



VIDEO SUBMISSION TEMPLATE

This template will provide you with a rough guide on how to optimise your videos online. Each step can be adapted for your business to give you the ultimate ranking potential on search engines and social media.

STEP 1: TITLE

For local businesses follow:

Keyword rich video title with location - phone number - business name

For all other businesses, adapt accordingly.

Eg. Hilton at The Ageas Bowl, Southampton | Hotel Videos by The Marketing Café

STEP 2: DESCRIPTION

Start with your business name, keyword and a link to your website.

YouTube gives you 5000 characters here - use them! Think of it as a mini blog post, be VERY descriptive and always use keywords where possible! We like to write about the company we made the video for, why they wanted the video, our process for creating the video, and the outcome of it.

List your services:

If possible, add a link to that service page, or a link to another video showing that service. You'll want to write a little bit about your company, service offered or how this could help the reader.

Link your business:

Always remember to add a link to your own channel, possibly even playlists you may have!

You also want to link all your social media here!

*Eg. Find us on: Facebook *insert link**

Insert citation:

Your name, business name, full address, phone number, and website address.

STEP 3: UPLOAD CHECKLIST

Add tags.

Add .txt file of the script or voiceover to the closed caption section (accessibility).

Geo tag location.

Add links to your other videos - no more than 10!

Upload!

STEP 4: GET YOUR CONTENT OUT THERE!

Take the url of your video and enter it in the google search bar.

Post the video on your social media channels.

Post the video to your Google My Business page.

AND FINALLY...

Get making some more videos!

And there you have it! You now know how to optimise your videos for the web. We hope this template has helped. Do not hesitate to contact us if you have any enquiries.