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# Using Video in the Web Boosts Your Google 'Juice'

By Merrily Orsini



Many of my recent articles have dealt with the burgeoning world of social media and how agencies can use it effectively in home care, home health care, and hospice. One thing that really boosts Google rankings for a website, if done correctly, is using video.

If you are just trying to “dip your toe” into the social media pool, video is a great way to start. It can be dynamic, entertaining, memorable, and highly personal to the viewer (in this case, your potential client or referral source). Here is why I recommend using video on your website — some staggering statistics:

- Every minute, YouTube users upload another 20 hours of video, and every day the site streams 100 million videos.
- According to a recent Forrester Research study, videos are 53 times more likely to generate a first-page ranking than traditional search engine optimization (SEO) techniques.

Why is video so great for websites? There are two main reasons. The first is the personal, interactive feel of video. In-home care is a business in which we show daily how much we care, and video can evoke emotion and make people feel good about and trusting of your services.

The personal touches and approach that can be taken with video are unlike any other medium (except for an in-person demonstration) for engaging the potential client. The second and more technical reason is that video is one of the newer and easier ways to achieve better rankings with search engines. Search engines now incorporate video, images, and news into standard search results, giving your agency the opportunity to achieve increased visibility.

You might be asking yourself why it would pay off to try to use video for SEO purposes. Simply put, many of the other tactics used for SEO have already been saturated. However, with video, there is less content to compete with for visibility. The video that is available generally is very poorly optimized, tagged, and referenced, so search engines have a hard time identifying and associating the right content with the right search term. This is your golden opportunity.

To get started in placing video on your website, there are some basic rules to follow. Begin with these to improve the “searchability” of your site using video.

- **Optimize with keywords.** Just like any type of text-based content, video SEO involves optimizing with target

relevant keywords, both for search engines and for user experience. Use keywords in the file name, the title, the URL, and the link text. It's also helpful to include a paragraph of optimized text that provides a brief description of the video.

- **Distribute videos on video-sharing sites.** For a home care agency, the priority will always be to host video on your agency site; however, posting additionally to video-sharing sites like YouTube is also effective for gaining visibility and additional links. Don't forget that videos hosted on YouTube and other video sharing sites should be optimized for keywords. It can also be helpful to use a video distribution service like TubeMogul ([www.tubemogul.com](http://www.tubemogul.com)) to populate your videos to the top sharing sites automatically.
- **Encourage viewers to share your videos.** First things first — if you want users to share your videos, you must create content worth sharing. With that said, be sure to allow and encourage users to comment on your videos. Make it easy for users to share your video on YouTube, Twitter, and Facebook by incorporating the easy-to-use “share”



buttons offered by these social media sites.

- **Read what Google recommends for optimizing video.** In addition to submitting site maps for a video, there are specific ways to embed a video and to make certain that Google notices it. Here is a direct link to read how to do this: [www.google.com/support/webmasters/bin/topic.py?hl=en&topic=10079](http://www.google.com/support/webmasters/bin/topic.py?hl=en&topic=10079)

Now that you know how to use video, here are some ideas of what to include in your video. After all, with video — as with other options for SEO — content is king. Always keep your audience in mind. With a home care agency website, you are catering to those who purchase or use your services: seniors, adult children of seniors, referral sources, and others who may want special services you offer. Home care involves building relationships and trust in order to keep those who can receive care at home, safely at home. With this as your guiding drive behind developing video content you will do well. Here are some ideas to implement on your agency website.

- **Video “Letter from the President.”** The agency owner or administrator carries the reputation and sets the tone of the agency. Consider having

a warm message from the owner or administrator on the home page of your website. There are also services that can animate you such as Live On Page ([www.liveonpage.com](http://www.liveonpage.com)).

- **Meet the caregiver.** Create short videos of your caregivers. Have them talk about why they love working with your clients and what brought them into home care. You might also ask caregivers to state unique facts. Post these videos throughout your website, and watch your caregiving team come to life! Think of how comforting this would be to see as an adult child or family member living in another state.
- **Client testimonials.** If you have clients or family members of clients who would be willing to provide a testimonial, why not ask for a video testimonial? Even more personal, the words of your client will now have a face. Can you imagine how powerful that could be to a prospective client? Of course, make certain to follow HIPAA guidelines and to get a signed permission form first.
- **Unique services in action.** What sets your agency apart from competitors? Do you host special events? Do you offer special services? Perhaps your

agency has a pet therapy program; alright, so show your pets in action in a video to help you stand out from other agencies.

- **Community events.** Many agencies participate in cause-related activities such as arthritis walks or Alzheimer’s awareness events. Make sure your teams and participation are always recorded on video. Posting these also personalizes your team and agency, and documents the events in a way that cannot be simulated via press release or still photos.

Video can be fun for your team as well. Encourage everyone to participate and come up with creative ideas. You may be surprised at the positive results — not only through SEO, but also through the camaraderie it can build among your team.

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***About the Author:** Merrily Orsini, MSSW, is managing director of corecubed, a marketing communications company that specializes in monthly marketing programs for the home care, home health, and hospice industries. Merrily has been active in Internet marketing since its inception. She is an 18-year veteran of the private duty industry, is chair of the Private Duty Homecare Association of America, and is on the board of the National Association for Home Care and Hospice. She can be followed on her blog at [www.MerrilyOrsini.com](http://www.MerrilyOrsini.com), on Twitter @MerrilyO, and on Facebook at [www.facebook.com/MerrilyOrsini](http://www.facebook.com/MerrilyOrsini).*