# TREEPODIA
## VIDEO BEST PRACTICE GUIDE
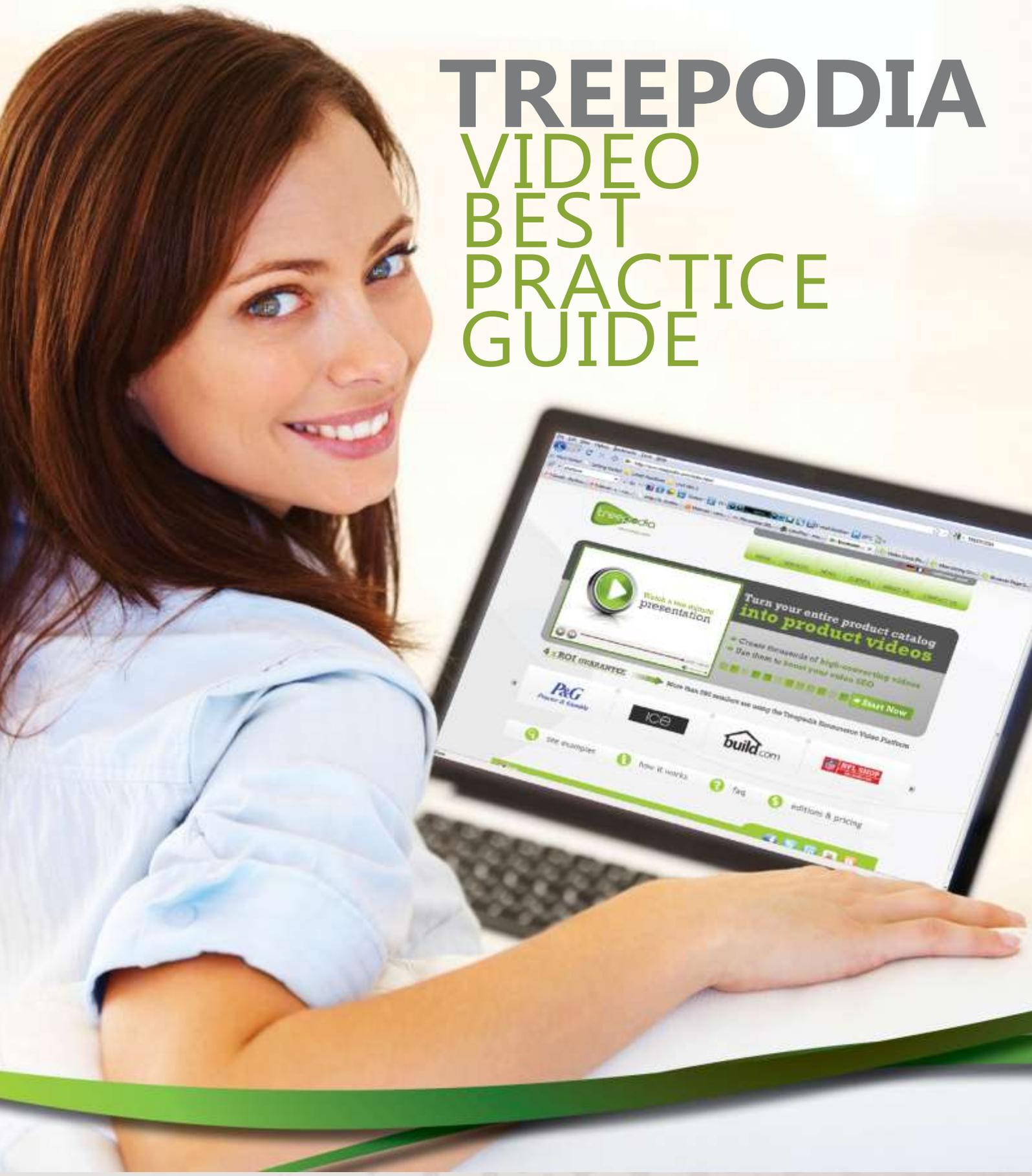
