

Phillips MediaSource WhitePaper

How to Use Video as Linkbait for SEO

Video can provide distinct values for search engine optimization (SEO). Video can be used to increase the number of links and social shares back to your site. And, the more inbound links to your website the higher you rank in the search.

1. Link out to the page

When the page offers a credible source of information, entertainment or features resources that will be valuable for the audience of the site linking out.

Video is a media type, a form of content delivery, rather than a type of content as such. As the old adage goes, “form follows function” and this is exactly the approach you should be taking when building out content for link bait purposes. While video may be part of the sum, the page itself is the overall creative and so your task should be thought of building a content driven mixed-media page.

2. Embed the video

When the video adds value for the audience within the specific context of the page in question.

An example of this approach executed successfully is [The Simple Business Guide to WordPress](#), where a series of videos are interspersed with links to articles and presented in a step-by-step interactive flow-chart. While the videos themselves are reasonably useful, the real value is in the structure and presentation of the page - which drives links rather than the YouTube videos themselves.

Because the motivations behind the links in these two examples are distinct, so are the strategies you can implement in order to successfully build them - you can either create a “linkbait page” that will garner links through recommendations in a traditional manner or you can produce a video that you will outreach to people with the aim of getting them to embed it on their site.

Let's talk.

Michael Grant

T. 214-741-1300, extension 202

michael@phillipsmediasource.com

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Phillips MediaSource | 750 N. Saint. Paul | Suite 1000 | Dallas, TX 75201 | 214-741-1300 | phillipsmediasource.com