

▶ VIDEO: ◀

Significant Statistics for Your Business

In 2015, Your Website *Must* Include Video

Video is an increasingly popular medium that helps you market your business online. As people spend more time online, they also spend more time watching video. In this infographic, we explore updated statistics for 2015 that emphasize why having video on your website is more important than ever.

20%

Homepage videos are shown to increase conversion rates by **20 percent** or more.



Sixty-four percent of consumers are more likely to buy a product or choose a service after watching a video about it.

#2

YouTube is the **second** largest search engine in the world.

One minute of video = 1.8 million words

80% vs 20%

Eighty percent of online visitors will watch a videowhile only **20 percent** will actually read content in its entirety

Search Engine Optimization

Web News **Videos** Books Images More

Using Video to Improve Search Engine Optimization (SEO)

Having video on your website helps improve its search ranking by increasing website traffic, encouraging online visitors to stay on your website longer and perhaps inspiring them to share your video via social media — all factors that improve SEO.



Search results with video has a **41 percent** higher click-through rate than plain text results



The average internet user spends

88 percent more time on a website with media

Video generates links:



Having a video on your website (versus having only text) nearly **triples** the average number of linking domains.

75%

Seventy-five percent of users visit the marketer's website after viewing a video about the marketer's product or service.



Visitors who view videos stay on websites an average of **two minutes** longer than those who do not view videos

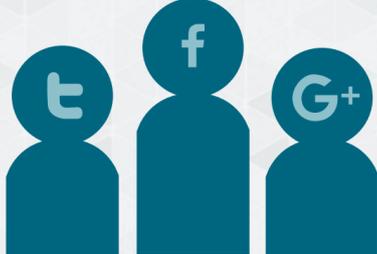
The Significance of Video Advertisements

Video advertisements are more widespread than in years past, and the number of times video advertisements are viewed has increased.

80%

Eighty percent of Internet users remember the video ads they watch online

Twenty-six percent of Internet users look for more information after viewing a video ad



How Video Improves Social Media Engagement

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



Nearly **50 percent** of people say they share online content they like with friends, families or co-workers, at least weekly.

Seventy-three percent of online Americans use social networking sites

94%

People in the U.S. are posting **94 percent** more videos than they did one year ago

The Importance of Mobile-Friendly Video

Individuals view videos on a wide range of electronic devices, including smart phones and tablets, so it is crucial that your video is mobile compatible.



Fifty percent of online video now accounts for **50 percent** of all mobile traffic

In general, mobile users will watch a video anywhere from **2.4 to five minutes**

Eighty percent of Internet users own a smartphone

Two-thirds of the world's mobile data traffic will be video by 2016

Takeaway

Video is a popular — and crucial — medium that businesses must use to communicate with consumers and successfully market their business to a local audience. In 2015, websites without video will suffer, in regard to website traffic, search ranking and overall revenue.

If you haven't already, it's time to incorporate video into your website and marketing strategy!

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