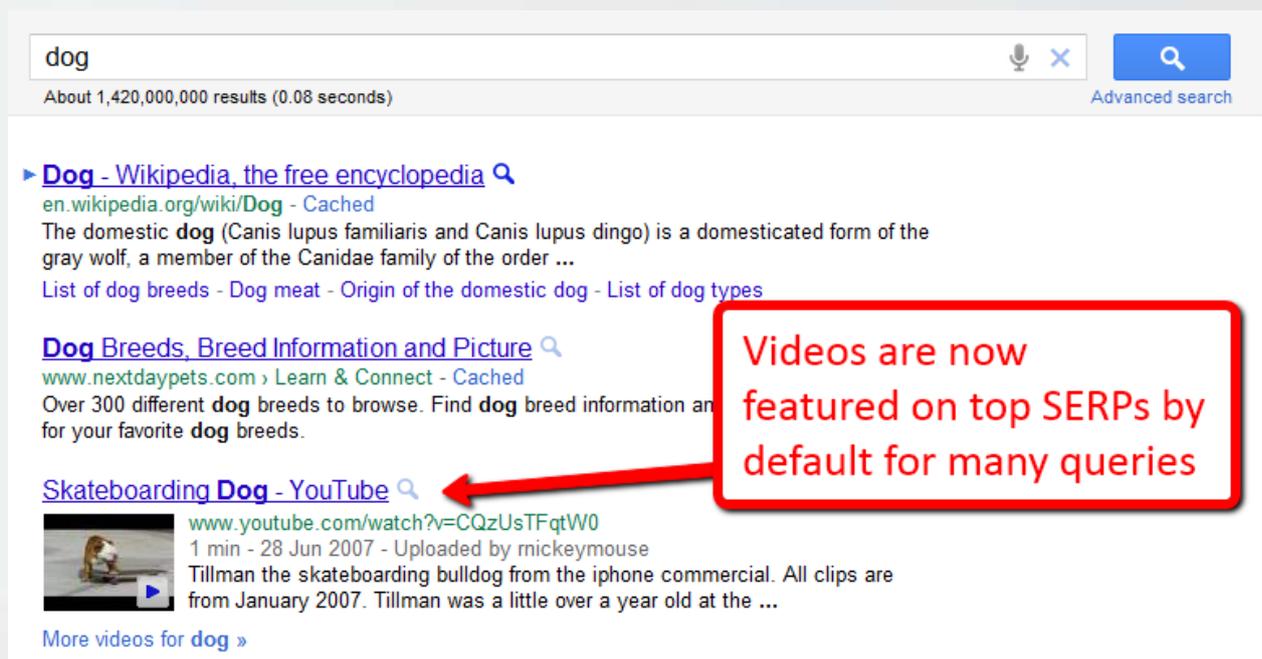# Contents

