

## Video Location Optimization with YouTube

With 1 in every 5 search results comprising video, video optimization is important to obtain higher rankings.

For organizations which have a network of retailers, franchisees or agents YouTube offers the ability to optimize video on locations.

As pictured below, when a user uploads a video on YouTube, there is the option to use Google Map to specify where the video was recorded and the date of recording.

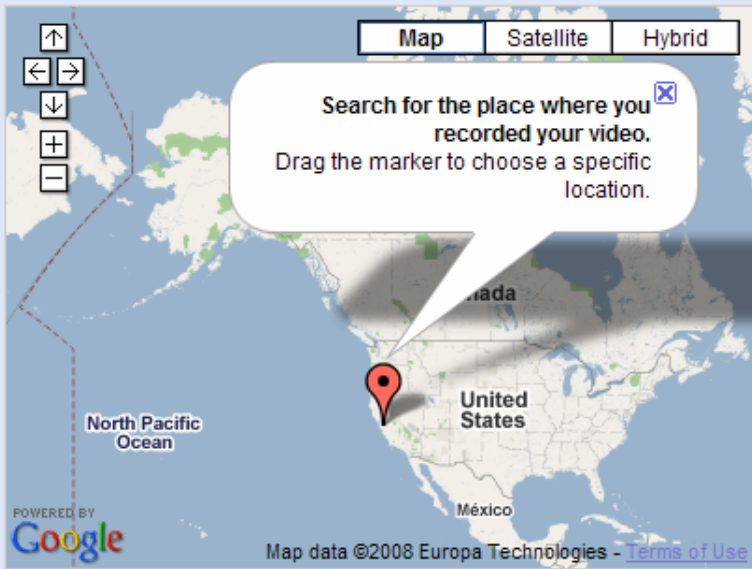


**Broadcast Options:** Public by default [choose options](#)

**Date and Map Options:** [close](#)

Date Recorded: --- ▾ --- ▾ --- ▾ Today Clear

Map Video:  Search Clear



Map data ©2008 Europa Technologies - [Terms of Use](#)

Source: [http://www.youtube.com/my\\_videos\\_upload](http://www.youtube.com/my_videos_upload)

**For further information, contact:**

Richard Andrus  
San Francisco  
Email: [richard.andrus@searchforecast.com](mailto:richard.andrus@searchforecast.com)  
Telephone: 925.465.1221

Marc Phillips  
Email: [marc.phillips@searchforecast.com](mailto:marc.phillips@searchforecast.com)  
Telephone: 415.606.0900

**Disclaimer**

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organizations referred to.