



SEO CASE STUDY

VIMEO

SIMPLIFYING VIDEO SEO FOR CREATORS

STICKY SEO STRUGGLES

Vimeo, a leading video platform with 260M+ users, faced a sticky situation: creators struggled with implementing video SEO best practices independently. The complexity of adding structured data to a customer's own website, submitting sitemaps, and more, hindered their reach and visibility in search results. Imagine you've crafted a scrumdiddlyumptious video, but it's buried under a mountain of search results like a hidden sprinkle in a giant cupcake. That's the frustration many Vimeo users faced.

SPRINKLE OF SEO MAGIC

Vimeo came to the rescue with a sprinkle of technical magic! For scalability, Vimeo adopted Google's best practices including VideoObject structured data. This automatically optimized millions of embedded videos for search, making it easier for creators. The company also improved their video player, simplifying the implementation of key features like Chapters and allowing viewers to jump right to the juiciest parts of videos directly from search results.

AT A GLANCE

CHALLENGES

- Complexity of SEO for Creators
- Reach and Visibility

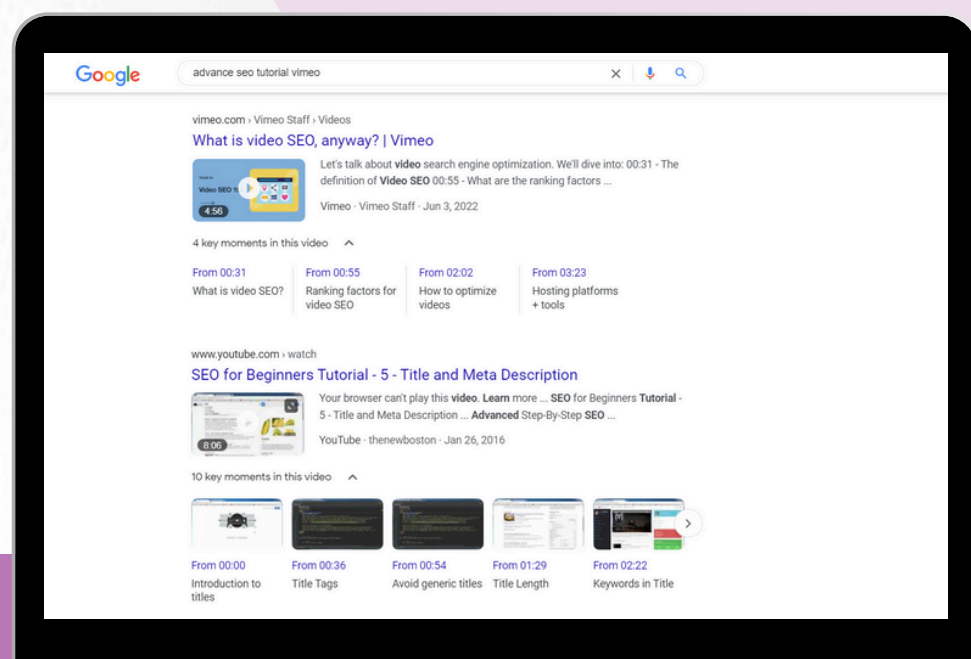
BENEFITS



IMPROVED
VISIBILITY &
REACH
in Search



EASE OF
USE FOR
CREATORS
and No
Technical
Experience
Needed



“Key Moments makes unlocking the knowledge within video content possible”

THE SEARCH CANDY JAR GETS SWEETER

Vimeo’s new approach is a game-changer! “One of Vimeo’s goals is to make video as powerful as possible, and that extends to helping anyone achieve reach and exposure without having to be an engineer or SEO pro,” says Alex Cherny, Sr. Director of Product at Vimeo. The cherry on top? Now, videos embedded on customer pages are eligible for indexing without all of the additional markup, expanding their reach and visibility. As for users, they also get a better user experience. Talk about sweet!

SUGAR RUSH TAKEAWAY

Vimeo’s SEO improvements are like a secret ingredient for video success. It also demonstrates how simplifying SEO empowers creators. Cherny expressed that “Key Moments makes unlocking the knowledge within video content possible”. By automating technical tasks and implementing rich search features, Vimeo helps creators focus on what they do best; make delicious content.

STRUCTURED DATA HEADACHE?

BOOST SEARCH VISIBILITY & REACH WITH TECHNICAL MAGIC

Cyberlicious® is your guide to sweet search success! Our solutions take the bite out of manual SEO and optimize your videos for maximum visibility. Free your time up for creating content your users crave, while we handle the technical magic.

CONSULT & SWEETEN SEARCH VISIBILITY

* [How Vimeo improved Video SEO for their customers](#)