

 Chris Berkley

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Integrating WordPress & YouTube For Better SEO

[ChrisBerkley.com/wccincy](http://ChrisBerkley.com/wccincy)

# About Chris (Me)

- Founded my own [SEO/Analytics consultancy](#) in March 2017
- Create YouTube videos on SEO, Analytics, Content & more
- Business site, personal sites and client sites hosted on WordPress



# Why Integrate YouTube & WordPress?

# Why?

1. Better return on investment
2. More market share
3. Better user experience
4. YouTube and WordPress MADE for each other

# How? Four Part Process

1. Optimize YouTube videos
2. Adding to WordPress
3. Adding Schema (Structured Data)
4. Results & Impact

“Search engines can’t watch  
videos.”

# Optimizing YouTube



# 0. Keyword Research

## Before anything:

- Perform research
- Develop a list of relevant keywords
- Match keywords to videos

## Resources:

- [Hubspot](#)
- [Moz](#)

## Tools:

- [Keywordtool.io](#)
- [Answer The Public](#)

# 1. Titles

Include a descriptive, keyword-rich title.

Why should someone watch this video?

What Are Redirect Chains? Explanation With Visuals

What Are Redirect Chains? Explanation With V... ⌚ ➦

## What Are Redirect Chains?

for SEO

YouTube Video Title

ChrisBerkley.com

Basic info

Translations

Advanced settings

What Are Redirect Chains? Explanation With Visuals

[This is part one of a two-part series on redirect chains. Part one explains what they are and their implications for SEO while part two will show you how to find them.]

# 2. Descriptions

Include a detailed,  
keyword-rich description.

Include a link to your site.

Include links to other  
videos if appropriate.



Chris Berkley

Published on Jan 7, 2017

EDIT VIDEO

[This is part one of a two-part series on redirect chains. Part one explains what they are and their implications for SEO while part two will show you how to find them.]

Part One: <https://www.youtube.com/watch?v=PRAMc...>

Part Two: <https://www.youtube.com/watch?v=uOchS...>

What is a redirect chain? A redirect chain occurs when there is more than one redirect between the initial URL and the destination URL. When a URL is redirected, it should have a single 301 redirect in place. Most redirect chains happen inadvertently for one of two reasons:

Reason #1: Redirect chains are built over time. URL A is redirected to URL B, then a year later URL B is redirected to URL C.

Reason #2: A combination of HTTPS vs. HTTP, www vs. non-www and trailing slash vs. non-trailing slash redirects results in site-wide redirect issues. Commonly done during website migrations or relaunches where redirects are built in series instead of in parallel.

For more SEO/digital marketing tips, subscribe to this channel and visit <https://chrisberkley.com/>



## 2. Descriptions

Only two lines are immediately visible. Make them count!



**Chris Berkley**

Published on Jan 7, 2017

EDIT VIDEO

[This is part one of a two-part series on redirect chains. Part one explains what they are and their implications for SEO while part two will show you how to find them.]

SHOW MORE

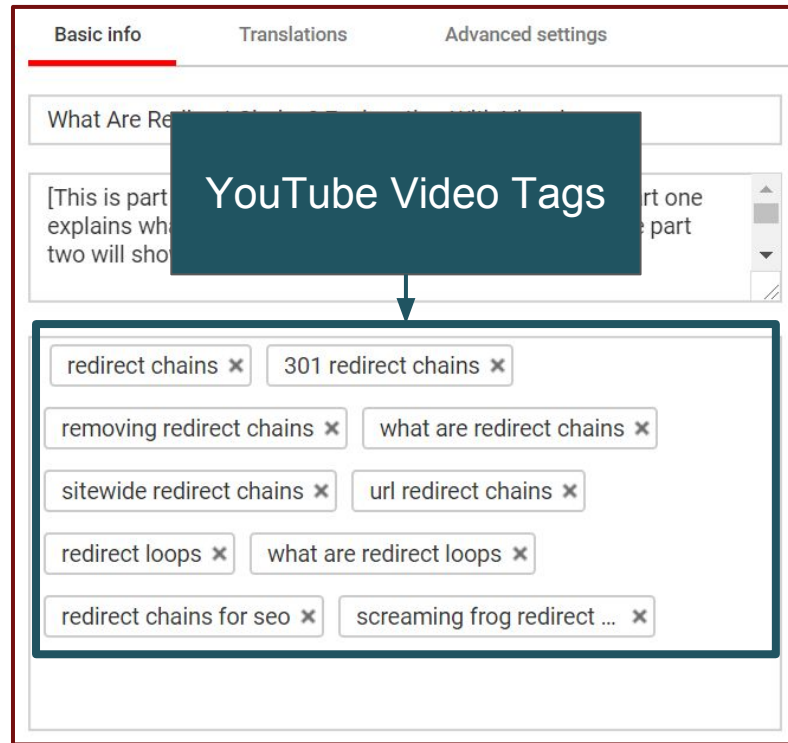


# 3. Tags

Tags help YouTube classify & organize video content.

Stuff tags full of keywords.

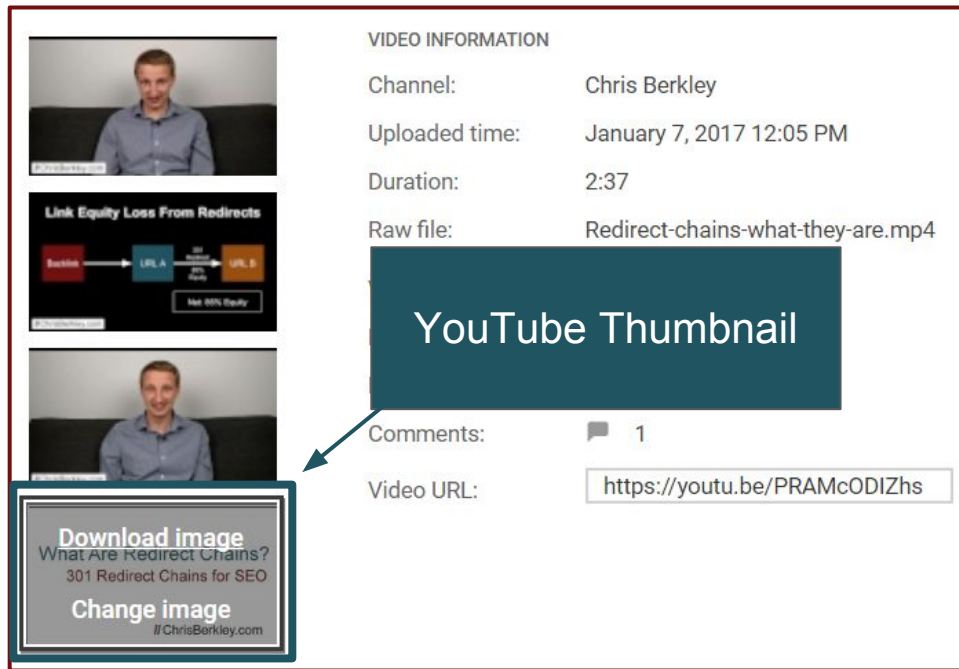
Minimum: 5-10 tags.



