

RESOURCE PAGE VIDEO SEO



PROBLEM STATEMENT

Our SEO falls behind due to difficulty of producing resource articles rapidly.

SOLUTION

Creating short-form videos based off resource pages increases SEO — enabling us to produce content quickly, easily, and consistently.

How does it impact SEO?

1. Webpages with video are more likely to rank on **first page** of Google compared to webpages without.
2. Webpages with video generate 3x more inbound links.
3. Engages visitors right away, **increasing** the dwell time.

EFFORT

Mock video took 1hr to write & create — keep in mind we would need copy edits, video edits, and legal approval.

- *Estimated time of a fully thawed out video: 4 days.*

53x

MORE LIKELY TO RANK ON 1ST PAGE OF GOOGLE

34%

BOOST IN CTR

80%

INCREASE IN CONVERSION RATES BY PLACING A VIDEO AT THE TOP OF A LANDING PAGE

73%

OF CONSUMERS ARE MORE LIKELY TO PURCHASE A PRODUCT/SERVICE AFTER WATCHING A VIDEO