Enable search engine optimization (SEO) in the player

Content updated: 11/12/2026

This article is designated for administrators.

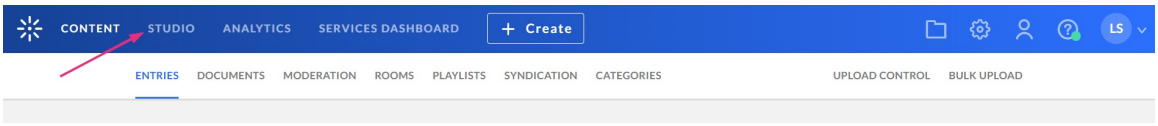
About

Search engines rank videos better when they can read details about them. The **Search engine optimization** setting adds your video's metadata to the code of the page that hosts it. Search engines can then understand the video's key details, index it better, and rank it higher in search results.

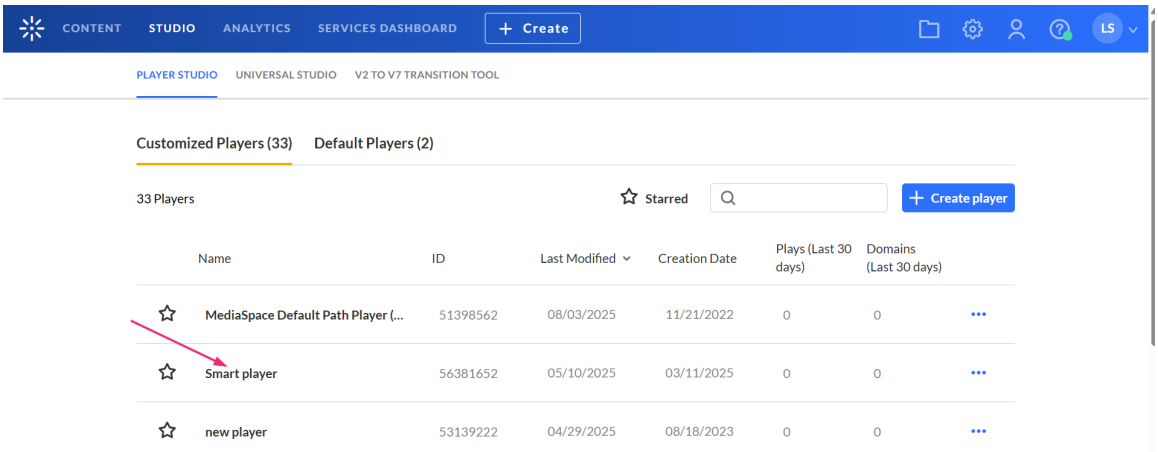
VOD

Access the Integrations settings

1. Log in to your Rich Media CMS and select the **Studio** tab.

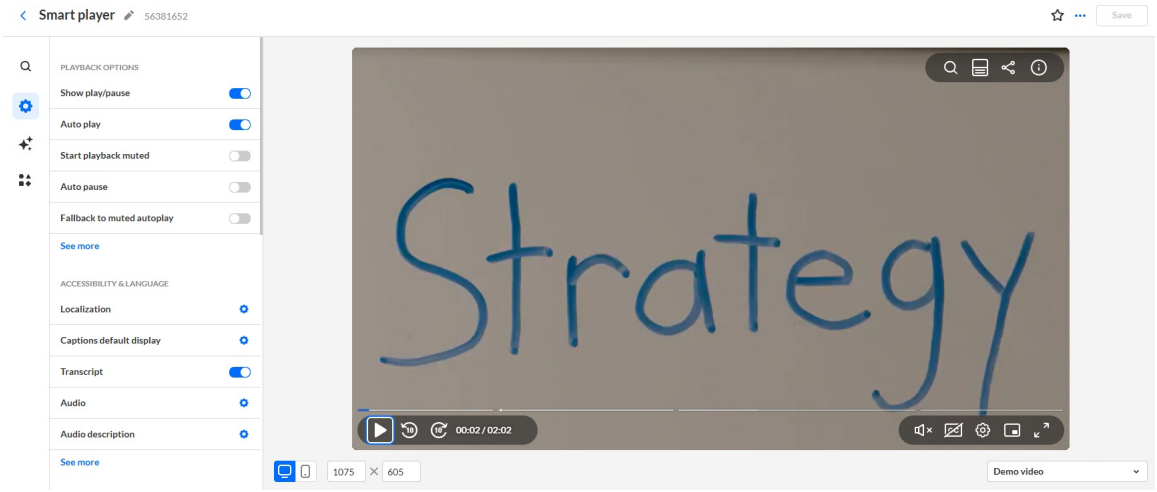


2. From the list, select the player you want to configure.