# 4. Thumbnails

Include a Thumbnail image.

Can be done when uploading, or after.



The screenshot displays a YouTube video player interface. On the left, there are three video thumbnails. The top thumbnail shows a man in a blue shirt. The middle thumbnail is a diagram titled "Link Equity Loss From Redirects" showing a flow from "Domain" to "URL A" to "URL B" with a note "Not 100% Equity". The bottom thumbnail is a video of the same man. Below the thumbnails is a "Download image" button with the text "What Are Redirect Chains? 301 Redirect Chains for SEO" and a "Change image" button with the text "ChrisBerkley.com". On the right, the "VIDEO INFORMATION" section lists: Channel: Chris Berkley, Uploaded time: January 7, 2017 12:05 PM, Duration: 2:37, and Raw file: Redirect-chains-what-they-are.mp4. Below this is a large dark blue box with the text "YouTube Thumbnail". At the bottom right, the "Comments" section shows 1 comment, and the "Video URL" is <https://youtu.be/PRAMcODIZhs>. A blue arrow points from the "YouTube Thumbnail" box to the bottom thumbnail.

VIDEO INFORMATION

Channel: Chris Berkley

Uploaded time: January 7, 2017 12:05 PM

Duration: 2:37

Raw file: Redirect-chains-what-they-are.mp4

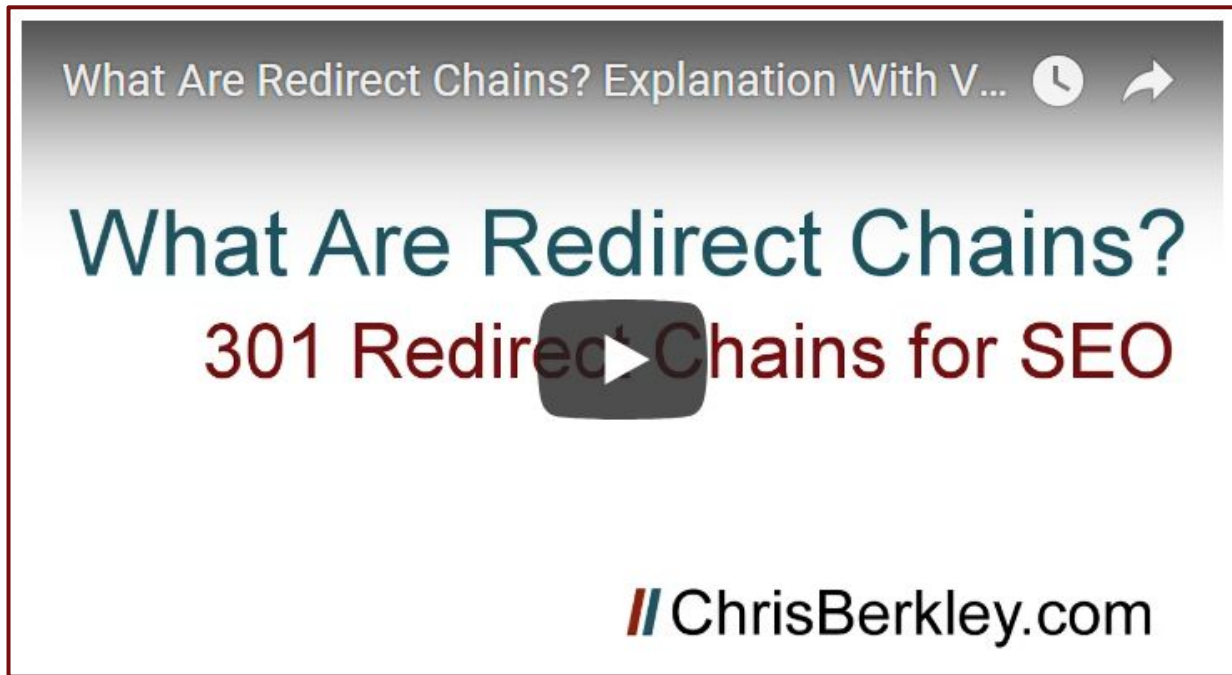
YouTube Thumbnail

Comments: 1

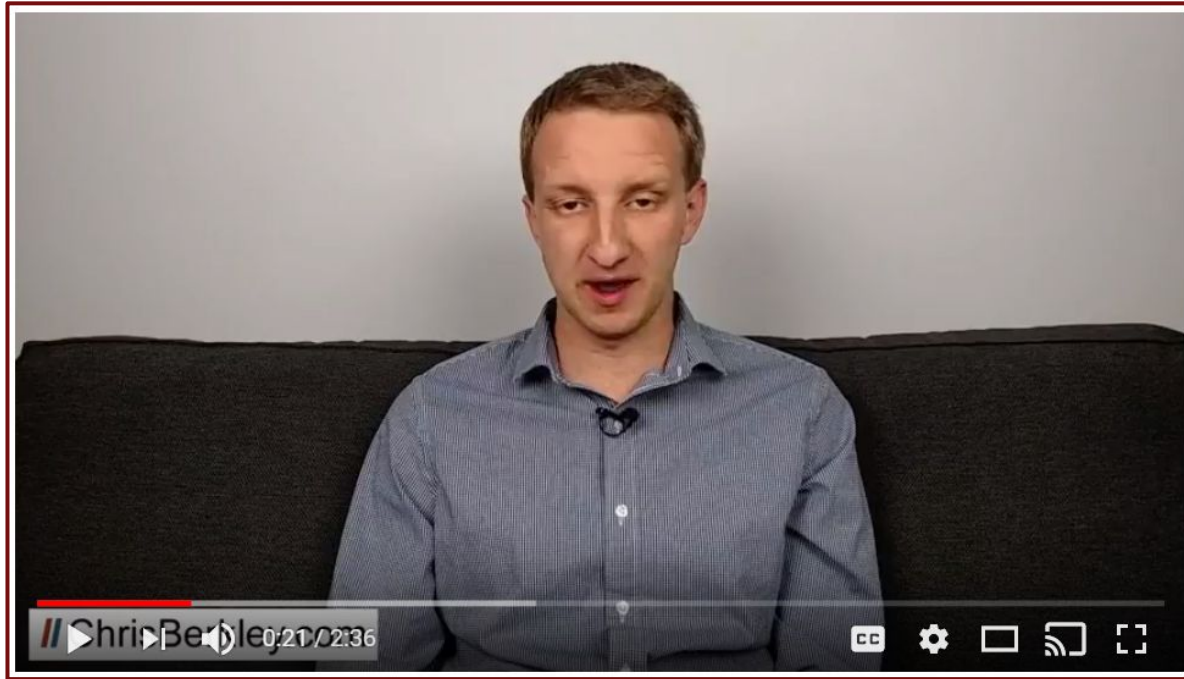
Video URL: <https://youtu.be/PRAMcODIZhs>

