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The moment you decide to add a video to your website, video search engine optimization (SEO) shouldn't be far behind in your mind – unless you don't want anyone to watch your upload. But if your goal is to increase your webpage's traffic organically, there are strategies that you need to employ when creating and labeling your video. Other than incorporating keywords to your title, tags, and content descriptions, you must find a reliable and convenient video host to moderate your media.

Although YouTube is the king of video websites and holds more clout with the public, uploading your video in that site should only be a step of your video SEO efforts. This is due to the fact that YouTube is ad-supported, which means that they'll place ads on your ads. An important aspect of video SEO that you need to consider is paying for hosting. Through web hosts, you can control what your video player looks like and you won't have to worry about a competitor's site being advertised while your file is playing. Here are some tips on how to choose a video host:

Format Compatibility

Because there are different kinds of software for video editing, the finished product can have a variety of formats such as Windows Media, QuickTime, and Flash. Pick a host that supports the format of your choice so that users will be able to watch your video in good quality and without problems. However, there are some hosting providers that have converting software to re-encode your files into various formats to display your content for whatever player an online user is utilizing.

Customizability

If you add video to webpage content, it's a great idea to select a host that has customizable video players. This will allow you to create a video player that matches your website, complete with a logo to establish your identity. Every time you post a video on your Facebook page, Twitter, or blog and someone shares it, your brand will be carried along.

Bandwidth

Videos, especially long ones, are usually large files that consume a lot of bandwidth. There are some web video hosting sites that offer more bandwidth than others. Determine how many videos you're planning to upload and how many visitors in average are visiting your site. Having enough bandwidth would prevent your videos from crashing or becoming inaccessible.

Syndication Tools

If you want to get found, the experts from best video hosting providers recommend syndication. Basically, syndication takes a single video and distributes it to several video channels. This increases the chance of your video to be discovered and watched by potential clients. You can read more about how to choose a video host at [readwriteweb.com](#).

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