

POSTING VIDEO

Renato Sogueco, AAF, PFCI, BloomNet's vice president digital strategy and education, recently offered advice on social media during SAF's Reinvention Summit. In the October issue of *Floral Management*, we shared some of his top tips, but we couldn't quite fit in his great advice on **posting videos**. Here it is:

Once you start creating videos, you'll find there are ways to leverage and enhance their power of engagement. Save them, Sogueco advises, and if you don't already have a YouTube channel, you'll be ready to launch one in no time at all. If you post the same videos on YouTube and on Facebook, you may want to give the video a different title and vary the description, given that these two channels are fierce competitors.

You can also embed links to a YouTube video within your website. "Any page that has embedded YouTube video has a 52 percent chance of appearing on the first page of search," Sogueco reported. "So, by embedding a YouTube video into your website, you score massive SEO points." (Remember that Google owns YouTube, so there is a connection there.)

The connection between video and search becomes even more powerful when your video falls into a searchable category, like wedding flowers, funeral flowers, or romance flowers, and you embed the video into the appropriate subpage on your website, devoted to that category. What is very important is to the video on YouTube, not to your home page URL, but to the subpage to which it belongs. Google then recognizes the high relevancy of the link—a factor that meets with approval from the search engine algorithms that determine rank on a results page.