Download image  
What Are Redirect Chains?  
301 Redirect Chains for SEO  
Change image  
ChrisBerkley.com

# 4. Thumbnails



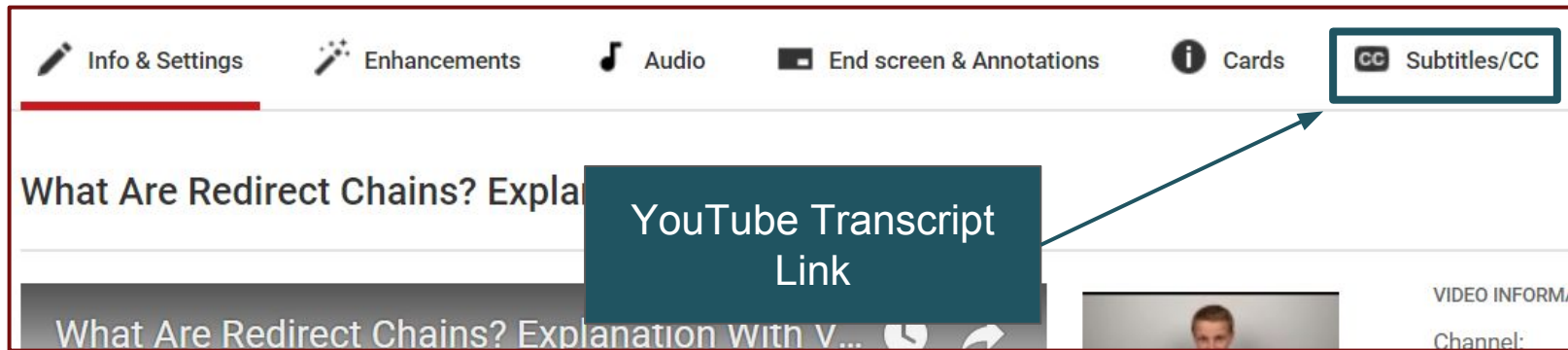
# 4. Thumbnails





# 5. Transcripts

Transcripts help search engines and disabled viewers consume video content.



# 5. Transcripts

YouTube  
automatically  
generates transcripts.

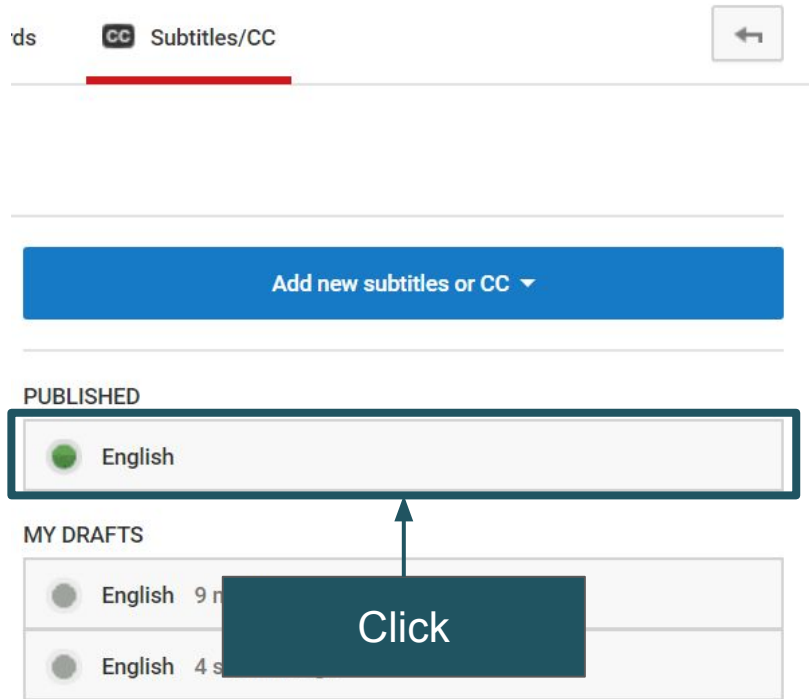
They're not great.



# 5. Transcripts

Use those automatically generated transcripts.

Edit grammar & spelling.



# 5. Transcripts

View published subtitles and CC: English

Subtitles/CC source: Chris Berkley

1. Click This

Edit

Unpublish

Actions ▾

2. Edit These

0:00.0 Hi there, I'm Chris Berkley and I'm a  
0:02.2

0:02.2 digital marketing consultant. In this  
0:03.9

0:03.9 video we'll be discussing redirect  
0:05.6

0:05.6 chains. I've broken this video into two  
0:07.7 parts.

0:07.7 In the first part we'll talk  
0:09.4

What Are Redirect Chains? Explanation With Visuals



# 6. Engagement

## Improve rankings with:

- Views
- Shares
- Likes
- Links

## Tactics:

- Share your video on social media.
- Embed it on pages.
- Distribute via email.

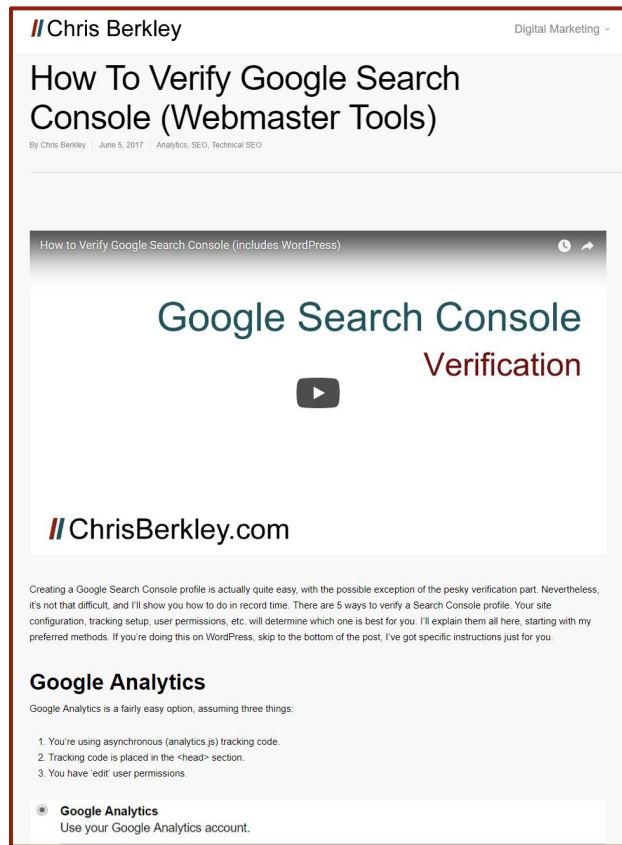
# Embedding on WordPress

“If you’re creating YouTube videos, why NOT post them on your site?”

