Universal SEO
Bringing Audio and Video Content to the Search Economy

March, 2009
Online Multimedia Objectives

• Increase consumption of online media
  • Grow audience reach by attracting incremental unique visitors across online properties
  • Increase site engagement and media consumption through improved content access

• Create multimedia advertising inventory
  • Fill inventory with targeted ads to provide a relevant customer experience and optimal monetization
Consumers: Search Driving Video Discovery

The keyword “video” is one of the most popular words in Google’s web search logs.
Consumers: Search Driving Video Discovery

- Search as a principal means of content discovery is ubiquitous with consumers.

- Search as referral source for video discovery is taking hold as higher quality content comes online and better technologies arrive to solve the problem.

- Publishers must have a strategy for including their content in the Internet’s search economy or miss getting in front of a large part of their audience.
Multimedia SEO Challenges

“How do I get my multimedia content into the Web Search engines?”

Web Search is the 2nd most used Internet application

“How do I get my multimedia content into my Site Search engine?”

> Site search is the most used application on a typical web site
Multimedia SEO Challenges Cont’d

- Difficult to achieve top placement in Google and other Web Search indexes for relevant search terms
  - Content is trapped within multimedia
  - Media player is invisible to crawlers
Market Solutions – Search Technology

> Universal Search
  - All possible results integrated into one search experience
  - Video Sitemaps, MRSS

> Vertical Search
  - Content-Type or niche specific results
  - Custom crawlers, MRSS

> Enterprise Technologies
  - Autonomy, Viewdle
Publisher Solutions – Search Engine Optimization

- Apply “Universal” SEO techniques to all content
  - Unique, meaningful URL’s
  - Semantic HTML with title and description and tags
  - Permalinks (non-expiring), Sharing, Bookmarking

- Video is at a fundamental disadvantage in search
  - Lack of text for relevance determination
Text Drives Discovery...

Problem

Search engines have historically had very little to work with in terms of properly discovering and indexing multimedia content:

...led by Bill Gates and Craig Mundy who had a policy in sort of adopted China's personal project. The company recognize that if they were going to succeed in. They couldn't just try to sell software like -- real world. What they had to do was figure out. What the country was trying to accomplish and effectively align their own corporate goals and strategy with those of the government. And they proceeded fairly deliberately over the course of the next several years to do that and the end result is that today. They are arguably the Chinese government favorite technology company when Hu Jintao came to the United States for. First ever state visit the first place you went with Microsoft campus in Redmond. And had dinner Bill -- house that night. And that's the testimony in itself. What are the strategies product mix in the schools the Chinese government that Microsoft is now so tapped into. Well I think number one is that the Chinese government wanted to develop its -- software. And Microsoft really worked hard to help them understand what that would mean and it was not that painful from -- do that because. -- they've made -- point that you can't really have a software industry without the intellectual property protection thought. So it's -- that's where the the beautiful synergy came out is that. Microsoft was able to advance its commercial goals while advancing the Chinese government's interest in a very harmonious way because. What it had to do was convince China that intellectual property protection -- but it software. More than in any other sectors of intellectual property the government has really been firm taken concrete. Steps that have had a big difference in Microsoft's revenue and time.

Opportunity

The value of multimedia content is “trapped” inside the files, out of view of search engines. Titles and tags miss key concepts within the files:
Publishing text levels the playing field

Universal SEO means publishing rich, meaningful text with all multimedia content
- Good for Web Crawlers
- Good for Ad Servers

Speech-to-Text is the most viable approach to accomplish Universal SEO
- High-quality technology providers
- Faster, Cheaper than manual transcription
Universal SEO allows multimedia to compete in the search economy

> Web Crawlers treat multimedia with transcripts the same as any other web documents

> Multimedia can begin to compete based on content not just content-type
Thank You

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