

C3

**Climbing the ranks:
Video SEO tips that will
get you discovered**

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What we'll cover...

- Why video needs to be incorporated into your content strategy
- How to conduct ideation and keyword research across multiple platforms
- How to optimise your videos for different platforms
- How to tie your videos back to your on-site content strategy

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**Why do we need to
incorporate video into our
content strategy?**

Video SEO

The SERPs are changing

AI overview

People also ask

Video pack

The screenshot shows a Google search result for "how to clean an oven". At the top, there's a search bar with the query and navigation icons. Below the search bar, there are tabs for "All", "Videos", "Images", "Shopping", "Web", "News", "Books", and "More".

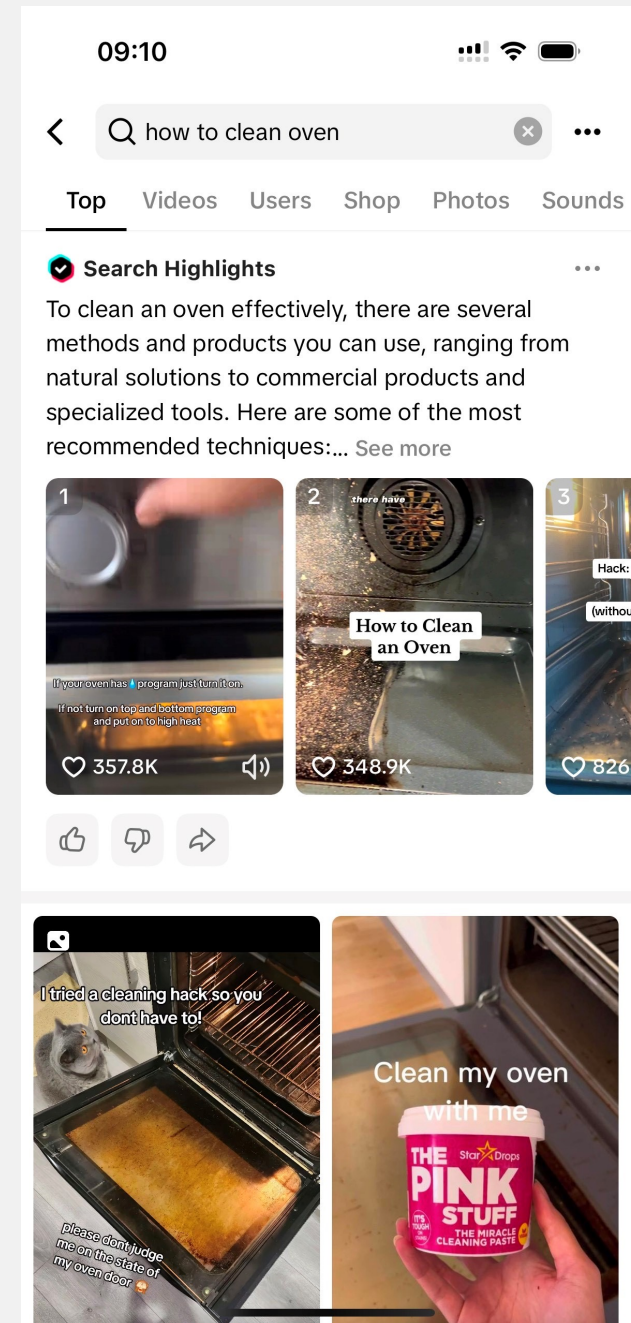
The main content area features an AI Overview section. It starts with a "Search Labs | AI Overview" header and a "Learn more" link. The overview text states: "To clean an oven, you can use a paste of baking soda and water, or try vinegar, salt, or a self-cleaning cycle." Below this, there's a sub-section titled "Baking soda and water" with a list of five steps: 1. Mix baking soda and water to form a paste. 2. Spread the paste on the oven's interior, avoiding the heating elements. 3. Let it sit for a few hours or overnight. 4. Wipe away the paste with a damp cloth. 5. For stubborn grime, spray with white vinegar and wipe again. A "Show more" button is located at the bottom of this section.

Below the AI overview, there are search results. The first result is from "The Kitchn" with the title "1 How to Clean an Oven Naturally, Baking Soda & Vinegar ...". The second result is from "hoover-home.com" with the title "2 How to Clean an Oven Quickly: 10 Simple Steps - Hoover".