# Embedding Videos (On Posts & Pages)

## Advantages:

- Additional views
- Better user experience
- More engaging content
- More engagement on videos

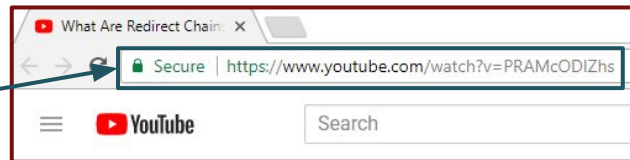




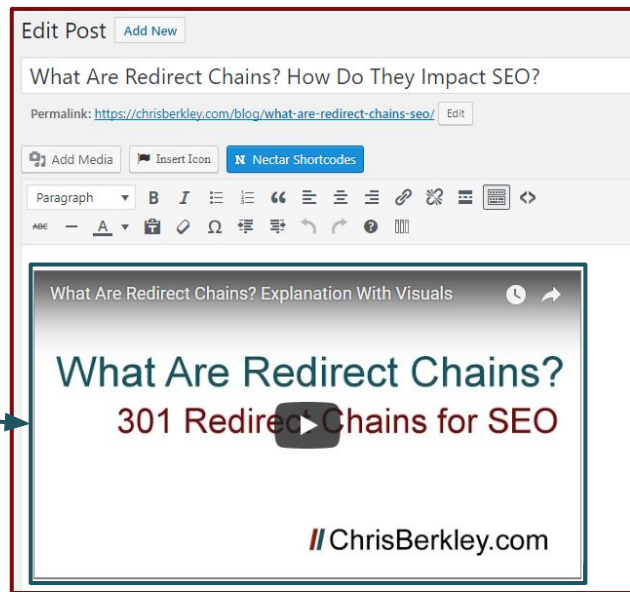
# How To Embed Videos

1. Edit/Create Post/Page
2. Copy YouTube URL.
3. Paste YouTube URL.
4. Publish or Update.
5. Done!

Copy



Paste



“Search engines can’t watch  
videos.”

# On-Page Content

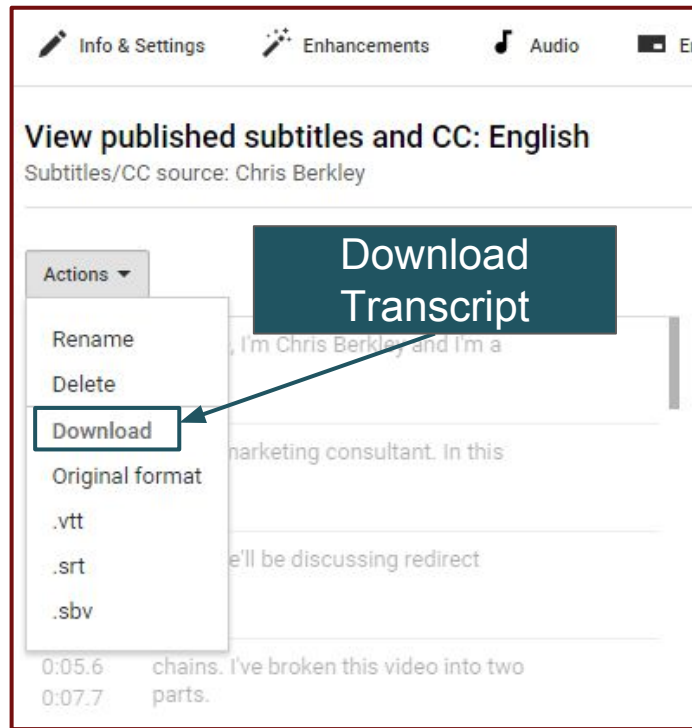
- Do you already have page content?
- Can you create it?
- Awesome!
- Optimize with H headings, internal links, etc.

## Integrating WordPress & YouTube For Better SEO

- Why Integrate YouTube & WordPress?
- YouTube Optimization
  - Keyword Research
  - Titles
  - Descriptions
  - Tags
  - Thumbnails
  - Transcripts
  - Views
- Embedding on WordPress
  - How To Embed Videos
  - On-Page Content
  - Video Placement On-Page
- Schema (Structured Data) Markup
  - What Is Schema Markup?
  - Important Schema Fields
  - Testing Schema
- Results & Impact

# On-Page Content

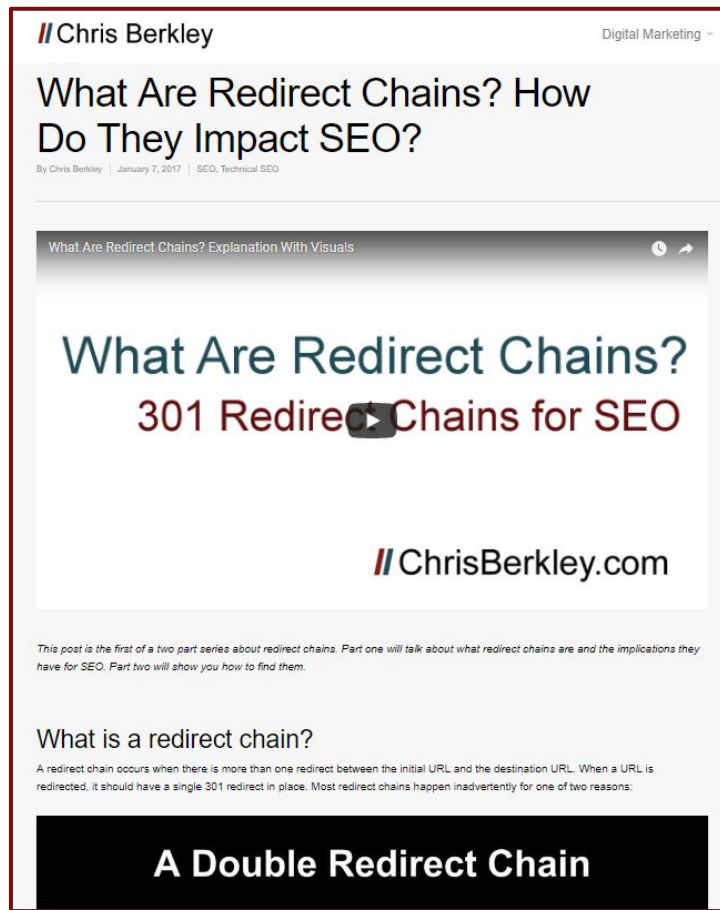
- Can't create page content?
- Consider using the video transcript.
- Not ideal, better than nothing.



