

TVPAGE White Paper
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Video SEO and the .TV Domain. An Online Retail Perspective.

A Business Overview

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Introduction

Online video consumption has rapidly increased over the years. In fact, it is estimated that, by 2018, approximately 90% of web content will be video.¹ The widespread availability of high speed Internet coverage, smart devices and adaptive streaming technologies have made it possible for video to become the primary form of content for marketing across all brands and business.

Search Engine Optimization (SEO) is at the forefront of an Online Retailer's marketing strategies in obtaining new customers. It is a constant battle to stay current with the latest search engine trends, shifting landscapes and opportunities presented with SEO.

Video search results have shown to be extremely powerful, with a 41% higher likelihood for a consumer to click on a video search result containing a thumbnail image versus a traditional search result.² In fact, over 60% of Google universal searches today include video.³

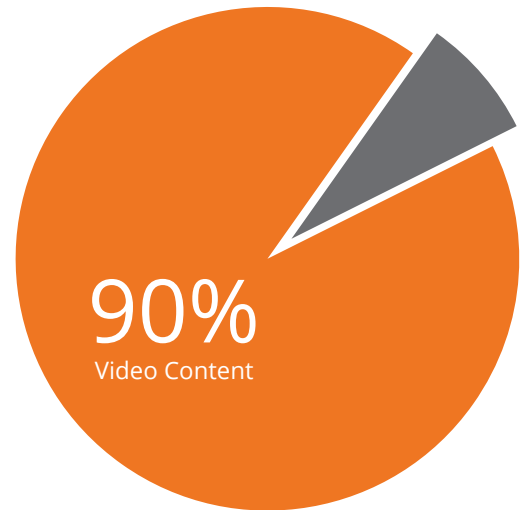
A unique video shopping destination is essential in order to create a powerful branding presence and achieve optimal SEO performance with pages indexed and optimized for video search traffic generation.

Such an experience can either form part of an online retailer's .COM domain (ie. as a sub-folder), or live and grow independently as a separate domain. This white paper will discuss the pros and cons of each, with a particular emphasis on how SEO efforts are best deployed to ensure optimal performance.

A Separate "Video" Domain for Online Retail

When does it make sense to use a separate domain? In order to offer real value in comparison to a primary domain, a separate domain must only be considered where it presents genuine value beyond the primary domain - a unique experience that justifies its independent existence. In fact, unless a unique existence can be justified, it is generally a common SEO practice to maintain content on the primary domain so internal web-pages can benefit from link equity and authority passed off from the established domain.

A video-centric shopping experience offers a real opportunity to generate distinct value as it necessitates a unique "media" look and feel. This empowers the online retailer to consider a separate domain



¹ see http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.html

² see <http://www.reelseo.com/videos-ranking-universal-search-results-video-seo-study/>

³ see <http://marketingland.com/infographic-video-youtube-wins-google-universal-search-37971>

property that has genuine value. When looking at leading video-centric sites on the web (ie. Youtube, Redbull.TV, and BMW.TV), it is clear that a rich media experience is, by definition, something different from a traditional online store.

Attempting to incorporate a video-centric experience into an online store poses many issues. For example, switching between designs and layouts in order to display video in an optimal manner may be confusing for the user and adversely impact the customer experience. Also, injecting video into the purchase flow can be distracting.

For all online retailers, there are two types of customers - those who know what they want and those who are “browsing” or “looking around”. A video shopping destination offers the “browsing-type” customer a destination to spend time and learn about what is available through video. Such an experience is not only important in today’s video-centric web environment, but must also facilitate a separate avenue that captures such “browsing-type” customers who would otherwise leave an online store (and end up shopping elsewhere) if they weren’t presented with the type of engagement that only a rich media experience can offer.

A separate video domain retains the retailer audience in a controlled, branded setting. Many retailers make the mistake of sending visitors away to their Youtube channel simply to watch their video content. It is imperative to retain all visitors on your properties, and never send them away. Each retailer invests a tremendous effort in generating incoming traffic. Visitors are unlikely to return to an online store after visiting Youtube. They are easily distracted by ads and other content found on Youtube (sometimes highly competitive). A separate domain offers the online retailer a unique opportunity to create and control a video-centric experience that retains users on its own property.

