

VIDEO: SIGNIFICANT STATISTICS FOR BUSINESS

Why Video for Marketing?

Video is a dynamic and popular medium that has a wide range of benefits for marketing a local business. In this infographic, we explore the significance of video for businesses.

Internet users watch **3,000,000,000** hrs. of online video a day.

3 Billion Hrs. a Day

84.4%

84.8% of the U.S. Internet Audience Viewed Online Video Over the Course of One Month

60% of website visitors watch video content before reading text on the same webpage.

60% Watch Video Before Reading Text

95%

Viewers Typically Retain 95% of Video

An internet user watches **186** videos on average each month.

186 Videos Each Month

Search Engine Optimization

Video continues to improve search engine optimization by increasing real estate on search engine results pages, increasing traffic, and encouraging longer website visit duration times.

70%

Video Results Have Appeared in About 70% of the Top 100 Search Listings on Google in 2012

Having a video on the landing page of your website makes it **53%** more likely to show up on the first page of Google.

53% More Likely to Show Up on the 1st Page of Google

With Proper Optimization, Video Content Increases the Chance of Front Page Google Results by 53 Times

Customers that watch videos of products or services are **85%** more likely to make a purchase.

Video Viewers Are 85% More Likely to Make a Purchase

The Average User's Visit to a Text and Image-Based Website Lasts Only **43 Seconds**; for a Website With Video, the Visit Lasts **5 Minutes and 50 Seconds**

YouTube

YouTube is now the second largest search engine behind Google.

Over 1 Billion Unique Users Visit YouTube Each Month (Worldwide)

YouTube is now **28%** of all Google searches.

YouTube is 28% of all Google Searches

Over **6 billion** hours of video are watched each month on YouTube.

6 Billion Hrs. a Month are Watched on YouTube

According to Nielsen, YouTube Reaches More **US Adults Ages 18-34** Than Any Cable Network

US Adults Ages 18-34 Than Any Cable Network

Video Ads

Video advertisements are increasing in exposure and times viewed.

The duration of the average online content video was **5.6 minutes**, while the average online video ad was **0.4 minutes**.

Content Video was 5.6 min. While a Video Ad was 0.4 min.

27.9%

Video Ads Accounted for 27.9% of All Videos Viewed and 2.6% of all Minutes Spent Viewing Video Online

105.4 billion video ads were viewed in 2012.

105.4 Billion Ads Viewed in 2012

Social Media

Video is a popular medium on social media and many videos get comments and shares on social media sites.

More than **50%** of the videos on YouTube have been rated or include comments from the community.

More Than 50% of the Videos on YouTube have been rated and commented on

68% of viewers share video links

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Mobile

Video is being viewed on a variety of different devices, including mobile phones and tablets.

Video constitutes **50%** of mobile wireless network traffic. This is expected to rise to **66%** by 2017.

Video Makes Up 50% of Mobile Wireless Traffic

Mobile Users are **3 Times** More Likely to View Video Than Desktop or Laptop Users

Mobile Users are 3 Times More Likely to View Video Than Desktop or Laptop Users

Final Thought

Video is fast becoming a popular medium for communicating to consumers and marketing local businesses. If you haven't already, it's time to incorporate video into your marketing strategy.