# Video Placement

## Where To Embed?

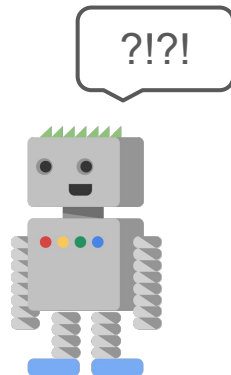
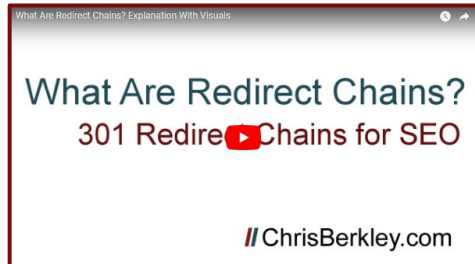
- Top of page
- In relevant paragraphs
- Multiple videos



# Schema Markup (Structured Data)

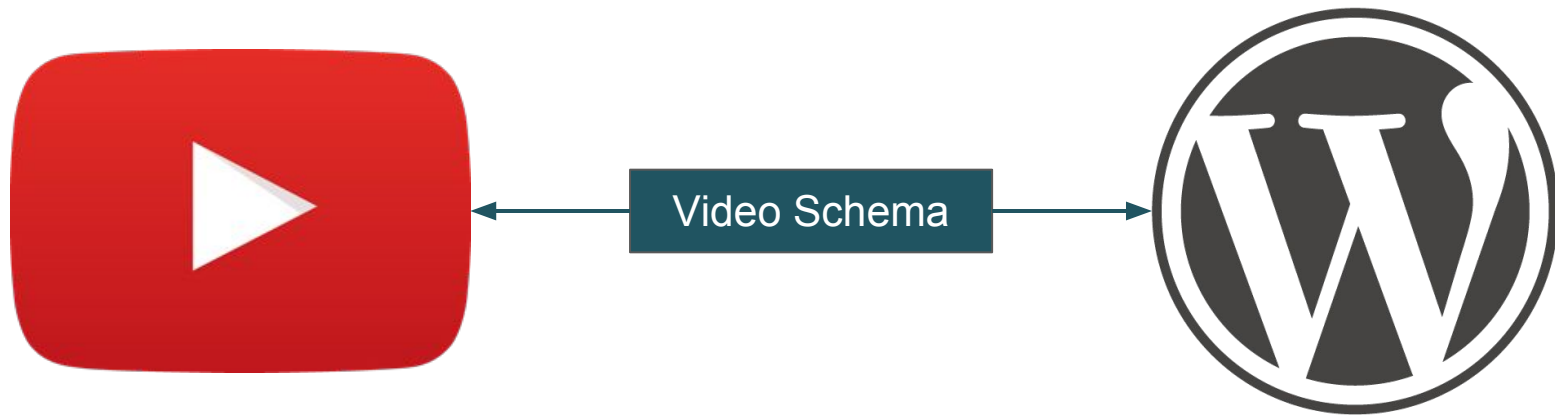
# What Is Schema Markup?

- HTML or JavaScript
- Specifies important types of information for search engines
- Not for people



# Schema Markup

Schema is the critical link between YouTube & WordPress





# Important Schema Fields

- Name
- Description
- Thumbnail URL
- Upload Date
- Duration
- Embed URL

```
1 <script type="application/ld+json">{  
2   "@context": "http://schema.org",  
3   "@type": "VideoObject",  
4   "name": "What Are Redirect Chains? Explanation With  
Visuals",  
5   "description": "This is part one of a two-part series  
on redirect chains. Part one explains what they are and  
their implications for SEO while part two will show you  
how to find them.",  
6   "thumbnailUrl": "https://chrisberkley.com/wp-  
content/uploads/2017/01/what-are-redirect-chains-  
thumbnail.jpg",  
7   "uploadDate": "2017-01-07",  
8   "duration": "PT2M36S"  
9 }</script>
```

Full list available at [Schema.org/VideoObject](https://schema.org/VideoObject)

# Schema Generator

So I need to know HTML  
or Javascript? **No**

Schema generator  
automatically creates  
markup for you

[Schema Generator \(Google Sheet\)](#)

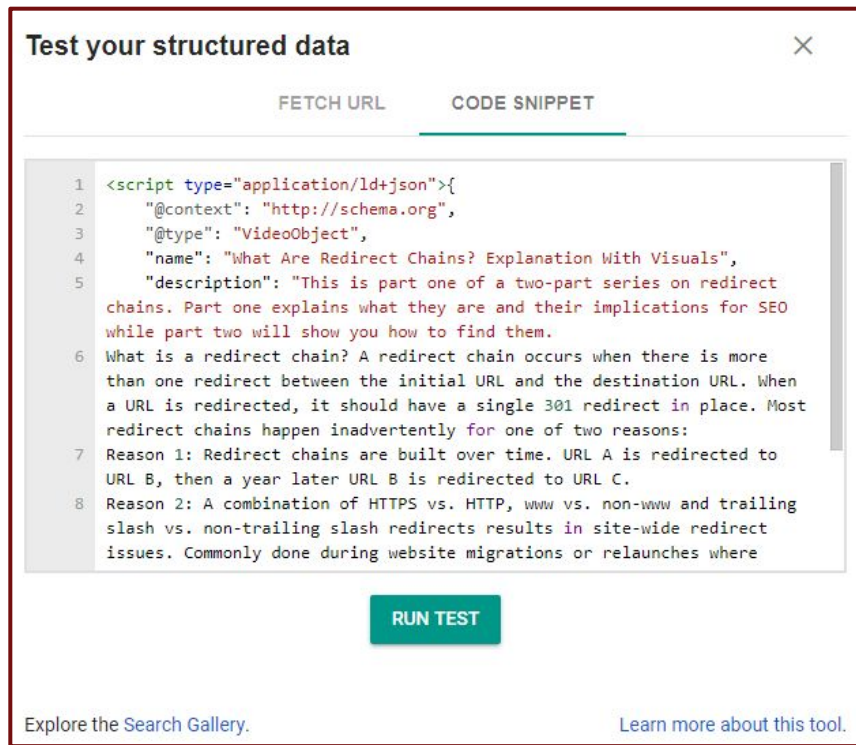
 Chris Berkley

URL:	<a href="https://www.youtube.com/watch?v=cNQCMFXcWQc">https://www.youtube.com/watch?v=cNQCMFXcWQc</a>
Content	<code>&lt;script type="application/ld+json"&gt;</code>
Type	<code>{</code>
Name	<code>"@context": "http://schema.org",</code> <code>"@type": "VideoObject",</code> <code>"name": "How to Verify Google Search Console (includes WordPress)",</code> <code>"description": "Find out how to use one of five different options to verify the Google Search Console account for your site (includes specific instructions for WordPress). Google Search Console provides critical data about how Googlebot interacts with your site including keyword and click data, the opportunity to submit XML sitemaps, crawling &amp; indexation data, and more. Follow this how to guide to learn how to verify Google Search Console so you can have access to these insights. For more visit my website: <a href="https://chrisberkley.com/blog/how-to-...">https://chrisberkley.com/blog/how-to-...</a> Also make sure to setup and verify Bing Webmaster tools: <a href="https://chrisberkley.com/blog/setup-v-...">https://chrisberkley.com/blog/setup-v-...</a> Subscribe to this channel and follow me on Twitter for more about digital marketing and SEO: <a href="https://twitter.com/berkleybikes">https://twitter.com/berkleybikes</a>",</code>
Description	<code>"thumbnailUrl": "https://i.ytimg.com/vi/cNQCMFXcWQc/maxresdefault.jpg",</code>
Thumbnail URL	<code>"uploadDate": "2017-07-30",</code>
Upload Date	<code>"duration": "PT3M57S",</code>
Duration	<code>"embedUrl": "https://www.youtube.com/embed/cNQCMFXcWQc"</code>
Embed URL	<code>}</code> <code>&lt;/script&gt;</code>