# I.     Introduction: Product Videos and Ecommerce

As ecommerce continues to evolve, product videos are increasingly becoming an integral part of successful ecommerce strategies. Studies prove videos increase buyer confidence and customer engagement, driving up conversion rates by 25%-85% on average.

# II.     Product Videos for SEO – Opportunity and Challenge

The benefits of video for ecommerce vendors aren't limited to onsite factors alone. In fact, product videos are one of the single most effective ways to boost search engine rankings and increase a website's chances for first page SERP (search engine result page) visibility, especially since Google and Bing started dedicating part of their top SERP to video content for certain queries.

Figure 1 - Videos are now featured on top SERPs by default for many queries

Most Search Engine Optimization experts already agree that any successful SEO strategy must include video. The problem many face is one of logistics – how to create videos for thousands of products, embed them, monitor their performance and have them indexed by Google, without breaking the bank or spending years on the effort. **The answer lies in automation….**

## III.  Treepodia = Automated Ecommerce Video

Treepodia's automated ecommerce video solution provides the perfect platform for creating, publishing and syndicating any number of product videos, dynamically and on-the-fly.

The platform automatically generates individual product videos by pulling existing product descriptions, attributes, images, etc. from an ecommerce website's catalogue data feed and using them to generate short video clips for each product in the catalogue.



Figure 2 – Treepodia automatically generates product videos by utilizing an ecommerce website's existing data

## IV.  Treepodia Videos Are Always Up-to-Date

Treepodia generated videos are inherently dynamic as they're updated automatically whenever any changes are made to the merchant's data feed. In plain terms what this means is that a vendor needn't ever worry about updating their videos when they make changes to their product catalog.

**Any change to pricing, product range, descriptions etc. is automatically populated to the videos by default**.

## V.    More Effective than Production Videos

Treepodia's product videos have been proven to convert browsers into shoppers more often than costly large-scale, full production videos.

In the example below, taken from a leading online golf equipment store, A/B testing was conducted comparing conversion performance between an automatically generated Treepodia video (on the left), and a full production video starring a well-known golfing celebrity (on the right).

**Treepodia's video proved to have a conversion rate 300% higher the full production video.**



Figure 3 – A/B testing found Treepodia's (A) conversion rate to be 300% higher than that of the full production video (B)

## VI.   Finding the "Video Sweet Spot"

A video's peak performance insofar as converting browsers into buyers is also referred to as its "sweet spot". Obviously vendors are well served by identifying the sweet spot for their shop's videos. Literally every single one of a video's parameters will influence its efficiency in converting browsers into buyers. Factors worth testing listed next:

**Visuals:**

- Video theme
- Animation styles
- Embedding of production videos in the feed
- Video template design
- Caption font, size, color and animation

**Audio:**

- Soundtrack: Voiceover vs. music only
- Narrator sex: Male vs. female voiceover
- Language: English for the UK market and German for the German market
- Accent: British vs. American
- Music: Style, tempo and volume

**Messaging:**

- Phrasing of calls-to-action

**Interface:**

- Method of video integration

Treepodia clients have found that a few small adjustments made to their videos increase conversion rates by a range of anywhere from 25%-150%.

## VII. Elements for Creating Good Videos

**Adding videos to an ecommerce site will inevitably increase sales**, but maximizing return on investment (ROI), demands understanding the elements that go into making the most effective videos for any particular product line:

### Data Feed Quality

Treepodia uses data feeds as the basis for automatically creating videos, hence the quality of the generated videos, and the positive impact they have on customer engagement and conversion depends heavily on the quality of the ecommerce site's data feed.

The single most important truth regarding data feeds is that however basic the vendor's current feed is, it can still be used to launch effective product videos NOW. Videos can literally be up and running onsite within hours. In other words, while the data feed can always be improved on,  it's much better to start with simple videos than not starting at all.

**A good data feed should include as many of the following as possible**:

- Several different high resolution images of the product
- Descriptive statements including product specifications and classifications
- Catch phrases and marketing statements about the company
- Special offers
- Price
- Customer ratings and reviews
- Existing video footage

The data feed must be available online (i.e. as a URL) to allow Treepodia's platform to detect changes made to it in order to automatically update the website's videos accordingly.

**Tip: A few small tweaks to a website's feed, based on the aforementioned recommendations, are an easy and effective way to quickly improve the performance and conversion rates for automated videos**.

## Video Templates

A customized video template is "the skin" given to the information contained in the website's feed. Creating the right video template, by ensuring the look & feel of the videos match the client's overall site style and industry, is a critical factor in terms of success.



Figure 4 - A good video template matches the website's brand guidelines

To effectively customize videos, retailers are encouraged to provide Treepodia with relevant brand related resources including:

- Company logo
- Tagline
- Atmosphere images

**Well branded video templates increase buyer confidence and encourage more sales**.

Initial choices regarding video templates should be made based on informed analysis of the site's customer base, but truly leveraging a website's video template for maximum conversions requires accurate A/B testing of different template variations.

