



Mark Thorn's five powerful tips for optimising your online video:

Video 2:

Get your videos working for you

Now let's look at the advantages of embedding your video on your own website. In short, it's about improving your search rankings by search engine optimisation or SEO.

What's the point of having a website no one knows about? If people don't find you when they look for things related to your site, then you need to fix your SEO.

When SEO is done well, your webpage appears closer to the top of any relevant search engine, especially Google, which remains by far, the most important search engine.

If you want to be top of the search, you'll have a better chance if your videos are displaying on your site. Now I'm not saying you shouldn't have any videos on YouTube, but rather think of YouTube as a feeder to your own site and your own videos.

Author: Mark Thorn, Online Video Specialist, www.videolinc.com.au

About Mark Thorn: Mark is the founder and visionary behind VideoLinc. Across a 30-year career in broadcast media and online video delivery, he has designed and implemented substantial new businesses and solutions in video delivery platforms, targeted advertising and content production. Mark is an exemplary producer, writer and technical architect who is always ahead of the curve.

See other videos in this series at www.videolinc.com.au/videoblogs

Attribution: Freely re-use any of this content, accompanied by the credit: "Mark Thorn wrote and presented this content, originally produced by VideoLinc, to appear at www.videolinc.com.au and www.rhetorica.com.au"