The
Ultimate Guide to
Video Engagement

With video continuously on the rise, it's imperative to keep your users engaged. Videos must deliver valuable and authentic content. Learn what goes into video engagement and how you can improve it.

" 8 out of 10 video searches are conducted on YouTube "

Views

Video engagement metric that determines the number of times a person watch a video.

How to improve views:

- Captivating content
- Easy to find and accessible videos
- Appealing thumbnails
- Catchy title
- Metadata optimized for search
- Videos posted consistently

Watch Time

The total amount of time spent watching a video. Search engines calculate the total accumulated time spent watching the video as opposed to the percentage of time watched.

How to improve watch time:

- Hook viewer in the first 15 seconds
- Restate the video title and deliver value at beginning of the video
- If the video is a DIY tutorial, show finished product before giving instructions

Sessions

Measures how a video contributes to the overall viewing session. When someone watches your video, do they abandon the video and end the viewing session, or do they go on to watch multiple videos as a result of watching your video?

How to improve sessions:

- Encourage viewers to watch other videos on your channel
- Keep them on the video sharing platform, instead of sending them to your website
- Create playlists with relevant videos

Interactive Transcripts

A time-synchronized transcript that coincides with the audio content of your video, and highlights the text as it is spoken.

How to improve interactive transcripts:

- Ensure transcript is accurate
- Use speaker labels to identify who's speaking
- Communicate non-speech sounds with [square brackets]
- Transcribe audio content as close to verbatim as possible

" More than half of consumers want to see videos from brands "

Shares/Likes/Comments

These show that your video has a lot of video engagement. They don't directly impact video rank, however, they tell you how your audience is responding to your content which can help you determine which content is or isn't working.

How to improve shares/likes/comments:

- The more authentic and captivating your content is, the more people will be engaged

Searchability

Search engines, like Google and YouTube, are tailoring SERPs to a searcher's intent as opposed to exact keywords. Relevant videos will show up on SERPs based on other users' past behaviors.

How to improve searchability:

- Create valuable content as opposed to solely optimizing for search engines
- Don't stuff keywords in metadata
- Research relevant keywords

Search Engine Optimization

A marketing term for increasing traffic to your video through organic search engine results. SEO is not about attracting everyone to your video; it's about finding quality visitors that are actually interested in your content.

How to improve SEO:

- Optimize videos for humans, not robots
- Video metadata helps ranking, but user engagement weighs more

Interactive Video

Gives viewers the ability to interact with the video through different tools. Users can click, drag, scroll, and enter text in order to fully engage with the video.

How to improve interactive video:

- Design with the user in mind
- Gamify the user experience
- Make it fun and engaging
- Let users become apart of the story

" 500 hours of video is uploaded onto YouTube every minute "
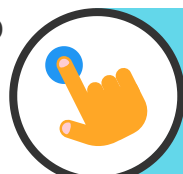
Virtual Reality/360 Video

360 video records in all directions, giving the viewer a 360 degree view of wherever they look – just like a panorama. VR is an interactive 3D digital environment where the user has the freedom to move around freely, and perform a series of actions.

How to improve VR/360 Video:

- Make the UX simpler
- Build an experience that's only possible in VR/360 Video
- Make great content for the technology

Captions

Converts the audio content of a video into time-synchronized text displayed on the screen. It is useful for individuals who are deaf or hard of hearing who aren't able to hear the audio content clearly. Captions make your video accessible to a wider audience.

How to improve captions:

- Ensure accuracy
- Captions need to be properly synced with the audio in the video
- Make sure captions are readable
- Keep uniformity in style and presentation
- Include speaker identification and non-speech information