

# Search engine optimization plugin

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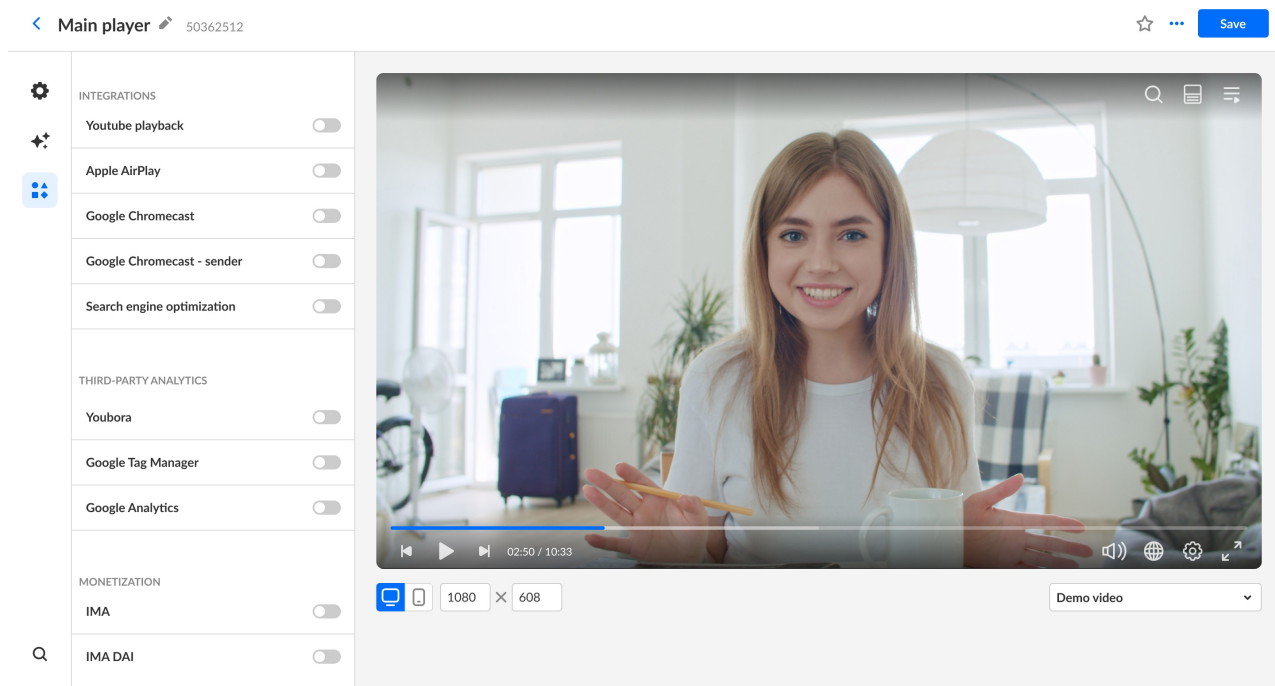
 This article is designated for all users.

## About

The Search engine optimization (SEO) plugin helps search engines understand your video. It adds important video details to the page where the video appears, so the video can be found more easily in search results (using a **Schema.org VideoObject** in JSON-LD format). This helps improve visibility and reach a wider audience.

## Setup

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



The screenshot displays the Kaltura player interface. On the left, a sidebar contains a settings menu with the following sections and items:

- INTEGRATIONS**
  - Youtube playback
  - Apple AirPlay
  - Google Chromecast
  - Google Chromecast - sender
  - Search engine optimization (highlighted)
- THIRD-PARTY ANALYTICS**
  - Youbora
  - Google Tag Manager
  - Google Analytics
- MONETIZATION**
  - IMA
  - IMA DAI

The main video player area shows a video of a woman with long blonde hair, smiling and holding a yellow pencil. The video player includes standard controls like play/pause, progress bar (02:50 / 10:33), volume, and a 'Demo video' dropdown menu.

## 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 when chapters are set on the video



If your video includes a **summary and chapters**, this information can also appear in search results by enabling the [Summary & Chapters plugin](#) on the player. If it isn't enabled, the information won't appear, even if the SEO plugin is turned on.

## Example of the generated SEO data

The example below shows the JSON-LD structured data generated by the SEO plugin when additional features are enabled:

- Transcript information appears as "transcript" when captions are available or when the [Transcript plugin](#) is enabled
- Chapters information appears as "hasPart" when the [Summary & Chapters plugin](#) is enabled, and chapters are defined on the video.

```
{
  "@context": "https://schema.org",
  "@type": "VideoObject",
  "name": "Nice video clip",
  "thumbnailUrl": "https://cfvod.kaltura.com/.../thumbnail/entry_id/...",
  "uploadDate": "2025-09-11T07:25:42+00:00",
  "duration": "PT25M38S",
  "contentUrl": "https://cdnapisec.kaltura.com/.../playManifest/entryId/...",
  "abstract": "Short summary of what the video is about.",
  "hasPart": [
    {
      "@type": "Clip",
      "name": "Chapter 1 title",
      "startOffset": 0,
      "endOffset": 205.603,
      "url": "https://www.example.com/watch?v=123&t=0",
      "description": "Short description of this chapter."
    },
    {
      "@type": "Clip",
      "name": "Chapter 2 title",
      "startOffset": 205.603,
      "endOffset": 348.764,
      "url": "https://www.example.com/watch?v=123&t=205",
      "description": "Short description of this chapter."
    }
  ],
  "transcript": "Transcript text appears here (up to 4,000 characters)."
}
```