

Search engine optimization plugin

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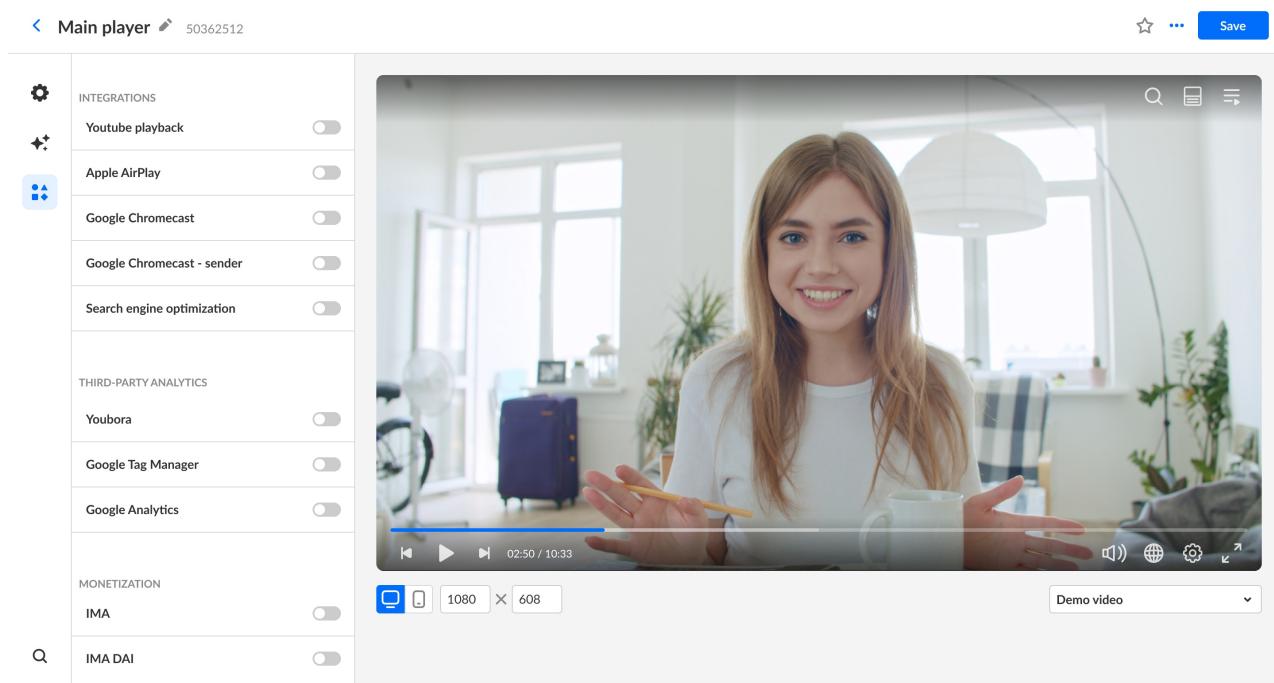
 This article is designated for all users.

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 shows the 'Main player' settings for video 50362512. The 'INTEGRATIONS' section is expanded, showing the 'Search engine optimization' plugin is enabled (switch is on). Other integrations like 'Youtube playback', 'Apple AirPlay', 'Google Chromecast', and 'Google Chromecast - sender' are also listed but disabled. The main player interface on the right displays a video of a smiling woman holding a pencil, with a progress bar showing 02:50 / 10:33. The video player includes standard controls for play, volume, and settings. The bottom right corner of the player interface shows a dropdown menu set to 'Demo video'.

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.)"  
}
```