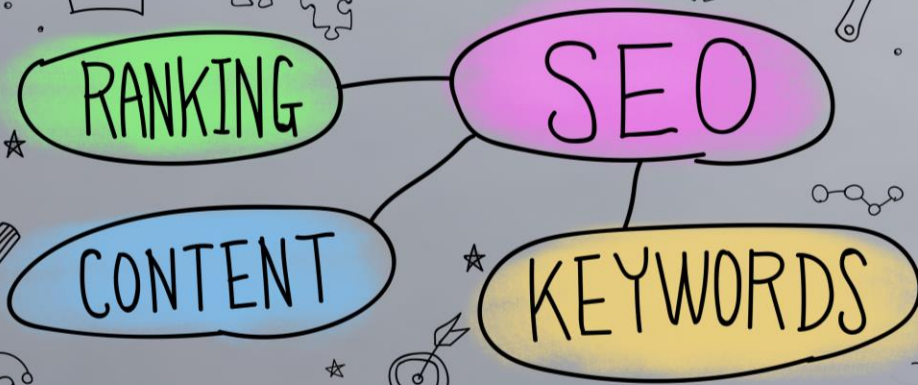


SEO + Video: The Secret Ingredients to Boosting Your Website Traffic

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What is SEO?

- Search Engine Optimization improves visibility on search engines
- Focuses on keywords, quality content, backlinks, and technical structure
- Search engines crawl, index, and rank pages based on relevance and value

How does SEO work?

Search engines use robots that crawl webpages across the internet to determine what content they contain and, in turn, what the pages are about. These bots scan the code, picking up the written text, images, videos and more that appear on webpages to gather all information possible.

Once they've gathered enough intel about the type of information available on each page and determined that this content will be useful to their searchers, they add these pages to their index.

The index is essentially all possible web results that a search engine stores to provide to a potential searcher.



What is **Video** SEO?

For video content, ranking factors include page load speed and video quality. Although content like blog posts and web pages differ from video content, video SEO serves the same purpose: it aims to increase the searchability of your videos. With video SEO, however, there's a twist. Search engine bots crawl and index the web's content by reading the text.



Why SEO & Video is crucial?



A website with video is 53x more likely to appear on Google's front page



Video drives a 157% increase in organic traffic from SERPs (Search Engine Results Page)



Viewers retain 95% of a message in
video vs. 10% from text



87% of video marketers say that video has increased traffic to their websites.

The average user spent 88% more time on a website with video content compared to websites without video content. (Source: Forbes)

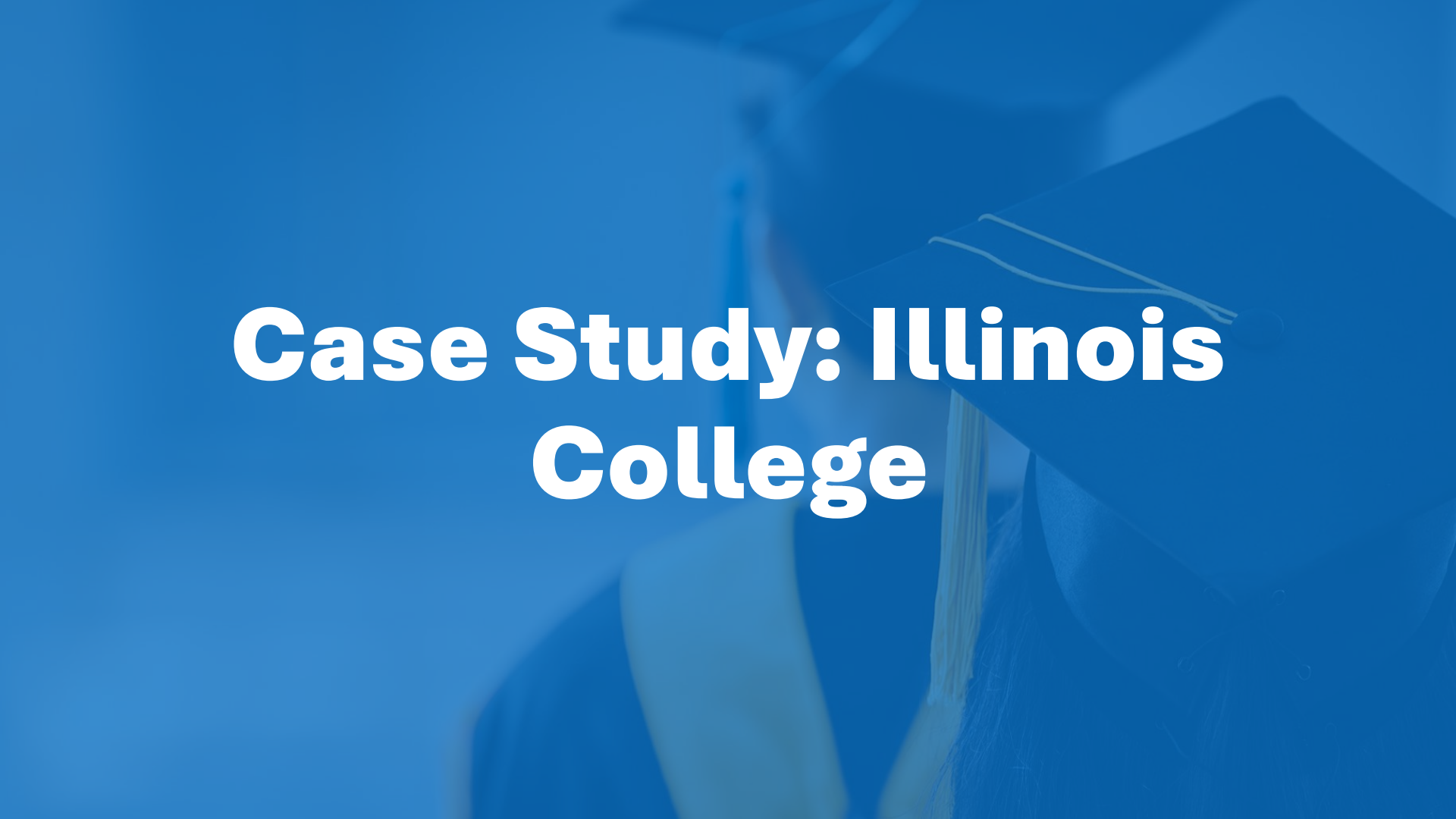
Including a video on your landing page can increase conversion rates by 80% or more. (Source: Unbounce)





