help your search rankings, as other websites often use the same images. In the same way that unique written content is better for SEO, it's a good idea to upload unique images whenever possible.



Ensure your text complements the images

The copy on the page can help search engines determine the relevancy of your images. If it doesn't include enough information to explain an image, add more relevant text, and describe the image if possible.

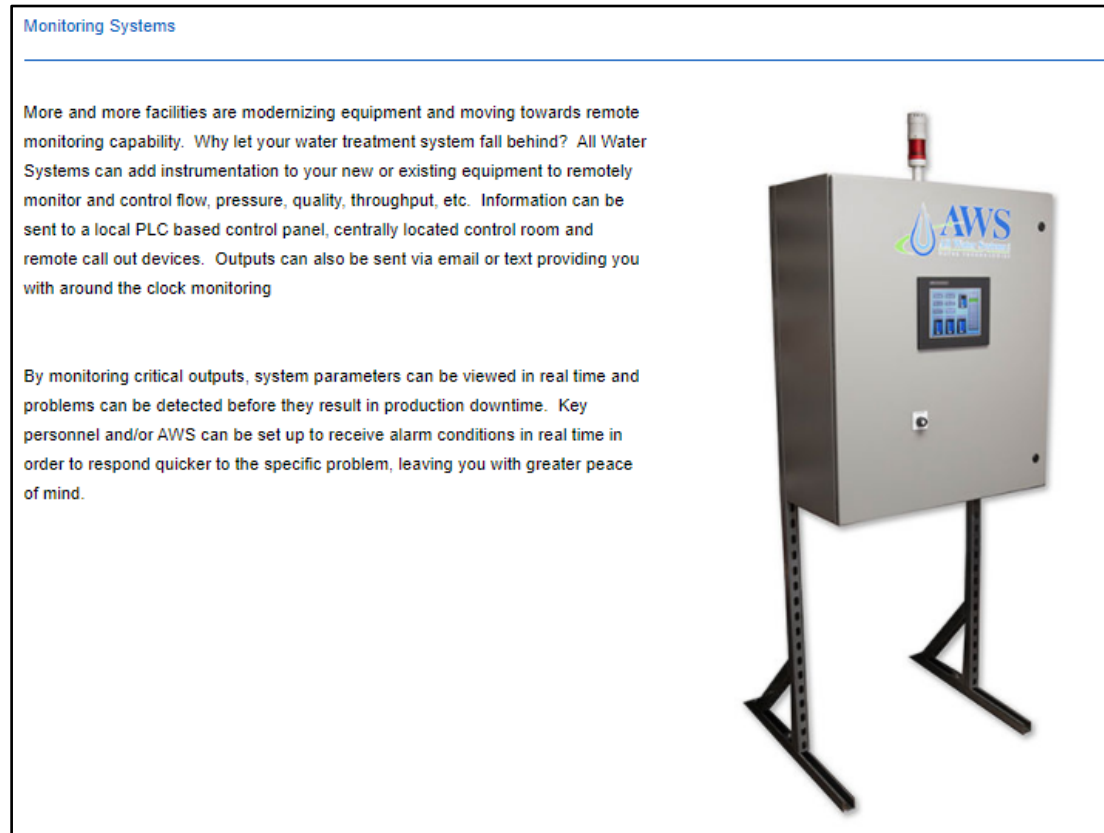


Image Site Maps

A site map is “a file where you can list the web pages of your site to tell Google and other search engines about the organization of your site content.”

Site maps are an important part of SEO because they tell search engines about all the pages of your site. To ensure that search engine crawlers notice every image – an infographic, meme, photo, video thumbnail, etc. – include them in your site map.

For these **image map entries**, include the title, description, URL location, caption, and license information. For video entries, include the title, description, URL location, thumbnail URL, and raw video file URL.

If your website is hosted on WordPress, you can use Yoast SEO, which will automatically add your visual content to a site map.



Blog Optimization

Some people search for items using Google image search. This not only allows you an edge over the competition but can increase your footprint on page one.

