

# Using Video For Linkbuilding

“Having video instead of just text will almost triple the average number of linking domains.”

-- Casey Henry, SEOmoz

	TEXT	VIDEO
1 second	Perception	Perception
5 seconds	Appraisal of Meaning	Emotional Response
Buy-In Point	<hr/>	
10 seconds	Evaluation of Meaning	Appraisal of Meaning
15 seconds	Emotional Response	Evaluation of Meaning

## What can video do for you?

Notoriety

Traffic and Conversions

Links

### Let's talk.

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