



James Schramko here with an internet marketing tip and this one is on the topic of transcriptions. Is it worth having your videos and audios transcribed? Let's address this in a moment.

Are Transcriptions Worth It?

Okay, so this topic comes up often and it was recently discussed inside SuperFastBusiness. I put a transcription of this video on SuperFastBusiness.com. I also have my podcasts on InternetMarketingSpeed fully transcribed. Now, some people say "Is it worth it?" Well, as you know, it can cost a little bit to have

transcriptions – perhaps a dollar per transcribed minute, so if you have a 1 hour conversation, that could be a 60 dollar job.

You Get To Target A More Diverse Audience

Now I am committed to transcriptions and here's why. Beyond the obvious SEO potential, there are still human beings reading my blog and I think not everyone wants to watch a video or listen to an iTunes podcast. So for those people who like to read, my blog will still deliver. Now, what I'm interested in is also getting as much traffic to my site as possible. Now if it makes it easy for people to consume my information and they can get it the way they like, whether they want to watch a video on YouTube, whether they want to listen to a podcast on iTunes or whether they want to read it on my blog, they can.

Transcriptions Have A Lot Of SEO Perks

Now, if you are just interested in SEO, then here is something you might not be aware of. If you can log into Google webmaster tools and check on optimization, content and keywords, you can check the significance of keywords on your site. It will actually show you the number of occurrences and also how many variations of that keyword it's found.

So in this example, I'm using the keyword "marketing" and on my SuperFastBusiness.com blog you can see that it has been appearing on my blog many times, and that's because of the transcription. There's also been multiple variations of the word "marketing" – there's probably "market-er, market-ing, market-s". In fact, even mentioning this in my video means that it will be transcribed to this episode, further increasing the significance of that keyword on SuperFastBusiness.com.

Now I'm pretty sure that having that level of significance and this number of variations will help my longtail search traffic for SuperFastBusiness. And the results that I've been getting for this particular website are stunning. I have seen improvements over the last 30 days, and that is just from putting out regular videos audios and transcriptions to this site. So there you go.

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