On the right side of the search results, there is a "People also ask" section with five questions: "What is the best way to clean the inside of an oven?", "How do you clean a really dirty oven?", "Do baking soda and vinegar really clean ovens?", "What is the best homemade oven cleaner that works?", and a "Feedback" link. Below this is a "Videos" section with three video thumbnails and titles: "How to Clean an Oven (Non Self Cleaning)", "5 Tips to Clean Your Oven Like a Pro", and "How to Clean a Self Cleaning Oven". A "View all" button is at the bottom of the video pack.

At the bottom right, there is a "Keywords ideas" section with a "Copy" button and a list of related search terms: "how to clean an oven quickly", "how to clean oven without scrubbing", "how to clean an oven without chemicals", "how to clean an oven uk", "baking soda in oven dangerous", "how to clean an oven with baking soda", "how to clean an oven with oven cleaner", "how to clean an oven with self-clean", "oven cleaner", and "best oven cleaner". There is also a "Try this search on Yep!?" button and a link to "Sign up or check our free SEO tools."

- **40% of UK users** use TikTok as a search engine
- **One in five** of those are aged between 40-49
- This rises to **64% amongst Gen Z** users in the UK
- **Recipes, DIY projects, and product recommendations** are three key things people search for on TikTok



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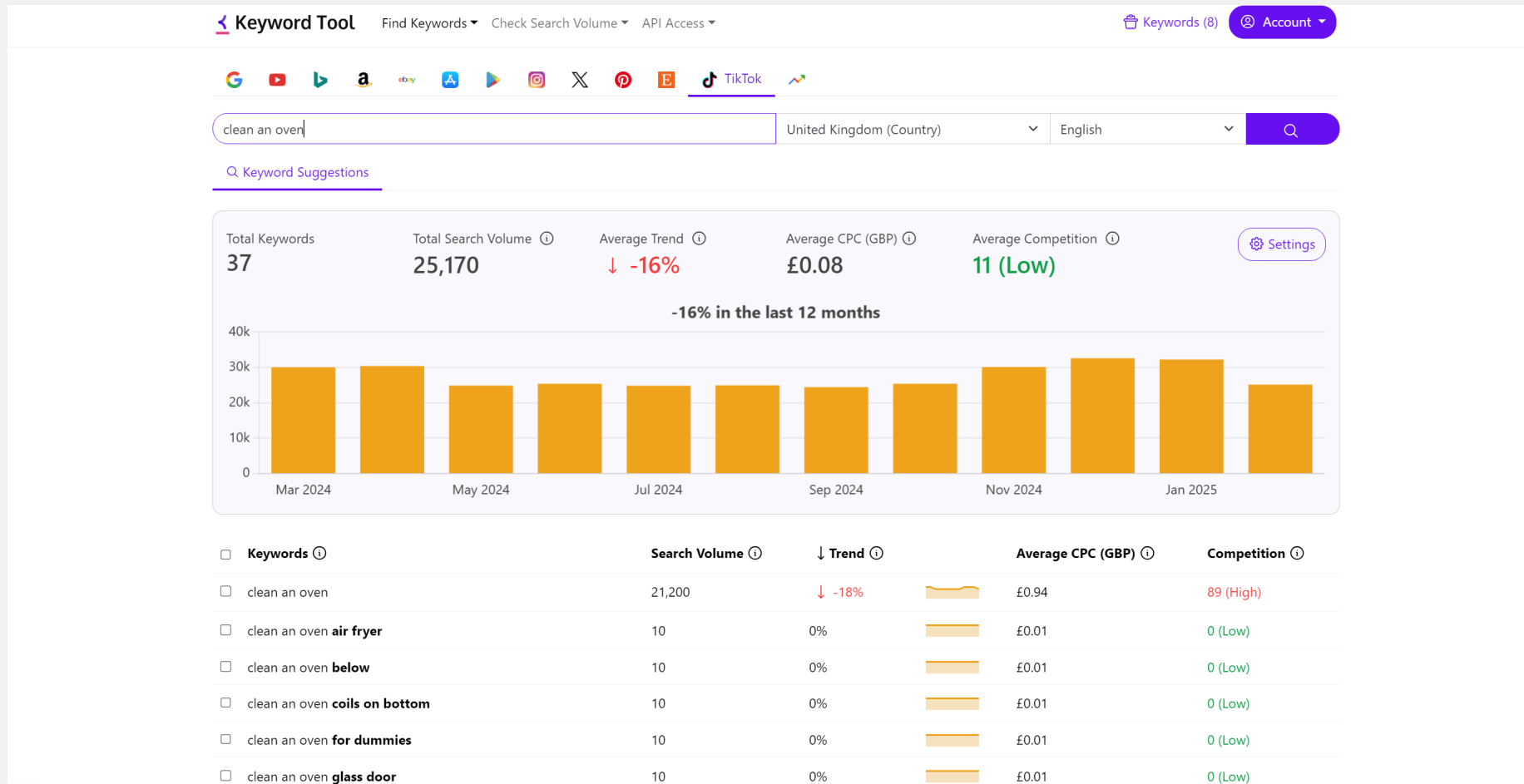
**Content strategies need to pivot to
ensure we're publishing content
where our audience is searching for
it.**

