

Video Strategy #2

Keyword Research and SEO Tools



Written by Jace Vernon and Alecsy Christensen

Sketch Video Company Ydraw announces release of their second video strategy guide on how to effectively do keyword research and rank for different search engines.

Sketch videos are searched for on Google using many different terms. Some of the different keywords people look for when searching for Ydraw sketch videos include "whiteboard animation videos", "sketch videos", "color videos", "hand drawn videos", and many others. With a new term being added to the list every week, Ydraw's marketing team is presented with a slight problem:

What keywords are the best to focus on to get the best SEO results and drive the most traffic to Ydraw?

Finding the Right Keywords

Step 1: Find out what keywords have the most searches. Google provides a free keyword tool, along with many others that can be very useful for any business. Make sure to keep up on knowing what terms people use in monthly searches when looking for a product. This is essential because the keyword chosen should be one that is periodically searched, do not choose one that no one searches for, even though it may be easy to get to the top of Google for that particular term.

Step 2: Find a keyword that has a good number of searches, but very little competition. This is a great place to start when beginning SEO research and strategies. Trying to tackle the difficult words at the beginning could just lead to discouragement, as popular keywords take time, patience, and persistence.

Examples of Monthly Searches for Different Ydraw Search Terms

"Sketch Video" – 1300 Searches
"Creative Video Services" – 58 Searches
"Explainer Video" – 1300 Searches
"Video for Business" – 1600 Searches
"Explainer Videos" – 590 Searches
"Video Scribing" – 720 Searches
"Scribble Videos" – 10 Searches
"Whiteboard Animation" – 1300 Searches

Looking at all these search terms, a new video company might consider dominating the search term "creative video services" because it has a low amount of competition. Expecting to make large profits when beginning is not logical, but is a good place to start.

Step 3: Create a landing page or blog all about "creative video services", get a few back links with the anchor text "creative video services", ping it, tweet it, facebook it, get it out onto the web.

Make sure the keyword, like "sketch video" is part of the headline, URL, and body of the text and webpage.

Step 4: Create an ad-word campaign for "creative video services", and then sit back and relax, for a minute at least.

This article is a great example of a successful body of text and release that Ydraw might use if they wanted to rank for the term "Sketch Video" or "Sketch Videos". For more tips and tricks from the best video marketers around, visit Ydraw's site, follow us on twitter, and look for our daily video strategies on our website.