# Testing Schema

## Structured Data Testing Tool

- Highlights errors in Schema markup



# Testing Schema

Google Structured Data Testing Tool

NEW TEST

0 ERRORS 0 WARNINGS

VideoObject

VideoObject

@type	VideoObject
name	What Are Redirect Chains? Explanation With Visuals
description	This is part one of a two-part series on redirect chains. Part one explains what they are and their implications for SEO while part two will show you how to find them. What is a redirect chain? A redirect chain occurs when there is more than one redirect between the initial URL and the destination URL. When a URL is redirected, it should have a single 301 redirect in place. Most redirect chains happen inadvertently for one of two reasons: Reason 1: Redirect chains are built over time. URL A is redirected to URL B, then a year later URL B is redirected to URL C. Reason 2: A combination of HTTPS vs. HTTP, www vs. non-www and trailing slash vs. non-trailing slash redirects results in site-wide redirect issues. Commonly done during website migrations or relaunches where redirects are built in series instead of in parallel.
thumbnailUrl	https://chrisberkley.com/wp-content/uploads/2017/01/what-are-redirect-chains-thumbnail.jpg
uploadDate	2017-01-07
duration	PT2M36S
embedUrl	https://www.youtube.com/embed/PRAMcODiZhs

```
1 <script type="application/ld+json">{
2   "@context": "http://schema.org",
3   "@type": "VideoObject",
4   "name": "What Are Redirect Chains? Explanation With Visuals",
5   "description": "This is part one of a two-part series on redirect chains. Part one explains what they are and their
6   implications for SEO while part two will show you how to find them. What is a redirect chain? A redirect chain occurs when there is more than one redirect between the initial URL and the
7   destination URL. When a URL is redirected, it should have a single 301 redirect in place. Most redirect chains happen
8   inadvertently for one of two reasons:
9   Reason 1: Redirect chains are built over time. URL A is redirected to URL B, then a year later URL B is redirected to URL C.
10  Reason 2: A combination of HTTPS vs. HTTP, www vs. non-www and trailing slash vs. non-trailing slash redirects results in
11  site-wide redirect issues. Commonly done during website migrations or relaunches where redirects are built in series instead
12  of in parallel.",
13  "thumbnailUrl": "https://chrisberkley.com/wp-content/uploads/2017/01/what-are-redirect-chains-thumbnail.jpg",
14  "uploadDate": "2017-01-07",
15  "duration": "PT2M36S",
16  "embedUrl": "https://www.youtube.com/embed/PRAMcODiZhs"
17 }</script>
```

# Testing Schema

Google Structured Data Testing Tool

Here it is

```
1 <script type="application/ld+json">{
2   "@context": "http://schema.org",
3   "@type": "VideoObject",
4   "name": "What Are Redirect Chains? Explanation With Visuals"
5   "description": "This is part one of a two-part series on redirect chains. Part one explains what they are and their implications for SEO while part two will show you how to find them."
6   "What is a redirect chain? A redirect chain occurs when there is more than one redirect between the initial URL and the destination URL. When a URL is redirected, it should have a single 301 redirect in place. Most redirect chains happen inadvertently for one of two reasons:
7   Reason 1: Redirect chains are built over time. URL A is redirected to URL B, then a year later URL B is redirected to URL C.
8   Reason 2: A combination of HTTPS vs. HTTP, www vs. non-www and trailing slash vs. non-trailing slash redirects results in site-wide redirect issues. Commonly done during website migrations or relaunches where redirects are built in series instead of in parallel.",
9   "thumbnailUrl": "https://chrisberkley.com/wp-content/uploads/2017/01/what-are-redirect-chains-thumbnail.jpg",
10  "uploadDate": "2017-01-07",
11  "duration": "PT2M36S",
12  "embedUrl": "https://www.youtube.com/embed/PRAMcODIZhs"
13 }</script>
```

Uh-oh

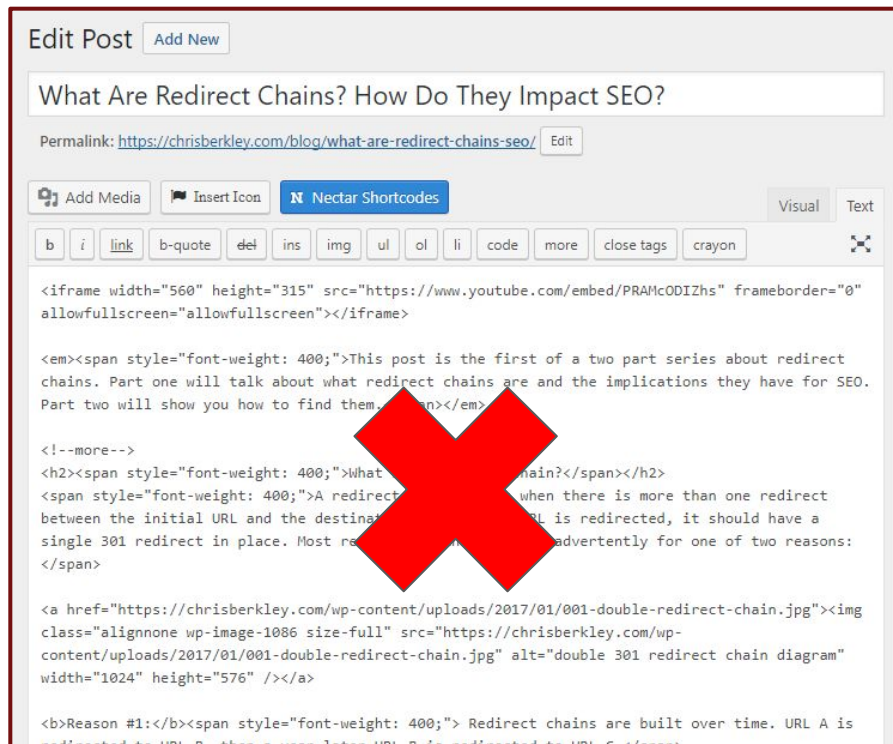
Uncategorized Errors

1 ERROR

JSON-LD Missing ',' or ']' in object declaration.