### *Play Button*

Customizing video templates to include a play icon as the first frame shown in the video player has been found to exponentially increase visitors' interactions and the overall number of video plays.

In the example below an A/B test conducted on Toolking.com over thousands of individual page views found that adding the 'play' icon boosted video views by 100% (from 2.7% to 5.4% of all page views).
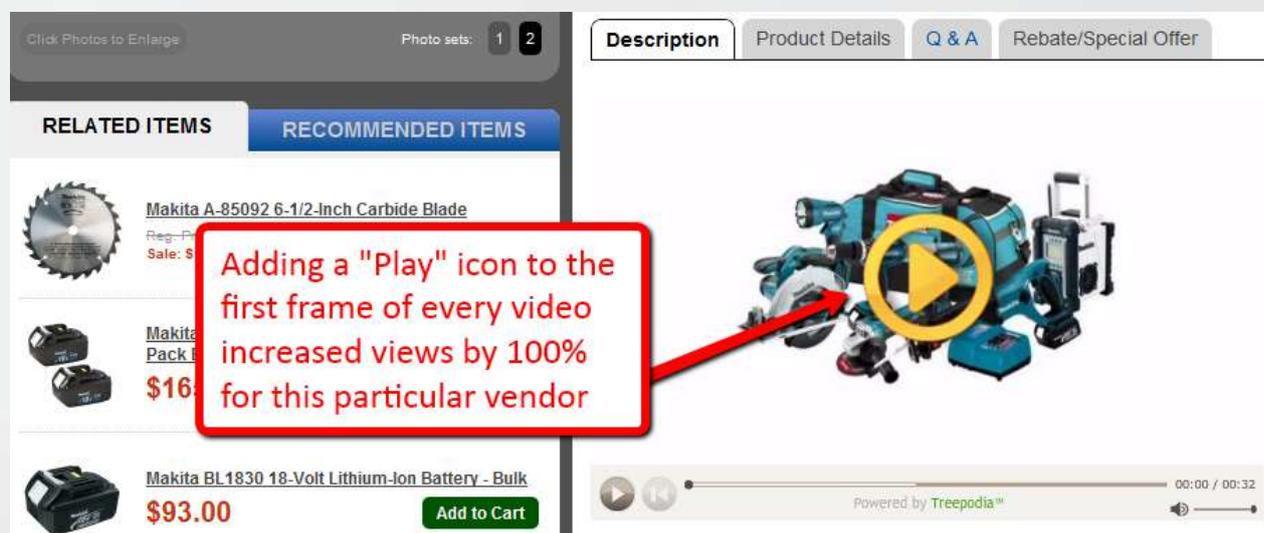


**Figure 5 - Adding a 'Play' icon can greatly increase video views ultimately leading to more conversions and sales**

### *A/B Testing*

Treepodia's platform includes an internal A/B testing mechanism that allows vendors to measure the impact different versions of any given video have on sales. The system not only enables retailers to determine which of their video templates performs best, but also automatically diverts more traffic to the ones with better performance.

**Most Treepodia clients using multiple customized templates, in conjunction with automated video A/B testing, have seen increases in conversion rates of over 100%.**

## VIII. Integration

Installing Treepodia's ecommerce video platform is a matter of simply inserting a snippet of code into the template file of the website's product pages. Once the code is added to the template, every product page on the website starts displaying its own product specific video.

### *Customization*

Treepodia's video player is fully customizable. Clients have complete flexibility insofar as the following parameters are concerned:

- Location of the video player on the page
- Size of the video player
- On-page display of the video player (see Figure 2.4 above) or integration of a button triggering display of the player as an overlay (see Figure 6 below)
- Integration of video into product pages and/or search and category pages

**Remember:** Visitors who watch product videos are proven to be 25%-85% more likely to convert into shoppers so it's highly recommended that videos be integrated in a way that makes them immediately recognizable and easily available for viewing.



