

Search engine optimization

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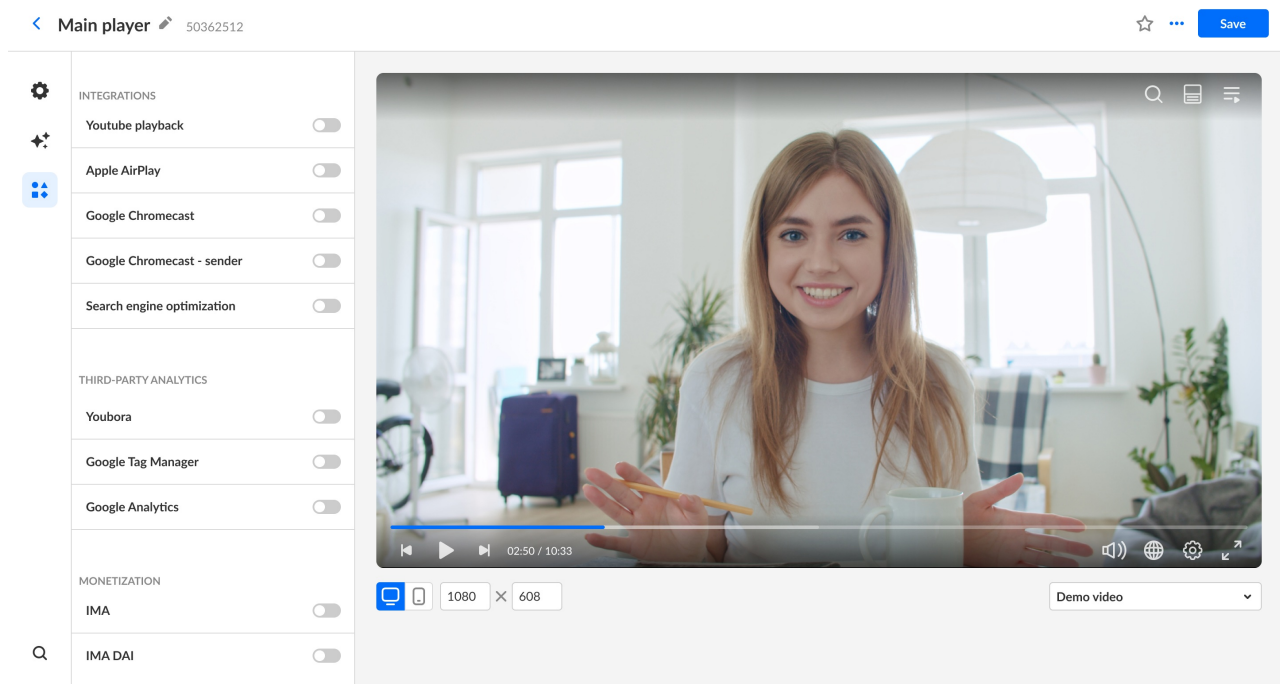
 This article is designated for all users.

About

The Search engine optimization (SEO) plugin makes life easier for search engines, helping them understand your video's key elements. By embedding the video's metadata in a Schema.org VideoObject into the hosting webpage code, your video will be indexed better and ranked higher in search results. It's a great way to boost videos visibility and reach a wider audience.

Setup

To enable the plugin on the player, see [Integrations tab](#).



What kind of metadata is embedded?

This plugin inserts basic video metadata properties into the hosting webpage. The following properties are indexed:

- Video name
- Description
- Thumbnail URL

- Upload date
- Expiration date
- Duration
- Content URL

To add the following additional metadata properties, you must also enable [preload](#) in the [Player settings](#) tab.

- Keywords and tags
- Transcript - up to 4,000 characters
 - Will add captions if captions have been uploaded to the media.
 - Will add a transcript if the [Transcript plugin](#) is also enabled.
- Chapters - names and timing if ones were set on the video

Example of the generated SEO data

```
{
  "@context": "https://schema.org",
  "@type": "VideoObject",
  "name": "Nice Video Clip",
  "description": "",
  "thumbnailUrl":
  "https://cfvod.kaltura.com/p/1887631/sp/1765100/thumbnail/entry_id/1_r62bdgz/version/100222/height/360/width/640",

  "uploadDate": "2016-09-27T07:09:43+00:00",
  "duration": "PDT00H12M21S",
  "contentUrl":
  "https://cdnapisec.kaltura.com/p/4587/sp/479/playManifest/entryId/1_z63gj3gz/protocol/https/format/mpegdash/1_e4m
  yapi8/a.mpd",
  "expires": "2040-12-26T09:07:18+00:00",
  "hasPart": [
    {
      "@type": "Clip",
      "name": "chapter 1",
      "startOffset": 0,
      "endOffset": 24,
      "url": "https://www.example.com/example?t=0"
    },
    {
      "@type": "Clip",
      "name": "chapter 2",
      "startOffset": 24,
      "endOffset": 700,
      "url": "https://www.example.com/example?t=24.101"
    }
  ],
  "transcript": "The grass is always greener on the other side of the fence..."
}
```