# Adding Schema

- Don't use the WYSIWYG editor
- Tempting!
- Not reliable for Schema

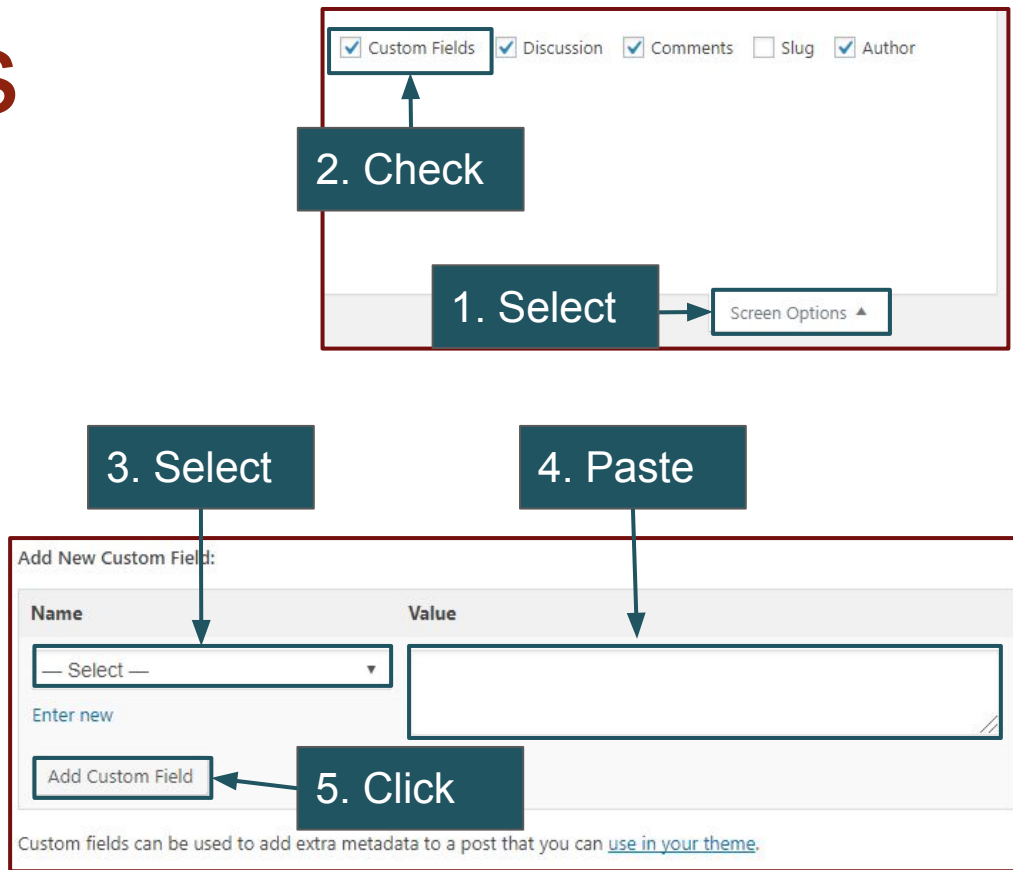




# Custom Fields

- Use Custom Fields
- Bottom of post/page
- Can be setup specifically for Schema

[Torque Mag guide to custom fields](#)




# Testing Schema (Again)

## Structured Data Testing Tool

- Test again with live content
- “Fetch URL”

### Test your structured data

FETCH URLCODE SNIPPET

 <https://chrisberkley.com/blog/what-are-redirect-chains-seo/>

RUN TEST

[Explore the Search Gallery.](#)[Learn more about this tool.](#)



# Testing Schema

Google Structured Data Testing Tool

NEW TEST

0 ERRORS 0 WARNINGS

VideoObject

@type

VideoObject

name

What Are Redirect Chains? Explanation With Visuals

description

This is part one of a two-part series on redirect chains. Part one explains what they are and their implications for SEO while part two will show you how to find them. What is a redirect chain? A redirect chain occurs when there is more than one redirect between the initial URL and the destination URL. When a URL is redirected, it should have a single 301 redirect in place. Most redirect chains happen inadvertently for one of two reasons: Reason 1: Redirect chains are built over time. URL A is redirected to URL B, then a year later URL B is redirected to URL C. Reason 2: A combination of HTTPS vs. HTTP, www vs. non-www and trailing slash vs. non-trailing slash redirects results in site-wide redirect issues. Commonly done during website migrations or relaunches where redirects are built in series instead of in parallel.

thumbnailUrl

https://chrisberkley.com/wp-content/uploads/2017/01/what-are-redirect-chains-thumbnail.jpg

uploadDate

2017-01-07

duration

PT2M36S

embedUrl

https://www.youtube.com/embed/PRAMcODiZhs

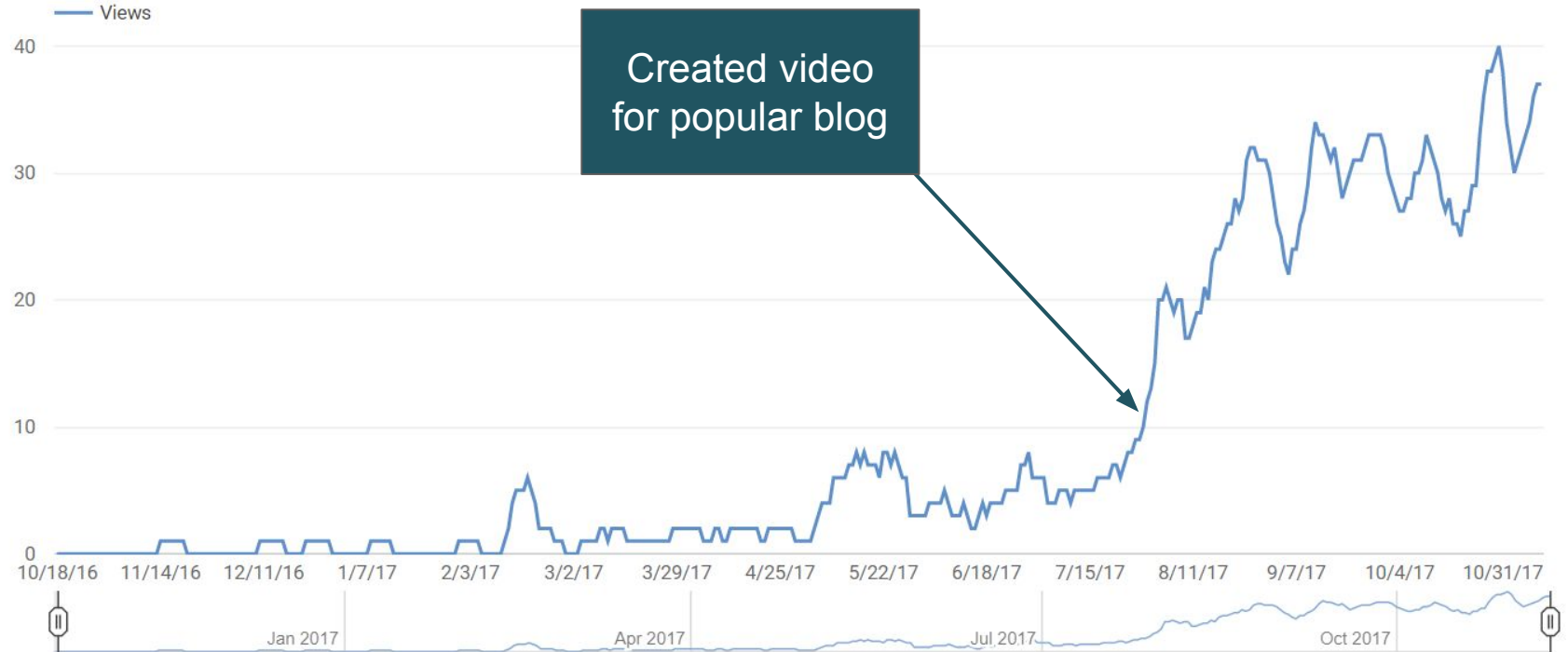
```
1 <script type="application/ld+json">{
2   "@context": "http://schema.org",
3   "@type": "VideoObject",
4   "name": "What Are Redirect Chains? Explanation With Visuals",
5   "description": "This is part one of a two-part series on redirect chains. Part one explains what they are and their
6   implications for SEO while part two will show you how to find them. What is a redirect chain? A redirect chain occurs when there is more than one redirect between the initial URL and the
7   destination URL. When a URL is redirected, it should have a single 301 redirect in place. Most redirect chains happen
8   inadvertently for one of two reasons:
9   Reason 1: Redirect chains are built over time. URL A is redirected to URL B, then a year later URL B is redirected to URL C.
10  Reason 2: A combination of HTTPS vs. HTTP, www vs. non-www and trailing slash vs. non-trailing slash redirects results in
11  site-wide redirect issues. Commonly done during website migrations or relaunches where redirects are built in series instead
12  of in parallel.",
13  "thumbnailUrl": "https://chrisberkley.com/wp-content/uploads/2017/01/what-are-redirect-chains-thumbnail.jpg",
14  "uploadDate": "2017-01-07",
15  "duration": "PT2M36S",
16  "embedUrl": "https://www.youtube.com/embed/PRAMcODiZhs"
17 }</script>
```