The .TV Domain for Branding and Traffic Generation

The .TV domain creates a user expectation that the site is rich with media, leveraging the retailer’s trusted brand value to deliver an informative, interactive and entertaining experience (with different emphasis on each, depending upon the nature and desires of the target audience).

Having a .TV web domain denotes that a website is active in providing rich media to its audience with strong brand positioning for the company. It is where the customer can immediately expect rich media content, serving as a unique asset that co-exists with the .COM destination.

Utilizing the .TV domain as an additional property presents new traffic-generation value for the online retailer. Once a .TV domain is enriched with media content and indexed by the search engines, it will

saturate the results with both brand & product related keyword queries, appearing in more of the top organic search engine results.

A great example of this is a company called Summit Sports, who own and operate both Skis.com and Skis.tv. Skis.tv is a great catalyst driving both branding and sales with a majority of its traffic derived from organic SEO.

To illustrate the benefit of “winning” a larger number of the top results, let’s take one “skiing-related” search query as an example. A search query for the product phrase “descente craftsmanship insulated jacket” presents results for both Skis.com and Skis.tv domains (see below), both at the very top of the list. This provides a prospective customer with crucial product information, enabling them to either “go buy” or “learn more” through video, both on Summit Sports’ properties, as opposed to the competition.

Summit Sports, in this case, has directly influenced these results because they own both of these domains. A branded video shopping experience presents this valid and very powerful opportunity.

descente craftsmanship insulated jacket

Web Shopping Images Videos News More Search tools

About 42,100 results (0.34 seconds)

Descente Ski at Amazon - Amazon.com
Ad www.amazon.com/
4.4 ★★★★★ rating for amazon.com
Buy **descente** ski at Amazon! Free Shipping on Qualified Orders.

Descente Orion Mens Insulated Ski Jacket - Skis.com
www.skis.com > Mens > Jackets > Ski Jackets
\$254.92 - In stock
As **Descente** continues to push the envelope, The Orion **Jacket** was created of excellent **craftsmanship** to uphold its diverse ability, as you take to the slopes and ...

Descente Craftsmanship Video - ALLTERRAIN - Skis TV
www.skis.tv > Descente
Only the finest materials and **craftsmanship** is used to make **Descente** Apparel. Take a closer look into ... **Descente** Canada Ski Cross Mens Insulated Ski Jacket.

Descente Orion Mens Insulated Ski Jacket - GearGrabber
www.geargrabber.net/product/descente-orion-mens-insulated-ski-jacket-2/
\$254.92 - In stock
The Orion Mens **Insulated** Ski **Jacket** is yet another **Descente** high ... The Orion **Jacket** was created of excellent **craftsmanship** to uphold its diverse ability, ...

Bella Jacket - Skis TV
www.skis.tv > Descente
Descente's Bella Jacket combines premium technology and functional features with a fashionable design ...

