

The block at the top had rollovers



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seo

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Harness the Power of Media: SEO for Videos

Posted on [October 21, 2010](#) by [admin](#)

As the web evolves, multimedia elements have become increasingly more popular. Not only do they offer an alternative platform to deliver your content, but it provides the user with a rich, interactive experience. Ignoring the opportunity to harness these elements for Search Engine Optimization would be a mistake, especially as technology continues to emerge that makes it easier to do so. Here, we will explore two of the most popular media components on the web today: videos and podcasts. Many of the standard SEO tools, like keywords, are used when optimizing video and podcasts for the web, you just have to learn how to apply old tricks to new platforms.



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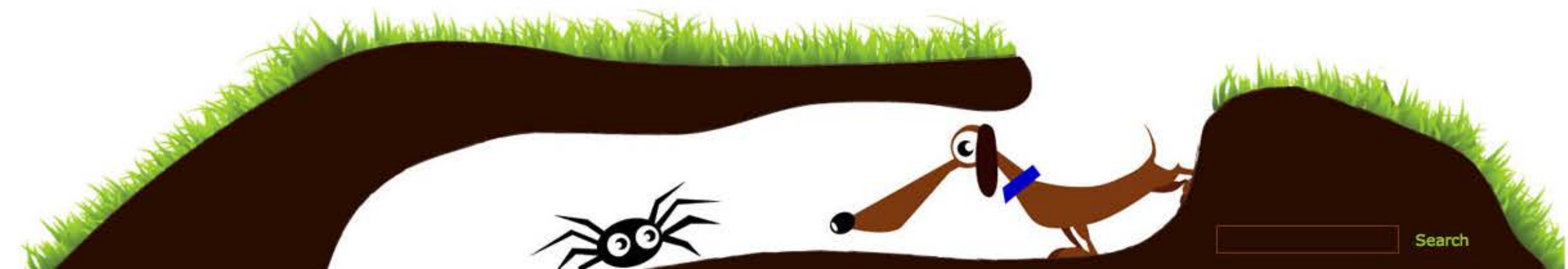
The Header



A variety of different dog poses were used at the top of the side panel



The Footer



Spotlight search

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