

# How to Make Your SEO Content Original Using Video

High-quality, SEO-optimized content is key to ranking higher in Google. But how can you make sure your content is original and stands out from the sea of other content online?

Original, informative, and well-made content is important to attract readers to your website. To create this content, you'll need to do more than just write blog posts and landing pages.

You'll need to use a multimedia approach that combines images, video, and artificial intelligence (AI) tools. Combining all these elements creates an improved user experience that'll boost your search engine optimization (SEO) and help you stand out from your competitors.

## Why Google Favors Content with Video

Video is a very powerful way to appeal to your audience. Videos get [65% of all the traffic](#) on the internet, and they have high retention rates depending on their length. For this reason, [86% of businesses](#) include video on their website.

Google capitalizes on video's popularity and factors it into its ranking algorithms. For example, when you include an informative, well-produced video to complement a high-quality blog post on your website, you might find that you receive more views and a higher retention rate.

As a result, this will signal to Google that your content is popular with readers, and they'll boost it higher in the search engine results pages. This will make it easier for more people to discover your content, and increase your chances of finding high-quality leads.

## How Video Can Help Your SEO Strategy

The popularity of video means that it can help improve your SEO and boost your site ranking in several ways:

- **Increased User Engagement.** Videos tend to capture users' attention more effectively than text alone. Higher engagement metrics, such as longer dwell time and lower bounce rates, signal to Google that your content delivers a great user experience.
- **Improved Click-Through Rates.** Video thumbnails in search results can attract more clicks. Higher click-through rates suggest to Google that your content is resonating with users, potentially leading to improved rankings.
- **Social Sharing and Backlinks.** Engaging videos are more likely to be shared on social media platforms and receive links from other websites. This social validation and backlinks contribute positively to your content's authority and credibility.

- **Dwell Time and Session Duration.** When users spend more time watching videos on your site, it increases overall dwell time and session duration. Google interprets longer sessions as a positive signal, indicating that users find your content valuable.
- **Enhanced Mobile Experience.** Google favors mobile-friendly content, and videos formatted with mobile devices in mind contribute to a positive mobile user experience.

## Other Ways to Make Your Content Original

### Using High-Quality Local Images

It'll go a long way with Google if you use high-quality original images in your content. Not only is this visually appealing and helps break up big chunks of text for readers, but it also helps your SEO.

Your photos can help you rank in Google through geo-tagging. When users perform local searches, search engines use location data to deliver more accurate and relevant results. Geo-tagged images contribute to this relevancy, especially for queries related to specific locations or businesses.

When you geo-tag your images to your local area, it signals to Google the geographical relevance of your content, which helps Google decide who should see it. Using local geo-tagged images also increases your chances of being featured in Google's Local 3-Pack.

### Incorporating AI Into Your Content

AI tools can optimize your videos and images to help your content rank better in search engines. You can use AI to add relevant tags, create keyword-focused descriptions, and generate video transcripts, which make it easier for Google to understand what the video is about.

AI can also help with other aspects of content optimization, including backlink analysis, competitor research, and implementing on-page SEO techniques.

## How to Use Video to Make Your Content Original

It can be hard to create original content in a competitive market. However, all it takes to appeal to your audience is well-produced content that is genuinely informative and thoroughly answers their questions.

Creating a video gives you the chance to demonstrate your expertise on a given topic. It also allows you to leverage your personality to build a deeper connection with your audience.

To this end, you have to make sure that your video content is targeted to your audience and their needs— don't just create videos about whatever topics are trending. Instead, research the

keywords that your audience is actively searching for and make blog posts and videos about those topics.

Then, optimize your video titles, descriptions, and tags with relevant keywords. This provides additional signals to Google about the content's relevance and positively impacts your rankings for those specific keywords.

Once you've created your content, you'll need to optimize it by:

- Writing a keyword-focused title and video description
- Adding relevant tags for search engines
- Creating a video transcript for search engines to better understand what your video is about and recommend it to relevant audiences
- Submitting a video sitemap to help search engines understand your video's metadata

Video can be intimidating at first. However, it's a powerful tool for boosting SEO, connecting with your clients, and standing out from your competitors. Incorporating video into your content now will put you ahead of your competition in the long run.