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8 VIDEO SEO FINDABILITY FACTOIDS!

1. VIDEO PR FOR PEANUTS

In the 1990s a typical high-end corporate video cost \$50,000+ and you paid roughly the same for a globally distributed press release. Today you can produce, shoot, edit and embed a video in a release that you can blast worldwide... for about 90 percent less.

2. YOUTUBE IS...

A Billion Pairs of Eyes visit YouTube each month to watch over 6 billion hours of video - that's almost an hour for every person on Earth.

3. ARTIFACTS

A free side benefit of a year-long monthly PR campaign, is a library of 12 videos and as many write-ups you can harvest for free for use in presentation, web pages and email blasts... as opposed to a nice ad or two in the blue box.

4. ORGANIC vs TECHNICAL SEO

With it's Panda and Penguin algorithms decrease search engine rankings of websites that violate their Google Guidelines. And Google owns YouTube. So video content trumps keywords every time.

5. GOIN' MOBILE

Pundits are calling 2014 'The Year of Mobile Video' as the number of videos seen on smartphones and tablets surpasses those seen on desktop computers and laptops.

6. LEAD GENERATION

After 4 to 6 video press releases – a fresh release every two weeks with corresponding home page placement - gets 2 or 3 in-bound leads from C-level decision-makers each week.

7. EXPLOSIVE C-LEVEL GROWTH

Eighty percent of C-level executives use smartphones and video to help establish vendor credibility - explaining in part why YouTube use is growing exponentially with 72 hours of video being uploaded every minute.

8. MEASURABLE RESULTS

Typically a Video Press Release will put your story and company name at the top of the Google search results page for the search term of your choice, for about a week or two. With new release every 2 weeks you will own the page forever.

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