

Tips to Optimize Your Video Ranking



Video Hosting Platform

Choose the right video hosting platform



Video Keyword Research

Perform keyword research before making videos



Video Title Optimization

Title should be attractive and relevant to the video



Video Description

Engaging description attract the customer to your video



Add Appropriate Tags

Tagging your video allow it to become more visible



Video Transcript

To tell what message you want to deliver to your audience



Thumbnail Image

Thumbnail image gives people a glimpse of your videos



Video Embedding

Choose the right video hosting platform



Go For Video Promotion

Now it's time to focus on improving video views



87 % of Marketing professionals use video as a marketing tool

53 % of Customers engage with a brand after watching a video on social media

85 % of Internet users in the USA watched online video content monthly on any of their devices

54 % of Consumers want to see more video content from a brand they support