Figure 6 - Integration option: Button (1) launches overlay player (2)

## IX. Dynamic Video Sitemap

As mentioned previously, Google prioritizes video content and gives associated product pages precedence on SERPs. However, since Google currently isn't capable of automatically indexing a website's video content, many websites never gain the full SEO benefit their video content can provide.

In order to address this issue Treepodia has developed a Dynamic Video Sitemap service to ensure all of a website's videos are properly indexed. Treepodia generated sitemaps include all relevant fields (title, duration, location, etc.) and **once activated, immediately provide a guaranteed SEO boost** due to the instant indexing of all existing videos.

Just like its video generating service, Treepodia's sitemap service is dynamic and continuously updated to reflect any changes to the website's data feed. This fully automated process provides further SEO benefits as the site is periodically updated.
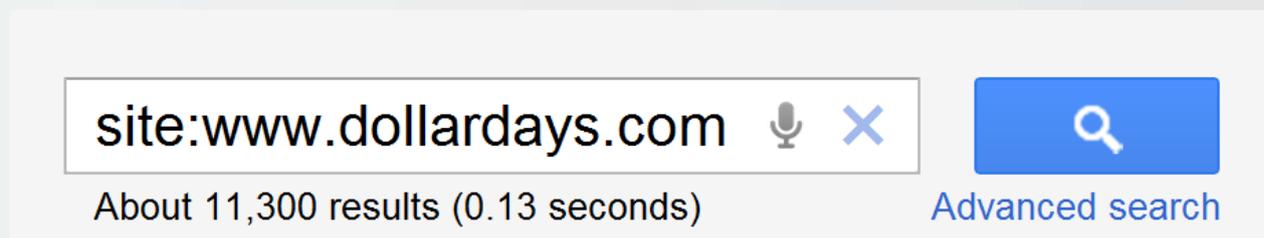


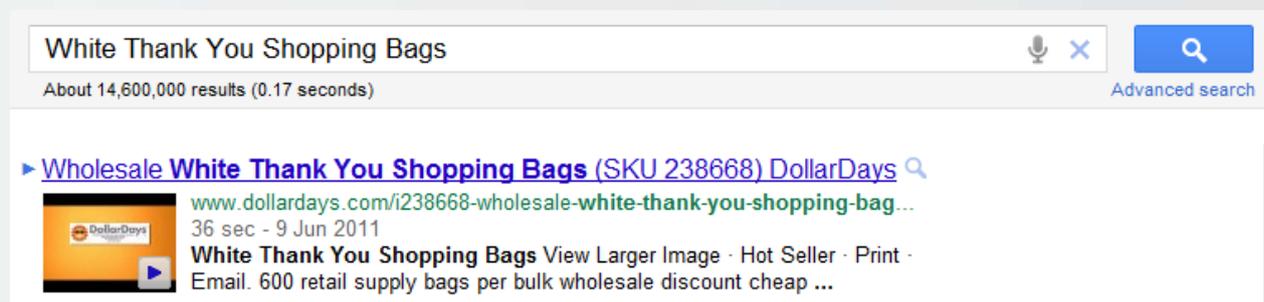**Figure 7 - Dollardays.com went from 0 (zero) to 11,300 videos indexed after installing Treepodia's Dynamic Video Sitmeap**



**Figure 8 - Once indexed DollarDays videos started topping SERPs**

## X.    Summary

Maximizing video's benefits for ecommerce requires providing ample consideration to multiple factors. However the greatest impact on conversion rates, across all industries and sectors tested to date, are data feed quality and the number of video templates used.

Even a small effort towards improving these two key areas has repeatedly been proven to significantly improve videos' conversion rates and improve websites' income.

Furthermore, to gain full ROI and provide a quick and significant boost to a site's SEO campaign, it is imperative to create a comprehensive video sitemap of all existing video content and submit it to Google.