

Improving SEO of Graphic and Video Posts

On traditional search engines (Google and Bing) and social search engines (YouTube, Facebook, Instagram, Twitter) updated 30 May 2019

#1) Improve SEO of text used with graphic and video posts

(i) Use relevant Keywords in text

Google Adwords to help you mine for usable keywords and titles

<https://ads.google.com>

- Login to APC google Ads account -> Tools -> Keyword Planner -> Find New Keywords -> See the result
- For sermons, tv program & daily devotion, keep the geography wider. Select 1-2 representative country from each continent (example) India, UAE, US, China, Japan, Nigeria, Australia, Malaysia
- For APC events targeting India, keep the geography only India
- Search for keywords related to content we release. What believers globally would use to check. We need only key words, not the actual phrase they would use. e.g. healing, deliverance, prophetic, gifts of the Spirit, etc.
- Apply those same keywords to your social media posts, especially if you are linking back to web pages that use the same keywords.

(ii) Titling our videos

- the title should accurately represent content.
- the title should be SEO friendly for Christian content searches
- relevant hashtags which are searchable within the social media platforms can be used in addition to sermon title

Living Strong titling: Theme - Speaker | Living Strong

Daily Devotion: Theme - Speaker | Daily Devotion

Sermon: Theme - Speaker | Sermon

Key Points: Theme - Speaker | Key Points

(ii) Use #tags sparingly and intelligently

- While #tags have little effect on SEO, use #tags that are relevant and that are broad, e.g. #supernaturalhealing instead of #healingwithanoointingoil

#2) Improve SEO for Images

[Please see: <https://www.hostgator.com/blog/how-to-optimize-images-for-seo/>]

(i) Use relevant, high-quality images. This is crucial for the user experience side of SEO.

(ii) Customize the filename.

example Invitation-to-bangalore-church-1.jpg

do not use image1.jpg

Add a relevant keyword to your image title especially if you want to see your image appear on the Google Images search engine.

(iii) Use alt tags. Add a keyword to the name and alt text of your images

(iv) Find the right quality-to-size ratio.

(v) Choose the right file type.

(vi) Add images to your sitemap. <-- not using sitemap presently

(vii) Host images on your own site.

Sermons: Same design for a series with Bold title

Daily Devotion: Same design for a series with Bold title and image of the speaker

Living Strong: Same design for a series with Bold title

#3) Improve SEO for videos

<https://www.wordstream.com/blog/ws/2017/06/02/video-seo>

(i) Choose the Right Video Hosting Platform

(ii) Insert a Video Transcript

(iii) Make Sure Your Thumbnail Image Is Engaging

(iv) Pay Attention to the Title and Description of Your Video

(v) Ensure the Rest of Your Page Is Relevant to the Video and Optimized for SEO

(vi) Embed the Video You Want Ranked First on the Page

(vii) Make the Video the Focus of the Page

(viii) Don't Embed the Same Video in Multiple Places

#4) All social media posts to cross-link back to apcwo.org website with one relevant URL.

One of the ways that search engines decide how "relevant" your page is to a particular keyword is to examine links pointing to and from your page. If your page links to related content, and receives links from related content, it may rank better for a keyword relevant to that content.

So cross-link back to relevant pages in apcwo.org website

e.g. All LivingStrong Video uploads should have a line:

for more TV programs please visit <https://apcwo.org/tv>

or use apcwo.org/tv where possible (withouth the <https://>)

All Living Supernaturally video posts should have a line:

For more resources visit: apcwo.org

#5) Check Metrics Monthly

1, Views, Likes, comments, shares

2, search engine rankings

3, Website traffic

Also use: <https://analytics.google.com/analytics/web/#/>

Process Flow:

Living Strong Videos

Sharene writes content for Video text with relevant keywords and tags for all episodes, intro videos and ads

Carol D'Souza updates name of worship song, copy-pastes text when releasing LivingStrong Video, ads and intro video on all platforms (YouTube and Vimeo).

Sunday Sermon Videos Zhiloni writes episode description on all platforms (YouTube, Vimeo, Facebook). Sharene provides with relevant keywords and tags initially and trains Zhiloni to do the same.

Living Supernaturally Videos Rajashekar writes episode description with relevant keywords and tags, updates and uploads on all platforms (YouTube, Vimeo, Facebook) Rajashekar also designs the banners

Facebook Posts

Events: Sharene writes content for Video text with relevant keywords and tags.

Zhiloni creates event pages, copy pastes content info

Zhiloni and Melchi release all special videos on Facebook based on who has worked on them

Instagram (single manager is advised to avoid misuse)

Rajashekar: manager

Uploads power minute, events, pictures, event photographs

Raj to generate keywords and tags for power minute

Events that is already uploaded on Facebook, all info is copy pasted.

Check Metrics

Samuel Jebaraj checks metrics and sends report each month to Media and IT teams

NOTE: The use of meta-tags is the responsibility of the IT team and will be addressed with them.