



Catalyst POV on YouTube and Search

Overview

YouTube is one of the most well-known and popular websites and is the dominant video search engine on the Internet. YouTube surpasses all other video search engines in total unique visitors, viewing sessions, and minutes per viewer, often by factors of 5 to 1 or in some cases as much as 10 to 1¹.

While YouTube continues to be the dominant video search engine, it is also the web's second largest search engine and plays an important part in search overall. In June 2010, more than 3.6 billion searches were performed on the YouTube, besting Yahoo and Bing by 15% and 113% respectively².

Despite a large user base and exponential growth in the five years since it was founded, YouTube is still underutilized as a marketing channel. Many sites, especially branded websites, choose to host their own video content and fail to leverage the strength, authority, and visibility of YouTube.

Catalyst Recommendation

Catalyst recommends that clients with video assets publish them on YouTube, preferably as part of an optimized brand channel. Clients without video assets should consider developing video assets with the long-term goal of YouTube Integration.

YouTube Benefits

Catalyst found that there are several benefits to YouTube integration when compared to hosting video onsite. Three pertinent benefits are:

Increased Brand Visibility

Every month, more Americans visit YouTube than watch the Super Bowl³. With an audience this large, it's not uncommon for optimized video assets to get hundreds of thousands of views or more. However, the only way to tap into that audience is by uploading video content to the site.

The required effort to achieve increased visibility is minimal. While creating new video content is often recommended, brands can harness the benefits of YouTube integration simply by repurposing video content on their site, such as videos of current or old commercials.

¹www.comscore.com/Press_Events/Press_Releases/2010/10/comScore_Releases_September_2010_U.S._Online_Video_Rankings

²www.comscore.com/Press_Events/Press_Releases/2010/7/comScore_Releases_June_2010_U.S._Search_Engine_Rankings

³http://www.youtube.com/t/advertising_overview

Increased Video Content Visibility and Quality

Hosting video content on a branded site and not leveraging YouTube's dominance dramatically lowers a site's potential for increased visibility online. When branded sites host their own video content, the only way it gets seen is when it is either placed on a high-trafficked page such as the home page, or when users navigate to it. Traditional search is of little help as most searchers looking for video content look to YouTube; the site accounts for as much as 99% of all video searches on the Google Network.

Not only is the video content more visible, it's also more consistent. It's not uncommon for commercials and other video assets are uploaded to YouTube without any active participation by the brand. This is generally a positive occurrence, but video and image quality can vary greatly, from high quality video to someone pointing their video camera at the TV during a commercial. By publishing content on YouTube, a brand can take the lead and ensure video content quality and brand messaging on YouTube are consistent.

Increased Search Visibility

Uploading video content to YouTube also helps improve brand visibility in traditional search engines, notably Google. Brand visibility increases in several ways:

- An optimized link from a YouTube video page, or YouTube Channel, to a corresponding brand website can improve the authority of that brand site and improve its chances of ranking.
- Having two optimized properties increases a brand's chances at ranking for a wide variety of keywords.
- Google often incorporates videos from YouTube in its 'blended' search results. This gives a brand the opportunity to own as many 4 organic rankings slots for branded keywords.