

Tips for Successful Video SEO in Travel and Tourism Industry

In search engine marketing, travel business is a well known category which is vast and highly diversified. There is also enormous competition in online marketing ranging from bookings of flights to hotel reservations. It is estimated that over 70% of all flights are booked online. As a result, to be successful in promoting travel, tourism, and hospitality websites online marketers should be increasingly inventive and creative. It is quite surprising though that such well know online marketing tools as video SEO are greatly overlooked.



Online video should be the top marketing priority for travel and tourism industry in 2012. Video SEO enables you to take advantage of the incredible opportunities that online video content can deliver to your brand and business. Video SEO enables you to take advantage of the unbelievable opportunities that internet video content can bring to your travel brand and services.

SEO experts agree that visual presentations such as movies or videos are more efficient for memory retention than the written content. This means that video can help people bear in mind your brand and unique travel services much more effectively than traditional written word.

Tourism Review Video SEO team can give you a decisive edge over your competitors. Much higher exposure, better website ranking, additional targeted traffic and superior ROI could be approached by correct application of Video SEO strategy for travel and hospitality businesses.

In case you decide to promote your travel or destination services by yourself, Tourism Review Video SEO experts prepared a number of useful tips to be successful in using video spot(s) for your travel services or destination promotion.

Content

Build relevant, unique, informative video clips – video clips are remarkable when they present step by step information and express features about subjects that are practical and important. Do not make video clips that are irrelevant or offer little to do with your service, product, or brand. These will just cause disorientation with your potential customers.

Surroundings

To achieve good rankings of your video, you evidently will need to provide the search engines with written content that is highly relevant for them to index and rank your website for. Consequently, it is advantageous to surround your video content with highly relevant textual content (on-page) as well as related hyper links, related information, etc... One remarkable approach to accomplish this is to insert a text transcript or external captions as text that you broadcast on the webpage with the video.



Length

Video clips should be 3–5 min. long. One of the worst things that you could do is to create a long video as the majority of users watch videos about 3 minutes or less. If you do have a spot that is longer than 5 minutes in length, try to split it up into shorter videos and make sure to tag those correspondingly. This will help increase the probability of viewers watching your video without getting bored. In addition, it will encourage the potential customers to look for more content by your company.

Thumbnails

A video thumbnail is what users notice first when they make their choice as to whether or not to view your video. Video search engines and video sharing websites use different techniques to grab and show the thumbnail for your video. A number of engines use the first frame of the video clip whilst others, like YouTube, will often take the thumbnail from the middle part of your video. Experiment with both of these websites to make sure that the thumbnail that they show is the best one that you want the users to notice and that will get users attention, thus encouraging them to view your video clip.



Meta Data

Descriptive Meta Data – use relevant key phrases in your metadata to optimize your video clip. Title – make sure that you utilize the relevant key phrases in your title as this is likely the first thing that the

search engines will use to classify your video. Make sure that you insert the search term “video” to your title, description, meta data, etc.

Also try using a catchy or distinctive title that will not only provide attention to your video clip but convey your theme, product, or brand. Tags – tag your videos with key phrases that are reflective of the content.

Sitemaps

Sitemaps – for video clip that is hosted on your own internet site use a video sitemap. It will help to filter page rank as well as direct search engines where to index your video content. Use appropriate key phrases within the anchor text of all links to the video clips that are featured in your video sitemap.

RSS or MRSS

Create and submit your video RSS or MRSS. Also upload your video to Video Sharing Sites. For example, upload a couple of videos to portals like YouTube and provide hyper links back to related content and other video clips on your web site.

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