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**How do we conduct
ideation and keyword
research?**

Video SEO strategy

Keywordtool.io



Video SEO strategy

Ahrefs

☰ Matching terms ⓘ How to use

All terms Questions Mode Terms match Phrase match

Intents ▼ KD ▼ Volume ▼ Growth rate ▼ Growth forecast ▼ Lowest DR ▼ Traffic Potential ▼ Target ▼ SERP features: On SERP Not on SERP X Include: Any of 2 X First seen ▼ + More filters Presets ▼

Keywords Clusters by Parent Topic Clusters by terms

By terms ▼

848 keywords SV 73K GSV 255K

<input type="checkbox"/> Keyword	Intents	KD	SV	GR 12M	DD
<input type="checkbox"/> + oven cleaning near me	C T Local	5	4.5K		
<input type="checkbox"/> + self cleaning oven	C T	10	2.7K		
<input type="checkbox"/> + how to clean an oven	I	7	2.5K		
<input type="checkbox"/> + how to clean oven glass	I	0	1.5K		
<input type="checkbox"/> + oven clean	N C T	39	1.4K		
<input type="checkbox"/> + oven cleaning hacks	I	5	1.0K		
<input type="checkbox"/> + how to clean oven racks	I	1	1.0K		
<input type="checkbox"/> + oven cleaning service	C T	2	800		
<input type="checkbox"/> + cleaning oven	I	39	700		
<input type="checkbox"/> + clean oven with dishwasher tablet	I	6	700		
<input type="checkbox"/> + how to clean glass oven door	I	0	700		

On SERP
 Not on SERP

All features

- Featured snippet
- AI overview
- Local pack
- Sitelinks
- Top stories
- Image pack
- Videos
- Discussions and forums
- X (Twitter)
- Top ads
- Bottom ads
- Paid sitelinks
- Shopping ads
- Knowledge card
- Knowledge panel
- People also ask
- Thumbnail
- Video preview
- Shopping

Columns API Export

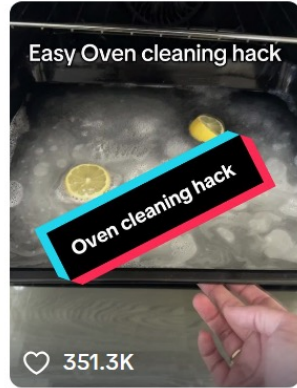
Parent Topic	SF	First seen	Updated
9 oven cleaning near me	3	17 Jan 2016	4 hours
3 pyrolytic oven	4	1 Sep 2015	3 hours
5 how to clean oven	6	1 Sep 2015	7 hours
1 how to clean oven glass door	6	11 Sep 2015	5 days
7 oven cleaning	6	1 Sep 2015	3 days
0 oven cleaning hacks	2	2 Sep 2015	3 days
8 how to clean oven racks	3	4 Sep 2015	4 days
0 oven cleaning	3	2 Sep 2015	6 days
5 best way to clean oven	2	2 Sep 2015	3 days
A put a dishwasher tablet in your oven overnight and see what happens	4	23 Sep 2016	5 days
5 how to clean glass oven door	5	15 Sep 2015	5 days