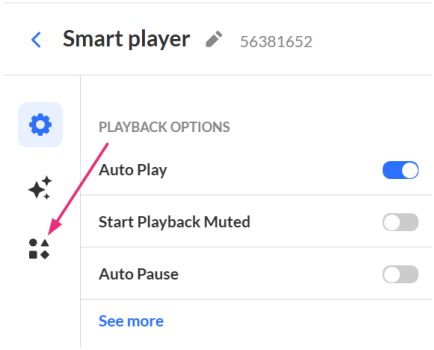


The player settings open.

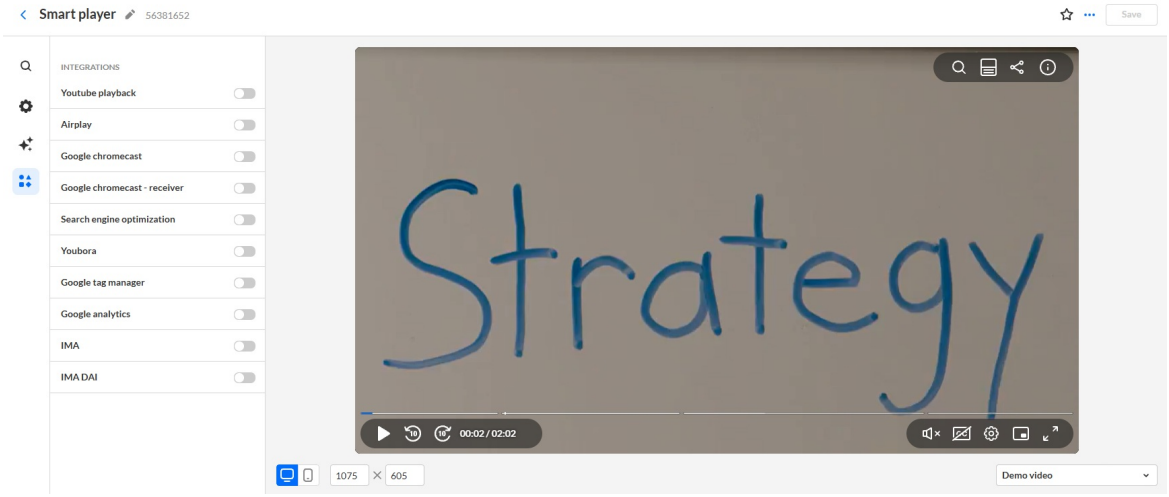
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3. In the left panel, select the **shapes** icon.



The integration settings display.

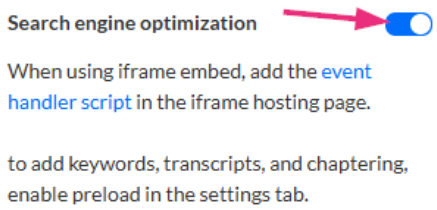


Turn on SEO

If you embed the player with an iframe embed, include the event handler script in the page that hosts the iframe.

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1. Next to **Search engine optimization**, select the toggle to enable the setting.



2. Select **Save** at the top right of the settings page.

For the user guide, see Search engine optimization (SEO) plugin.

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