Dermizax
with special acid breathability 2013
1:20



SKIS.TV
Brought to you by Skis.com

Now Playing: Bella Jacket

DESCENTE

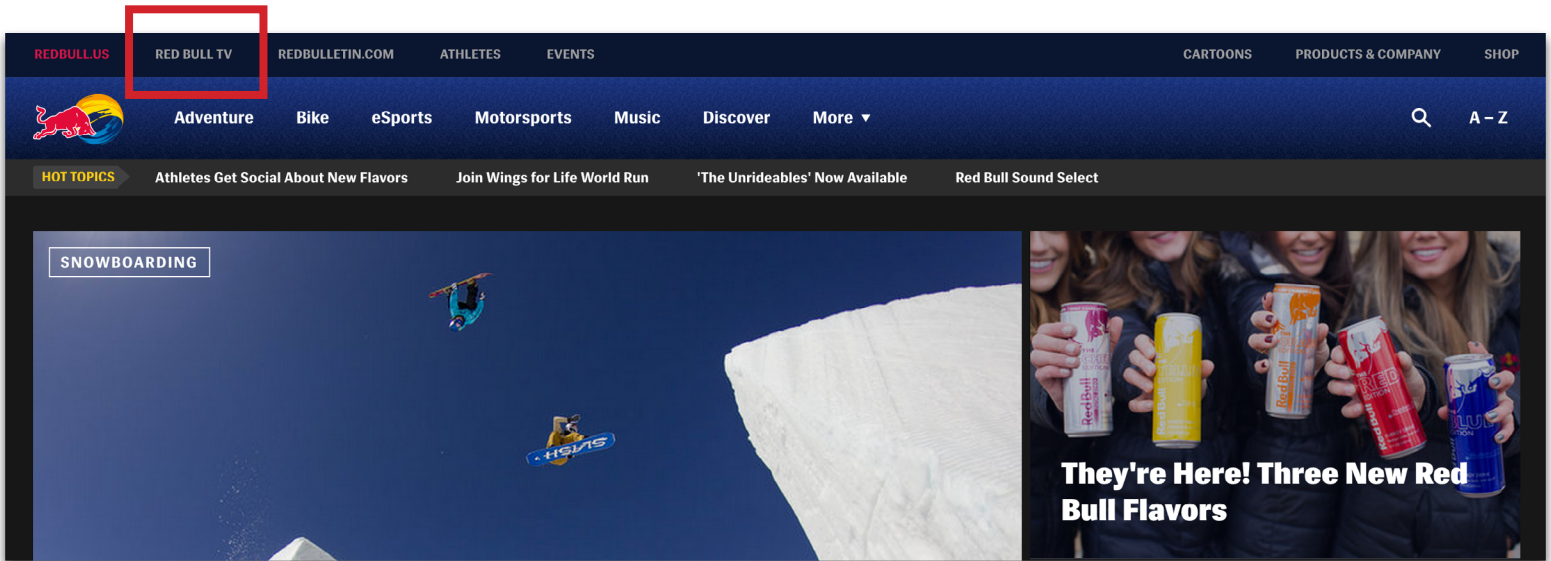
Descente Bella Womens Insulated Ski Jacket
VIEW PRODUCT DETAILS

DESCENTE (23)

Now Playing: Bella Jacket
Descente Product Technology Promotion Video
DESCENTE Brand_PRODUCT
Descente Craftsmanship Video - ALLTERRAIN
DESCENTE ATHLETE INTERVIEW

Creating Immediate SEO Value for a .TV Domain

Generating domain authority is as simple as including a link from your existing .COM website to your new .TV website. This provides your new .TV domain with a powerful backlink and related trust for search engines. Redbull.COM employed this tactic by creating a direct link to their Redbull.TV web property from the Redbull.COM header.



The following image shows the results from a backlink analysis of www.redbull.com/us/en to Redbull.TV, where we can see a substantial amount of link equity generated for Redbull.TV. This established domain authority for the new domain, thereby increasing its independent presence on Google.

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target Link Source Link Type

1 - 50 Inbound Links

Prev Next

Title and URL of Linking Page	Link Anchor Text	PA	DA
Red Bull Gives You Wings - RedBull.com www.redbull.com/us/en	Red Bull TV www.redbull.tv/	86	88
Red Bull verleiht Flügel - RedBull.com www.redbull.com/de/de	Red Bull TV www.redbull.tv/	84	88

When launching a new domain, several SEO tasks should be completed. First, a separate video sitemap should be created and submitted to Google Webmaster Tools. This will ensure that Google's crawler has all the necessary information it needs to crawl the site. Second, schema data should be implemented within each page to ensure that breadcrumbs, videos, products and author information can be indexed by search engines. Finally, meta tags should be added to the top of each page that enable the content to be displayed in rich format when links are shared to social networks. The end result is an properly SEO-optimized media rich website that drives traffic back to the .COM and increases sales with video.

The .TV Domain as a Social Engagement Hub

Harnessing the power of social media in the context of commerce ultimately involves being able to engage with users in a setting that is conducive to sales. Posting direct product links on Facebook, for example, will not garner much social engagement and may even adversely impact brand image.

However, posting links to videos that are both engaging and entertaining on a dedicated .TV domain gives social traffic a destination to land, where the experience is aligned with entertainment and lifestyle, not only shopping. The end result is a branded socially-engaging hub that allows users to visit and share video content easily, outside of the context of an e-commerce store.



Conclusion

In summary, the power of a separate .TV domain to drive new traffic and sales, as well as provide a branded video shopping experience, offers online retailers a distinct advantage over competing online retail properties. Retailers would benefit significantly from a separate video-centric shopping experience, given the need to generate new online sales and differentiate themselves from the competition. Ultimately, connecting and engaging with users who identify with a branded lifestyle ensures long term customer loyalty.



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