Food and Drink > Food Tutorials > Dish Tutorials > Other Food Tutorials

Best Way to Clean Oven ▾



#clean #oven #hack...
momamjm 9M



Easy oven cleaning ha...
turkish.mu... 17.5M



How I Deep Cleaned...
cleanwithb... 17.5M



Today I will show you...
edgecleani... 300K



I am so impressed how...
newtomu... 621.6K



We love a good grea...
notthewo... 348.7K

Related to Best Way to Clean Oven

Video SEO strategy

Mapping out questions people are searching for with content

- Oven cleaning hacks
- Oven vs air fryer: which is best?
- Why is my oven door not closing properly?
- How to install a cooker hood
- How to clean my cooker head filter
- Cooker hood cleaning hacks

YouTube searches

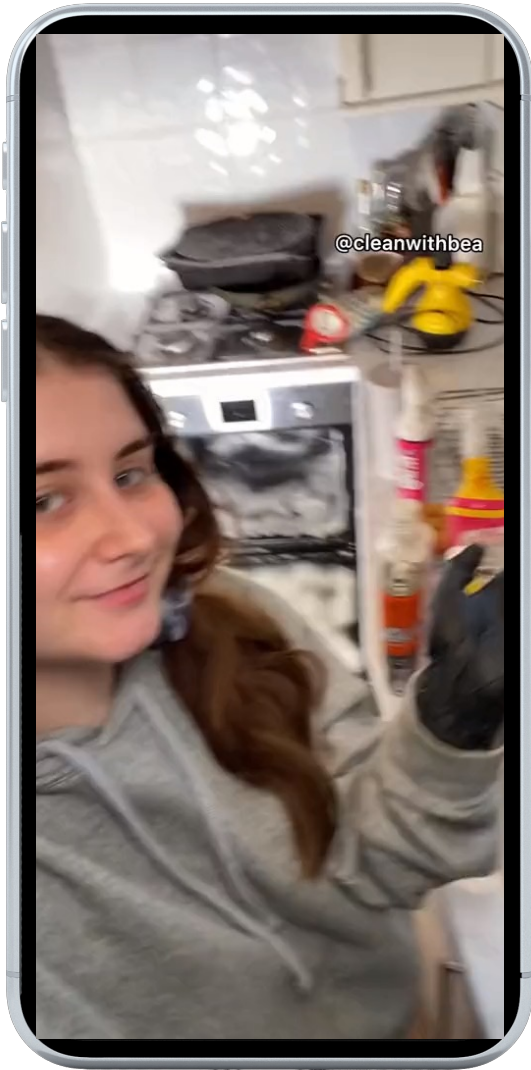
Keyword	Search Volume
Oven cleaning hacks	1500
Oven cleaning with baking soda and vinegar	680
Oven vs air fryer	240
Oven door not closing properly	200
How to fix oven hood	100
How to install cooker hood	70

TikTok searches

Keyword	Search Volume
Oven cleaning	21200
Cooker hood filter	4200
Cooker hood installation	1000
Oven cleaning hacks	1000
Cooker hood cleaning	460
How to protect your cooker hood	10

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**How do we optimise our
videos?**



532 views 31 Oct 2024 #homediy #interiorstyle #interiordesign

On this episode of 'On the Floor with Jo', we're breaking down carpet confusion as we explain the difference between saxony vs twist carpets. Find out what sets the two most popular carpets apart and explore the benefits and considerations to find the right carpet for you.

With so many different types of carpets to choose from, it's easy to become overwhelmed by your options. Whether you're looking for something that feels plush and luxurious or something soft yet practical, we'll help you understand how to choose between twist or saxony carpet.

We'll run through the composition of saxony carpet and why it feels so sumptuously soft. We'll also explain how twist carpets are designed to be more durable for busy households and high-traffic areas, while still offering that quality feel.

After we explore the benefits of saxony and twist, we'll cover how to care for each carpet and keep it in great condition. Learn more about which rooms they're most suitable for, from bedrooms to family rooms.

See and feel the difference for yourself by visiting your local Tapi store. Book a store appointment for a chat with one of our flooring experts and get personalised recommendations based on what you're looking for. We'll help you find the perfect carpet for your home from our wide range of samples. Plus, arranging a fitting is easy with our local carpet fitters.

