Is Pinterest the Next Fad in Los Angeles Videography?

by Crest Media

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You probably heard about Pinterest and how itâ€™s taking the Internet social networks by storm. Some sectors have dismissed the application as another fad but do you know that a Los Angeles SEO company can increase your rankings through Pinterest if your site is brimming with videos?

Benefits of Pinterest

The latest report from Video-Commerce.org reveals that the application showed up in over 1,000 video URLs indexed by Google. In February 2012, according to ComScore, Pinterest already registered 17.8 million unique visitors. Search engines canâ€™t really read text on videos so with most SEO techniques, Flash animation and video are in the bottom rung in the ladder of priorities. But with the application, the San Diego SEO company can optimize the video URL so Google or any other search engine can find your video content easily. Thatâ€™s really quite revolutionary considering that videos and Flash, although they are very attractive add-ons to your site, are very difficult to index.

The next step in video SEO

With the application, you are using the same method utilized by Fortune 500 companies to embed videos, graphics and images on their sites. The San Francisco SEO specialist may use Pinterest to categorize products and services for your target customers, using long-tail keywords for maximum effect. You can optimize the video through the 500-character description which could include your company name, the product and the keywords. Now your site can be very visual and interactive without taking a hit in the rankings.

People are more drawn towards pictures, graphs and videos rather than the text. Some people comprehend or get swayed better though video marketing against reading just words. In the hands of the able SEO Company, your Pinterest board can even be tweaked and rerouted to your landing page. With available metrics, you can measure the traffic and come up with a marketing plan to convert these people from mere visitors to buying patrons.

SEO company in Los Angeles

What can a video production service do for you? Viral videos are very hard to achieve because of the expense alone, but you donâ€™t need to make that kind of grand statement in order to be effective. You can sprinkle videos on all your pages that can explain what your product is all about, the benefits of using your services, or testimonies of satisfied customers. A Los Angeles SEO company can help make your site more engaging and interactive encouraging visitors to stay longer and increasing the chance of making a sale in the process.

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