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Adding Video To Your Site So You Can Increase Content Material And Get Better Search Engine Ranking

One thing that usually gets ignored when it comes to search engine positioning is usually including video to the site. Additionally, you will find that this is something which can be accomplished rather easily and also something that can increase your rankings in the search engines almost immediately. Google will look at this video as added content material for your web page. By the time you are done reading this post you will understand why video is so important to have on your site.

The first thing that you'll need is a video for your web page. You basically have two options when it comes to the video, you can get one from YouTube or else you can create your own video. With that said you should realize that creating your own video is going to be the best choice. When you produce this video you have the option to speak about your niche or you can just market your product in the video.

With regards to helping with your search engine position you will see that just by adding a video Google will count that as content material on your site. Now after you produce your video you really should then take the video and upload it to YouTube, and make use of the YouTube embedded link to add the video to your site. Part of the way that Google decides your positioning is by looking at what websites your site is linking to. And when you're linking to solid sites like YouTube, you will see that Google will give your web page a lot of love.

Also if your video is entertaining you will discover that men and women will end up placing a link on their websites pointing to your site and telling men and women about the video on your website. This will help to build you backlinks, and as everybody knows, backlinks are a big key to search engine positioning.

And one final way that adding video to your website can help is because Google in addition ranks your website by how long people stay on your site. If your website visitors only stay momentarily, Google will feel that your site is not very valuable. However, if individuals come to your site and spend time there watching your online video, Google will also recognize that and reward your website with better rankings. Not to mention, the longer you have individuals on your site, the better the possibility that they will purchase something or even click on one of your AdSense ads.

We only covered a few of the reasons why it is vital to have video on your website, and you will probably be able to find more reasons. Another good reason for you to produce your own video is that it is an effective way to brand yourself as well as your products. You can use a camcorder or perhaps a screen capture computer software for creating these types of videos, just remember to be entertaining.