Organic + Paid Strategy – Better Together

- Paid = immediate results
- Organic = long-term growth
- Use paid to test messaging before organic rollouts
- Paid boosts visibility for already-optimized content

A blue-tinted background image showing several graduation caps and gowns, with one cap in the foreground being more prominent than the others in the background.

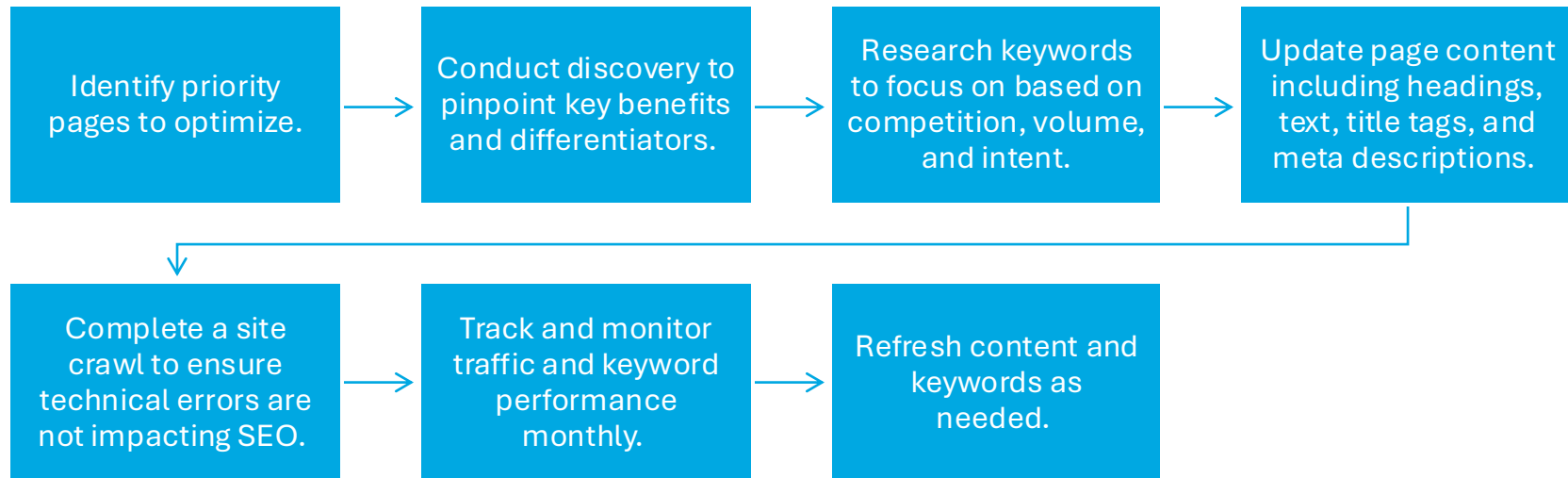
Case Study: Illinois College

Recommended Approach

Strategy for Rolling Out SEO Video

- Create video content that can be re-purposed for use on both paid landing pages and organic campus website pages.
- Optimize videos for SEO via keyword-rich titles, descriptions, alt tags, and closed captions (this can also be applied to existing campus videos as a standalone SEO service).
- Monitor organic performance of pages with embedded video (tracking metrics including organic clicks and engagement with the video).

