

VIDEO SEO GUIDE

Get Found on Google and YouTube

A practical guide to choosing video topics, improving discovery, supporting website content, and turning video attention into qualified opportunities.

Inside this guide

- Video topics based on buyer intent
- Titles, thumbnails, descriptions, and transcripts
- Website publishing and conversion paths
- Video reporting that connects to business results

Use this guide to build video content around the questions customers ask before they contact, buy from, or trust a business.

1. Start With Buyer Questions

Video SEO works when a video answers a question a potential customer is already trying to solve.

Choose topics from sales calls, support conversations, search queries, frequently visited pages, and common objections. Prioritize questions with a clear connection to your services, products, or buying journey.

- Explain an important service or product in plain language.
- Show what a first meeting, installation, or onboarding process looks like.
- Answer the comparison questions buyers ask before choosing a provider.

2. Make the Topic Clear Before the Click

A strong title and thumbnail tell viewers what they will learn and why it matters.

Use specific, accurate language. A viewer should understand the subject without guessing, and the content should deliver on the promise made in the title.

- Use a clear title that reflects the search or buyer question.
- Create one focused thumbnail message with readable text.
- Avoid misleading claims that create clicks but reduce trust.

Quick check

Could a potential customer understand the video topic in five seconds without opening it? If not, simplify the title and thumbnail.

3. Write Descriptions That Help Viewers Move Forward

A useful description summarizes the video and gives viewers a relevant next step.

Write a short explanation of the video, who it is for, and what it covers. Then link to the most useful related page, guide, service, or contact route. Use natural language and avoid repeating phrases purely for search visibility.

- Summarize the primary question answered in the video.
- Include the most relevant website page or resource.
- Add a call to action that matches the viewer's stage.

4. Publish Important Videos on Relevant Website Pages

Publishing video on a matching website page gives it a purpose beyond a single platform.

Place videos where they genuinely improve the visitor experience, including service pages, product pages, case studies, buying guides, and helpful articles. Add an introduction, supporting copy, and an easy next action.

- Match the video to the goal of the web page.
- Use supporting written content to provide context.
- Keep the next step visible for viewers who are ready to act.

Website publishing principle

One relevant video on a useful page is more valuable than embedding the same video everywhere without a clear reason.

5. Use Transcripts and Supporting Copy

Transcripts make important videos more accessible and help both visitors and search engines understand the content.

Clean up transcripts for readability. Add headings or a concise summary so visitors can scan key points. The goal is to add useful context, not to place a block of unedited text below every video.

- Prioritize transcripts for high-value website videos.
- Correct obvious errors and organize long sections.
- Use headings that reflect the questions discussed in the video.

6. Build Trust Before the Sales Conversation

Video can answer concerns and demonstrate expertise before a prospect is ready to speak with sales.

Use several formats across the buyer journey. A customer story provides proof, an FAQ reduces uncertainty, a demonstration shows how something works, and a team video makes the business more familiar.

- Customer stories and testimonials.
- Product or service walkthroughs.
- FAQ, comparison, and decision-making videos.
- Team, process, and behind-the-scenes videos.

Practical goal

Create videos that leave the right prospect better informed and more confident than they were before watching.

7. Measure Video Performance by Business Value

Views are useful context, but qualified actions show whether video supports business growth.

Review discovery and engagement metrics alongside website visits, assisted conversions, form submissions, calls, demo requests, and revenue where reporting allows. Use YouTube Analytics, Google Search Console, and GA4 together to see the fuller journey.

- Impressions and click-through rate.
- Watch time and audience retention.
- Traffic from videos to relevant website pages.
- Leads, enquiries, and assisted conversions.

A 90-Day Video SEO Plan

Days 1 to 30: Choose the right topics

Review buyer questions, high-value pages, and sales objections. Select a small number of video topics with a clear commercial connection.

Days 31 to 60: Create and publish

Produce focused videos with clear titles, helpful descriptions, and relevant calls to action. Publish key videos on matching website pages and YouTube.

Days 61 to 90: Improve with evidence

Review engagement, traffic, and lead activity. Improve the titles, thumbnails, page placement, or calls to action for videos that attract attention without moving viewers forward.

Need help turning video into qualified leads?

Digital Success connects video planning, search visibility, website content, and conversion tracking.
Get in touch: www.digitalsuccess.us/get-in-touch.html