1. Keyword Research “Use long-tail keywords”
2. Create the perfect “h1” tag & Use helpful subheadings “h2, h3, h4”
3. Share your content with influencers to get backlinks
4. Include Interesting “Optimized” Images & Video
5. Create Call To Actions within the Copy or to the Right
6. Optimize your URL
7. Create Internal Links within the text copy

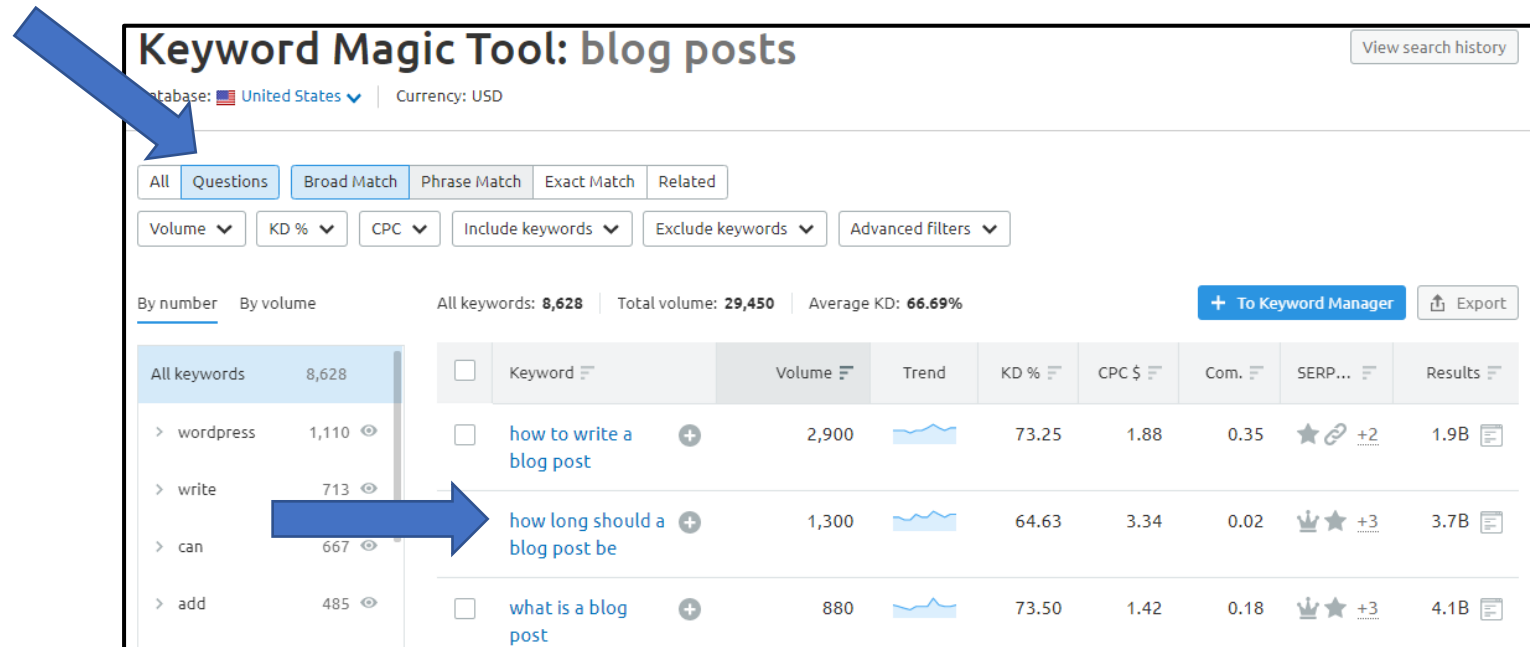


Long Tail Keyword Research

Everyone knows that an article should include a focus keyword.

But not enough sites are using long-tail keywords.

Long-tail keywords are—you guessed it—long keywords that get super specific. They're often easier to rank for, and they bring you targeted traffic.



The screenshot displays the 'Keyword Magic Tool: blog posts' interface. A blue arrow points to the 'Questions' tab. The interface shows a list of keywords with their respective metrics. A second blue arrow points to the keyword 'how long should a blog post be'.

Keyword	Volume	Trend	KD %	CPC \$	Com.	SERP...	Results
wordpress	1,110						
write	713						
can	667						
add	485						
how to write a blog post	2,900		73.25	1.88	0.35	★ +2	1.9B
how long should a blog post be	1,300		64.63	3.34	0.02	★ +3	3.7B
what is a blog post	880		73.50	1.42	0.18	★ +3	4.1B



Organize Your Content Using Heading Tags



AMG IS the Longest-Standing Metallic Gasket Manufacturer in the World.

Gaskets have been an important part of AMG since the very beginning; so much so that this is reflected in our name. AMG was established in 1904 as Akron Metallic Gaskets, and this business segment has been a foundation of our business ever since.

Overview



Why do I need a gasket?

Understanding it is typically not economical to obtain fluid-tight joints by machining, a gasket is commonly inserted between the contact faces of a joint. Tightening the fastening bolts causes the gasket material to flow into minor imperfections resulting in a fluid-tight seal.