Visit the Tapi website for more carpet advice and information:

Book a free home visit: <https://www.tapi.co.uk/book-a-home-visit>

Book a free store appointment: <https://www.tapi.co.uk/book-a-store-a...>

Order free carpet samples: <https://www.tapi.co.uk/samples-basket>


Browse our saxony carpet options: <https://www.tapi.co.uk/carpet/saxony>


Learn more about saxony carpets: <https://www.tapi.co.uk/the-ideas-hub/...>


Shop our twist carpet range: <https://www.tapi.co.uk/carpet/twist>


Explore the benefits of twist carpet: <https://www.tapi.co.uk/the-ideas-hub/...>

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#saxonycarpet #twistcarpet #homedecor #flooringideas #homediy #interiordesign #interiorstyle #homedesign #flooringoptions #homeimprovement

Featured places

See more information in Google Maps



Tapi Carpets & Floors
Flooring Shop
4.8 ★ (69)

Details 

Transcript

Follow along using the transcript.

Show transcript

Optimising videos for social search

YouTube

Optimise title tags (60 char)

Engaging descriptions with keywords woven in (up to 5,000 char)

Add in clear CTAs to your description

Include relevant hashtags

Add in closed captions

Include a link to your transcript

Quality thumbnails

Timestamps for longer videos

TikTok

Say keywords in the video

Add keywords as on-screen text

Include keywords in the video description

Include relevant, trending hashtags

Underpinned by likes, comments, and shares

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**How do we tie videos back
to our on-site content?**



Vinyl vs lino

If you're unsure about the difference between vinyl and lino, this guide will help to clear up any confusion with in-depth information and the benefits of both in your home.

[Read More >](#)



Engineered wood vs laminate

Are you struggling to choose between engineered wood and laminate? We don't blame you; they're both amazing options for pretty much every space in the house! But if you're looking for a way to decide, this guide is for you.

[Read More >](#)



What is a saxony carpet?

Imagine stepping out of bed and sinking your toes into the softest, deepest, and most luxurious carpet – that's a saxony carpet.

[Read More >](#)



What is a twist pile carpet?

Practical, firm and family-friendly, a cut pile twist carpet is a good all-rounder. It works hard – but it plays hard, too!

[Read More >](#)

Video SEO strategy

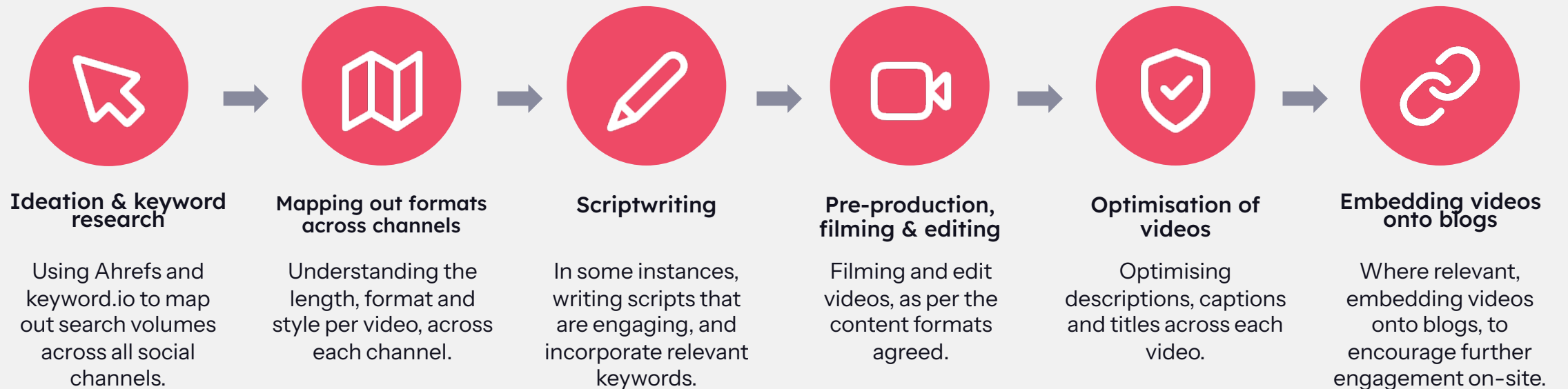
Mapping out existing on-site content

Embedding a video on-page can increase engagement metrics, which in turn can boost your keyword rankings. However:

- Only embed videos that are relevant, and actively talk about the topic your page/blog is about.
- Best practice is to host the video on your site or on Vimeo as there are no ads – BUT the benefit of hosting your YouTube video is potentially more clicks to your channel.

Video SEO

How the video process works in practice



CONNECTIVE3

Ready to get started?
Contact us today

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