

## YouTube, User Video Upload Web Sites, and Their Place in Your Online Marketing Strategy

The Mentos and Diet Coke trick, a car accident, a talking cigar smoking cat, these are what make user video web sites so popular. But on the other hand, they also have a powerful position in the search engines.

Since the acquisition of YouTube, Google has included YouTube videos into their search results page. When looking for certain search terms, YouTube videos are displayed right within the natural search page for users to click on and watch. Other video sites with powerful link population such as MySpace Video, also show up in many search results.

To get the most out of your online video posting, you must first film something. You don't have to spend thousands of dollars on a professional commercial, sometimes you just need your face. First, come up with something informative. We'll use an insurance agent as an example. Setup a camera in front of you, spend thirty to forty-five seconds explaining the details of your state's auto insurance requirements, and that's all.

Next, upload the video to a variety of online user video web sites. Now, here is where you need to pay close attention. The title and description of your submitted video needs to include your keywords and keyphrases and not your company name. Therefore, in this example, the title of the video should be named something like "Florida Auto Insurance Requirements Explained" with a description such as "Florida auto insurance agent, Ms. Smith explains Florida's ever changing auto insurance policy requirements."

Google Video and most others will allow you to submit a link to your web site which will also help your inbound link population. Video syndication is also a great part of viral video web sites because your video, your message, and your link will be syndicated across a variety of relevant web sites.

### About the Author

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