

# Keith Smiley B2B Copywriting

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**Client:** Cielo24

**Project:** Lead generation email

**Objective:** To persuade prospects to download their new guide

## Portfolio

**Subject Line:** Complimentary guide on getting higher search engine rankings for your videos

**Headline:** **How To Improve Your Videos Search Engine Rankings...So You Can Get More Viewers.**

**Download our free, expert guide on advanced video SEO!**

Hello.....,

You know how important it is attract as many viewers to your videos as possible. But you also know how challenging it is to rank high in the search engines. Today it's not enough to just optimize your video with tags, titles and summaries alone. You need to provide the search engines with even more data...the kind that boosts your rankings higher so that more people can find your videos.

You can improve your videos SEO by downloading Cielo24's new guide called, **Advanced Video SEO Techniques**. It's packed with tips and tricks on how to increase your search engine rankings. Plus it's completely free!

**You'll find out:**

- What Media data is, why it brings video SEO to a new level, and how it helps search engines and viewers access the entire database of your video in any way you want.
- The five step process for choosing and incorporating keywords which is essential to the success of your video.
- Why your video should have captions and how this helps improve search results.
- How providing transcripts offers multiple benefits for you and your viewers.

Download Cielo24's new guide today and take the first step toward improving your video marketing SEO.