The single-most indispensable element in every worthwhile product is the sincerity and fidelity of its maker.

For over 100 years, AMG has carried on with the task of carefully selecting the right materials, the right processes and the right people to present our customers with a superior level of craftsmanship. Our team is committed to providing you with the best gasket to meet your sealing needs.



How do I choose the right gasket?

Please review and/ or download the listed reference materials to better understand an appropriate approach to your gasket needs. The information provided is intended only as a general overview of the factors involved in the proper application of a gasket-type seal. AMG's Engineering Team is at the ready and would welcome the opportunity to put their experience to work for you in solving specific sealing problems.

[Gasket Design Configurations PDF](#)



Share your content with influencers to get backlinks

If you can grab the attention of influencers, you'll likely get a nice backlink from them, which will, in turn, drive a ton more traffic to your site.

The most important part is getting your pitch right. You can't be too pushy, but you want to get your foot in the door.

Here's a template you can use for this:

Source = Quicksprout.com

Hi [Name],

My name is [Your Name].

I follow you on [Social Media Site] and noticed that you shared one of my favorite articles [Article Title].

That is such a great post. And it's a great blog.

I was hearing from my readers that they wanted something more in-depth about the topic so I went ahead and created this post: [URL]

If you have time I'd love for you to check it out.

Thanks!

[Your Name]



Create Call To Actions

Don't assume people will read the entire article and search for something else to click on, Take the proactive stance and create a visual appealing graphic or image or text box that grabs their attention and offers a call to action.

🕒 October 24, 2013 at 11:00 AM

According to [ignite Spot](#), 77% of Internet users read blogs, 6.7 million people blog on blogging sites, and 12 million people blog via social networks.

Blogging is clearly here to stay.

As marketers, blogging is essential to our jobs -- but it isn't easy. We have to come up with a



An orange arrow points from the 'FASHION blogger' button to the email subscription form on the right.

Subscribe to Marketing Articles by Email

Email Address *

[Subscribe](#)

Subscribe by RSS



Optimize Your URLs

Make sure that you customize the URL of each blog post and include the target keyword phrase in the URL. Remember to use Hyphens and Not Underscores.

Target Keyword = Lemon Cream Pie

URL = abc.com/Blog/Lemon-Cream-Pie/

Not:

Abc.com/hgnsyt?667788/Blog

abc.com/Blog/Lemon_Cream_Pie/



Create Internal Links

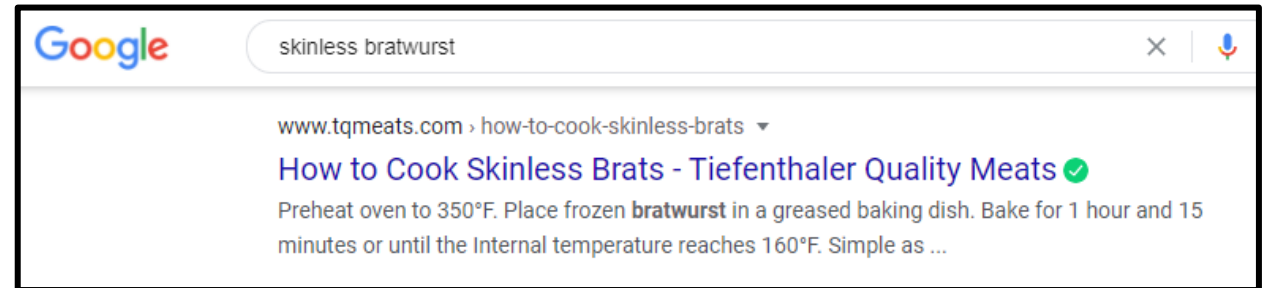
Internal links are just as important as outbound links. You might be surprised to hear it's one of the most overlooked parts of on-page SEO.

Again, don't overdo it. You should link to your own site much less than you link to other sites. Aim for about 2-4 internal links in every post.

Tailgating Skinless Brats

Ingredients

- 6 Tiefenthaler's Skinless Brats—Original ([Check out Our Brats For sale](#))
- 6 Brat buns
- 2 (12 oz.) regular beer (Busch Lite for ex.)
- 1 (12 oz.) High Quality Beer (Bud Lite for ex.)
- 2 medium onions, sliced into rings
- 2 Tablespoons butter
- 1/2 c. Ketchup
- 1/4 c. Dijon style mustard
- 1/4 teaspoon hot pepper sauce



End of Session 5

Questions

Assistance