SEO Process



Illinois College A/B Testing

Controlled website "A"

The screenshot shows the Illinois College Online Agribusiness Management landing page. At the top is a navigation bar with links: PROGRAMS, TRANSFER, FINANCIAL AID, ABOUT, and a phone number 217-631-4100, followed by an 'Apply' button. The main header features the college logo and the text 'Exceptional Prep for a Meaningful Ag Career'. Below this is a 'Request Free Program Info' form with fields for 'First name', 'Last name', and 'Email', and a 'Send' button. To the right of the form is a box with program details: 'Locations Offered: 100% Online', 'Time to Completion: 18 Months', 'Cost Per Credit / Course: \$375', and 'Credits hours / courses required: 63'. Below the form and details is a paragraph titled 'Gain business experience you need to become a successful agriculture manager' followed by two paragraphs of text. At the bottom is a 'Request More Program Info' button.

Tested website "B"

The screenshot shows the Illinois College Online Agribusiness Management landing page with a video player added. The video player is positioned below the main header and above the 'Request Free Program Info' form. The video player has a play button and a video icon. The rest of the page, including the navigation bar, program details box, and bottom text, is identical to the controlled website 'A'.

Objective:

Evaluate the impact of adding a video to the Illinois College Online Agribusiness Management Landing page and comparing that page engagement and performance with our standard RFI form placement.

Illinois College A/B Testing

Controlled website "A"

The screenshot shows the Illinois College website for the Agribusiness Management (B.S.) program. The header includes the college logo, navigation links (PROGRAMS, TRANSFER, FINANCIAL AID, ABOUT), a phone number (217-631-4100), and an 'Apply' button. The main banner features a photo of a person in a field and the text 'Exceptional Prep for a Meaningful Ag Career'. Below the banner is a 'Request Free Program Info' form with fields for 'First name', 'Last name', and 'Email', and a 'Send' button. To the right of the form is a table with program details:

Locations Offered	100% Online
Time to Completion	18 Months
Cost Per Credit / Course	\$375
Credits hours / courses required	63

Below the form and table is a paragraph titled 'Gain business experience you need to become a successful agriculture manager' followed by a detailed description of the program. At the bottom, there is a 'Request More Program Info' button.

Tested website "B"

The screenshot shows the Illinois College website for the Agribusiness Management (B.S.) program, which is a modified version of the controlled website. The header and main banner are identical to website A. However, the 'Request Free Program Info' form is positioned below the banner, and the program details table is now located to the right of the form. The table contains the same information as in website A:

Locations Offered	100% Online
Time to Completion	18 Months
Cost Per Credit / Course	\$375
Credits hours / courses required	63

The rest of the page content, including the paragraph about business experience and the 'Request More Program Info' button, remains the same as in website A.

Results:

14.38% increase in engagement

7,426.98% increase is visitors to site B

Illinois College A/B Testing

Controlled website "A"

The screenshot shows the Illinois College website for the Agribusiness Management (B.S.) program. The header includes the college logo, navigation links (PROGRAMS, TRANSFER, FINANCIAL AID, ABOUT), a phone number (217-631-4100), and an 'Apply' button. The main banner features a photo of a person in a field and the text 'Exceptional Prep for a Meaningful Ag Career'. Below the banner is a 'Request Free Program Info' form with fields for 'First name', 'Last name', and 'Email', and a 'Send' button. To the right of the form is a table with program details:

Locations Offered	100% Online
Time to Completion	18 Months
Cost Per Credit / Course	\$375
Credits hours / courses required	63

Below the form and table is a paragraph titled 'Gain business experience you need to become a successful agriculture manager' and a list of bullet points. At the bottom is a 'Request More Program Info' button.

Tested website "B"

The screenshot shows the Illinois College website for the Agribusiness Management (B.S.) program, which is a modified version of the controlled website. The header and main banner are identical to website 'A'. However, the 'Request Free Program Info' form is positioned below the banner, and the table with program details is now to the right of the form. The table content is the same as in website 'A':

Locations Offered	100% Online
Time to Completion	18 Months
Cost Per Credit / Course	\$375
Credits hours / courses required	63

The rest of the page content, including the paragraph and bullet points, is identical to website 'A'.

Results:

51% increase in active users

63% increase in events

The SEO & Video secret sauce

- Short form performs best
- Video should be dynamic
- Content should be engaging and direct
- Front load your information
- Eye catching thumbnail
- Use keywords in the title
- Use tags
- Close captions is not only good ADA compliant best practices, it helps with strategic SEO ranking



Thumbnail cover for your video



Closed captions also improves user experience

Facebook study revealed that captioned videos get **12%** more views than their uncaptioned counterparts.



Closed Captions



Integration Opportunities

- Admissions pages with student stories
- Repurpose videos for social and email campaigns
- Lower bounce rates by keeping users engaged
- Extend campaign life with reusable content



Key takeaways

- Integrate SEO and video early in planning
- Video improves engagement, retention, and conversion
- Closed captions serve SEO and ADA compliance
- Track performance and iterate with A/B testing



THANK YOU!

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