

Web Seminar Best Practices

Web Seminar Search Engine Optimization

This article discusses effective search engine optimization for recorded web seminars and webcasts. These points should be considered before you conduct your next web seminar. It can help you increase the ROI of your marketing webcast, increasing leads with little incremental cost.

Why Submit

Most marketing-oriented web seminars and webcasts are created to generate leads, using interesting and insightful content on market trends, technologies and applications. These web seminars often feature noted analysts and experts and are an excellent source of information for individuals interested in the topic. So why hide it? This type of content is valuable and you can make it accessible by submitting it for search engine consideration.

Remember this important fact: One out of every two live web seminar registrants will view the archive and properly marketed archives will receive 5 times more viewers than the original live event. So make sure you submit your site to the search engines!

Pre Web Seminar Planning

We often overlook recording and playback considerations for web seminars, focusing on the actual event capabilities of our service providers. For marketing seminars it's critical that we are able to maintain an archive of the webcast indefinitely. And preferably on our site and in a commonly used format (real audio, windows media, or native avi formats) so that we can control can edit the content. Not only will you want to eliminate the umms, ahhs, and dahs, from your recordings but you will want to repurpose specific portions of your seminars while deleting those sections that become dated.

Important questions to ask your vendors:

- What happens to my recordings if I move to a competitive provider?
- How can I edit the archives? Can I re-record and dub in new audio?
- Can I record the entire event, including presentation, web tours and Q&A sessions?

Effective Web Seminar Search Engine Submission

Web seminars and webcasts provide their own challenges for search engine submission since the data cannot be directly searched. There are two types of

search engines; automated crawlers like Google and human powered directories like Yahoo.

A detailed explanation of search engine optimization is beyond the scope of this article – in fact, entire books have been written on the subject and best practices continually change. For those of you not familiar with search engine optimization, you may wish to refer to the resources at the bottom of the page for more detailed information.

Create A Micro-site

Remember the landing page you created for your promotional emails that explained the details of your webinar? It is now time to revisit that landing page, and view it as a micro-site. The same search engine optimization strategies that you would use for your main website are used on this site, with one important difference.

The primary content you want to promote – your recorded web seminar or webcast – must have an html equivalent that can be found by the search engines. There are a number of ways to accomplish this goal. You need to recreate transcripts of your presentation that can be indexed and archived by the search engines. Further, you can use this as an opportunity to provide more detailed white papers, either hosted on the site or provided as a link, so this site becomes a one-stop resource for visitors. Remember your objectives though, if you want to capture registration information, you may wish to use white papers as a reward for attending the web seminar. You can still put partner information, pertinent product information, and resources on supporting pages.

Resources

Search Engine Watch

<http://www.searchenginewatch.com>

Best online resource for search engine optimization we have found – good for beginners and pros alike. They operate a subscription service so have no hidden agendas.

Silicon Valley American Marketing Association

<http://www.svama.org/onlineeducation.asp>

Primer on search engine optimization, including articles on how to select a search engine marketing firm from the technology-savvy San Jose chapter of the AMA.

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