



Video made the SMB Star
SES New York 2008

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Director of Product Development
eLocal Listing, LLC

Who is eLocal Listing?

- Founded in May 2007
- 180 Employees
- 12,000 Small Businesses
- Specialize in Small Budget Customers
- SEO is in our DNA
- Successfully placed 90%+ of videos in 1st Page SERPs



Overview



Universal Search



Paid Search



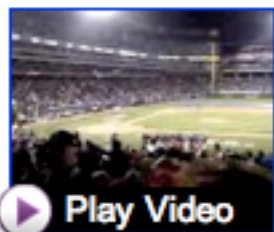
Creating & Optimizing
Your Video



Reporting &
Testing

Video and Universal Search

YAHOO!



[YouTube - Chicago White Sox, Second Game, 2005 World Series](#)

... 2005 **World Series** between the **Chicago White Sox** and Houston ... 2005 world series video. 01:01 From: taeiii1023. Views: 6,797. **WHITE SOX WIN WORLD SERIES!** ...

www.youtube.com/watch?v=avld0hHdR0o - 113k - Cached

Google



[YouTube - WHITE SOX WIN WORLD SERIES!! Final Out! At ...](#)

Final Out of **World Series** 2005 at Bourbon Street in ...

[Watch video](#) - 4 min 37 sec - ★★★★★

www.youtube.com/watch?v=kTLh0djuUu0

Videos in Local Listings are inevitable

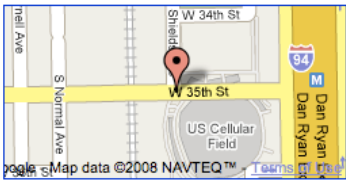
YAHOO! LOCAL

Google
Maps

Chicago White Sox

[Write a review](#)
333 W 35th St
Chicago, IL 60616
(312) 674-1000
mlb.com

Get Directions: [To here](#) - [From here](#)
[Edit](#) New!



Overview [Details \(2\)](#) [Reviews](#) [Photos & Videos \(1\)](#) [Web Pages \(656\)](#)

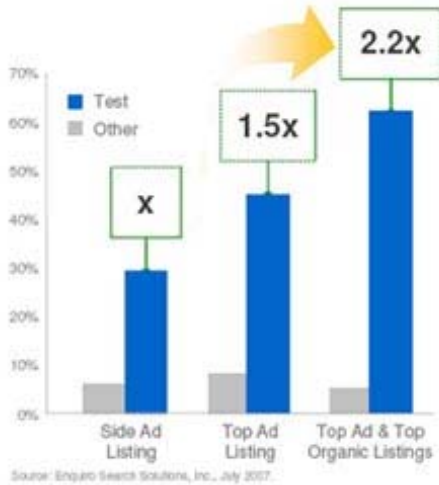
eLOCAL
LISTING

Search Engine
STRATEGIES
CONFERENCE & EXPO



Video and Universal Search

- Sponsored + Local Listings



- Video + Local Listings

3.2x more likely to get traffic



Sponsored Ads

Google™ TV Ads

- Big Exposure for Small Business
- Reach thousands of people with really small budgets

- Viewers Not Spots
- Pay for only the people that see your ad, not the spot

Google™ AdWords featuring Video

- Really, who is surprised?
- Google Adwords Video = Higher CTR

- Build it and they will come
- Other Search Engines are bound to follow



Creating Your Video

- Video Length
 - Each industry is different, therefore the threshold of attention is different
- Calls not Clicks
 - Your Phone Number is more important than your website
- Ready for the Big Leagues
 - If possible, make sure that all your videos are TV Ready
- Put a twist on it
 - Besides being a commercial, put a twist on it to make it Viral





Optimizing Your Video

- File Type
 - At all possible times export to a SWF file
 - Do NOT use Active X Controls inside of movies
- Video Sitemap
 - Utilize Google Video Sitemaps and available variables
- Host Your Own Video
 - Drive traffic to your site, not theirs
 - Branding, Branding, Branding
- Show Some Respect
 - Build a page on your website for each video that you produce
 - Optimize the page (Tags, Title, Keywords, File Name; both the page and video)
 - Link from your index page to your video (and no, not just in the footer)



Reporting & Testing

- Recommendations
-  Website Optimizer
-  Analytics

- Video Too Long?
 - Analyze how long people are staying on your video page

- Video Placement
 - Test out different links and locations on your site to get more traffic to your Video