# Results & Impact

# Impact

- Better user experience
- Better video rankings in search results
- Increased video views
- Greater market share (multiple positions) in search results.

# Increased Video Views



# Impact

Organic result

What Are Redirect Chains? How Do They Impact SEO? - Chris Berkley

<https://chrisberkley.com/blog/what-are-redirect-chains-seo/> ▼

Jan 7, 2017 - A **redirect chain** occurs when there is more than one **redirect** between the initial URL and the destination URL. When a URL is **redirected**, it should have a single 301 **redirect** in place. Most **redirect chains** happen inadvertently for one of two reasons: Reason #1: **Redirect chains** are built over time.

Placement in video carousel

Videos

What Are Redirect Chains?  
301 Redirect Chains for SEO

2:37

//ChrisBerkley.com

What Are Redirect  
Chains? Explanation  
With Visuals

Chris Berkley

YouTube - Jan 7, 2017

4:30

Is there a limit to how  
many 301 (Permanent)  
redirects I can do on a  
site?

Google Webmasters

YouTube - Aug 4, 2011

URL Redirect  
Chain Checker  
(Desktop)

1:49

URL Redirect Chain  
Remover (Desktop)

Visio Spark

YouTube - Jun 11, 2016

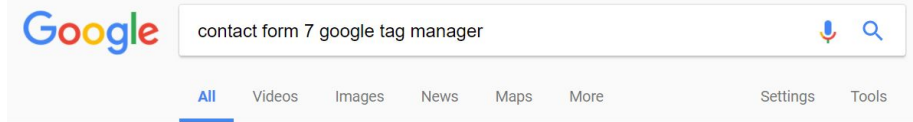
# Impact

## Featured Snippet

## Standard Organic Result

## YouTube Video

 Chris Berkley



### Step 4: Set up a Goal Conversion in Google Analytics based on the Event.

Contact Form 7 Tracking  
With Google Tag Manager


1. Step 1: Log into GTM and Create Tag #1. When the click the "Submit" button on a Contact 7 Form, it fires a form submission event. ...
2. Step 2: Create a GTM Trigger. ...
3. Step 3: Log into GTM and Create Tag #2. ...
4. Step 4: Setting up the Goal Conversion.

#ChrisBerkley.com


Contact Form 7 Event Tracking with Google Tag Manager - Chris Berkley  
<https://chrisberkley.com/blog/contact-form-7-event-tracking-google-tag-manager/>

About this result Feedback

### Contact Form 7 on WordPress with Google Tag Manager - dcarbom.com

[dcarbom.com/google-tag-manager/contact-form-7-on-wordpress-with-gtm/](https://dcarbom.com/google-tag-manager/contact-form-7-on-wordpress-with-gtm/)   
May 9, 2015 - Send event into Google Analytics when form has been submitted. First of all, create a New Tag and give a proper name; I went for Event - Contact Form 7 Submit. Then select Universal Analytics as always and configure the tag as follows: Tag Type: Universal Analytics.

### Contact Form 7 Event Tracking with Google Tag Manager - Chris Berkley

<https://chrisberkley.com/blog/contact-form-7-event-tracking-google-tag-manager/>   
Mar 20, 2017 - Step 4: Set up a Goal Conversion in Google Analytics based on the Event. Step 1: Log into GTM and Create Tag #1. When the click the "Submit" button on a Contact 7 Form, it fires a form submission event. Step 2: Create a GTM Trigger. Step 3: Log into GTM and Create Tag #2. Step 4: Setting up the Goal Conversion.

### Track Wordpress Contact Form 7 with Google Tag Manager - Google ...

[www.ganotes.com/track-wordpress-contact-form-7-with-google-tag-manager/](https://www.ganotes.com/track-wordpress-contact-form-7-with-google-tag-manager/)   
Jul 15, 2015 - Track Contact Form 7 form submissions on Wordpress with Google Tag Manager.

### Contact Form 7 Conversion Tracking with Google Tag Manager ...

<https://www.youtube.com/watch?v=rzEroHn2j5M>  
Jul 26, 2017 - Uploaded by Chris Berkley  
Disclaimer: I've developed a better way to track successful form submissions but have not been able to ...



# Questions?

Chris@chrisberkley.com  
@BerkleyBikes

[ChrisBerkley.com/wccincy](http://ChrisBerkley.com/wccincy)



# Appendix: Resources

- [ChrisBerkley.com/wccincy](https://ChrisBerkley.com/wccincy)
- Keyword Research
  - [Hubspot](#)
  - [Moz](#)
  - [Keywordtool.io](#)
  - [Answer The Public](#)
- [Video Schema Types](#)
- [Schema Generator](#)
- [Structured Data Testing Tool](#)
- [Torque Mag Custom Fields](#)