

Video lets your small business become more visible online

Did you know that depending on the keyword that you target with your video, your video can rank number one on Google? This is a big deal because if you have done any kind of search engine optimization or are aware of how SEO works, it's gotten harder and harder to rank on Google. It takes a lot more effort and time to get to number one.

One of the most powerful and easiest ways to get around this is to simply create a video for your small business. Again, it all depends on your target keyword. If you use a long tail or multi-word keyword that has a fairly low but highly targeted search volume every month, your videos can rank higher and faster.

This is hard to do with regular web pages. You must have a lot of backlinks. You also need to put in a lot of time to get that ranking. You may also have to spend quite a bit of money on quality content so you can get decent rankings.

Not so with video as long as you target the right keywords. The key here is to focus on keywords that have less competition but are very specific to your type of local business. We're not just talking about the location of your business but also the niche or service or product category of your business.

The more targeted these are, the less competition you have and the easier it would be for your video to rank higher and faster. You can then use this video to drive traffic to your website. How?

First, when people watch the video, the video spokesperson or the slideshow will directly tell people to click on the link in your video description on YouTube to go to your website.

You can also put in the description of your website certain information that gets people excited to go to your local business' service site.

Where do you post these videos? Besides YouTube, you can use video promotions on platforms like Vimeo or Dailymotion. You can also post your video on Facebook, Twitter, and Instagram. Do yourself a big favor when posting on Twitter, IG, or FB, make sure you reverse engineer your competitors' hashtags so your videos can be found by your target audience faster. This can speed up the spread of your videos among people who share the same interests.