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Play to a Larger Crowd â€“ How Video and Blog Syndication Can Improve Your SEO by Avaxusa

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Think of your business as a rock star, and Search Engine Optimization (SEO) opportunities as the performance gigs. OK, you may already feel like a rock star in your business, but every star is always wanting more, right?

Winning the crowd

Bands start out by playing in small venues to groups of dedicated followers. Ultimately, their goal is that those followers spread the word, and soon the smaller venues become concert halls, even stadiums.

It's that kind of big exposure that spurs record sales and song downloads.

Having a representative of your business online in the form of a video or a blog is very similar. While you may already have loads of visitors and dedicated followers on your site (think local stage) gaining more groupies by getting your images and words on syndicated sites (think music festival) simply â€œups the anteâ€•.

Really put it out there

A syndicated site is one that gathers videoâ€™s, or even blogs from various resources and makes them available to a very large group of readers and viewers. The advantage to your company is that it greatly widens the numbers of searches that will land on your particular post.

Let's get visual

Marketing Profs reports that some retailers experience a 35% conversion lift when using online video to present their products. We are a very visually oriented society, and the ability to display your products, or even your knowledge in a well produced video creates a stronger connection for consumers.

Posting video on your own site is a good start, but launching it on to other sites can help pull in new consumers, increase your SEO, and possibly win you that bigger audience youâ€™re hoping for. Here are just a few sites that are worth a look when determining where to post your video:

ïƒ± Vimeo

ïƒ± Metacafe

ïƒ± Dailymotion

ïƒ± Videojug

ïƒ± Oneload

There is another site that may interest you which is ad related called Tube Mogul. This is a video syndication tool which has developed an analytic software product to amplify and consolidate information in a single reporting network.

Blogs on stage

Much like your video, a key metric for your blog is how many readers it gets. While you may have numerous visitors to your site and its blog, sharing it with an even wider audience elsewhere will boost visibility.

Locations like Mashable, Alltop, ReadWriteWeb, or Techcrunch are especially well known for the technology and online digital marketing sector. The idea, again, is increased SEO through a broader audience. The crux, using the keywords and phrases to bring in traffic. Scribnia is another popular blog syndication site that utilizes a voting system for its readers.

The only downside is that instead of being led to your site for a good read, visitors go the blog syndication location. Hopefully though, what you've posted is of such quality that readers will want to know more about you, and will head to your pages.

Playing to a larger audience aids in your SEO efforts, and could propel you to super-stardom. Just find the right venue, and give it your best performance.

Do you have videos or a blog on your site? Have you considered syndication? We can help you learn the ropes and improve your SEO, just contact our search engine marketing consultant today.

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