

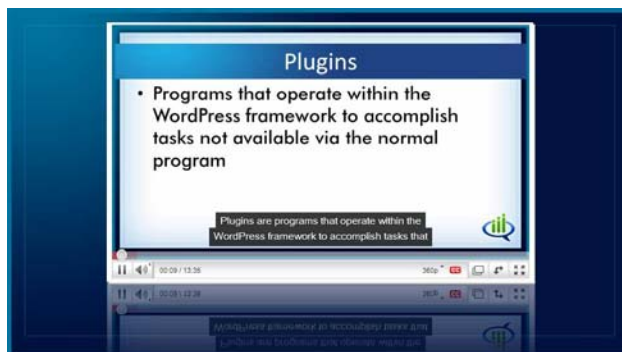
Video Transcript

Hi, this is Don Crowther with a video about Adding Closed Captioning to Your YouTube Videos.



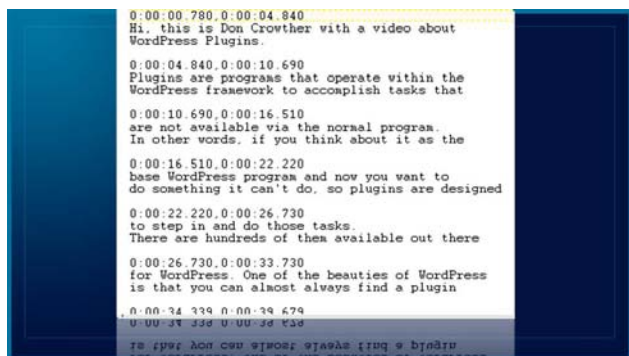
Closed captioning has been around for a number of years. It is a great way for those who are not able to hear to be able to watch television and participate in it. We have all seen it in a number of different places.

YouTube has now added it to their sites and has made closed captioning very, very simple.



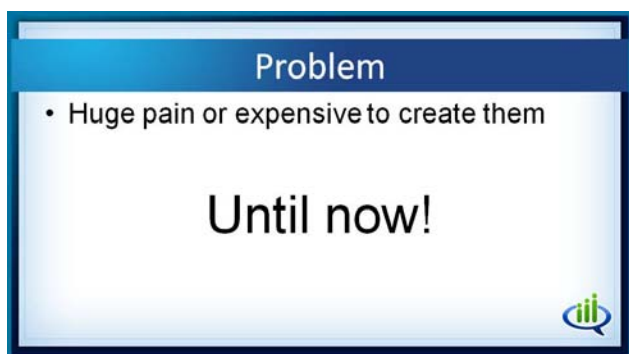
You have seen it where down on a video you will have text that shows up. People can click on the CC to turn it on or off on any given video. You want this to be on your videos. I will tell you the reasons at the end of this video, but you want this to be in your videos.

For more social media and online marketing information visit www.DonCrowther.com and www.SocialProfitFormula.com



Here is the challenge: To get it in your videos, you have to create a file that looks like this. You have this complex time code, then you have words, then a space, then another complex time code, and words.

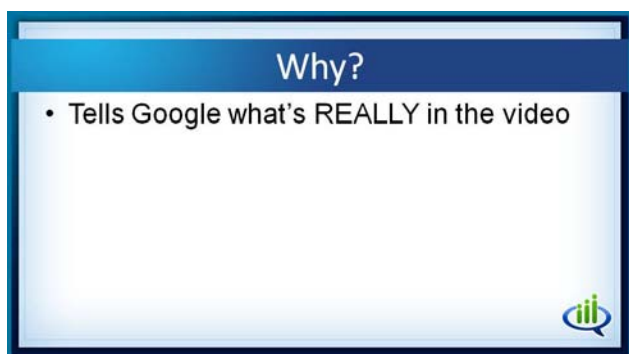
It is not enough just to transcribe your video, you have to actually time it all out and get these words in there and only have a certain number of words on the screen.



Trust me; this entire process has been a huge pain or very expensive to create them...until now. A year or two ago, Google bought a company that specialized in automated transcription. Those of you who have used Google Voice know that they are working on it and it is pretty good about 60% of the time.

The problem is that the other 40% sometimes gives you some amazing messages coming through in your transcriptions for a Google Voice message. It is not yet ready for the big time.

However, one of the things that this transcription capability has given them is the ability to take our transcriptions that we upload and put all those time codes on them so you get a virtually perfect transcription with no need to worry about the time codes. That is where it gets really, really cool.

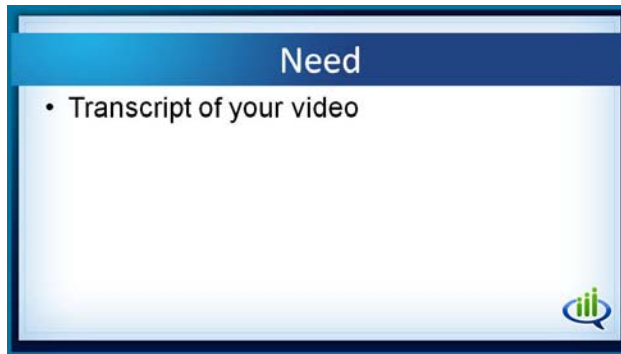


Let's think about this. Why is Google willing to spend millions, possibly even more by the time they actually do this? It is because this kind of service tells Google what is really in that video so they know how to index those videos in their search engine.

One of the biggest challenges in the past was that people could put text into their metadata, the words that surround it, and totally fool Google as to what the video was actually about. That creates a problem. It is a bad user experience which is the Holy Grail of Googledom.

They are working hard to make it so that they can get that information in different ways.

For more social media and online marketing information visit www.DonCrowther.com and www.SocialProfitFormula.com

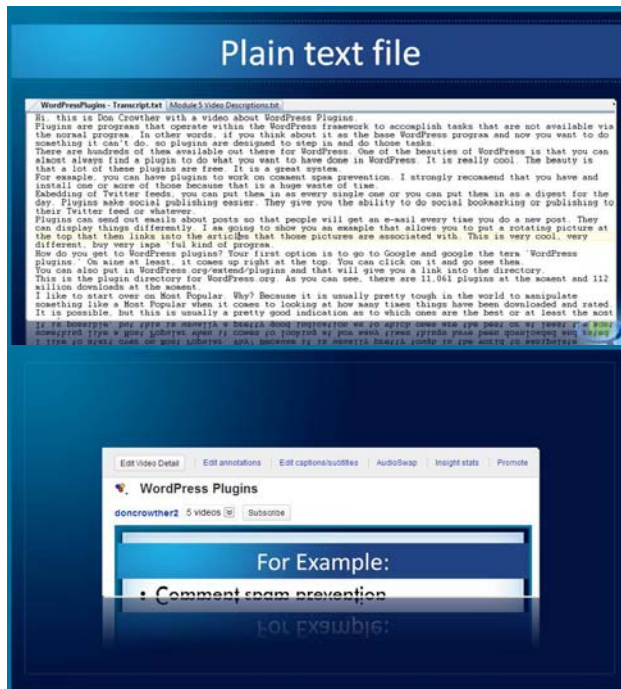


Let's talk about what you need to be able to do this and how you actually do it. The first thing is you need a transcript of your video. That is not hard and not expensive at all.



My favorite is InternetTranscribers.com. They will turn it around.

They are not necessarily the cheapest one in town, but they are very, very good and they do a lot of things. They turn my things around very quickly.



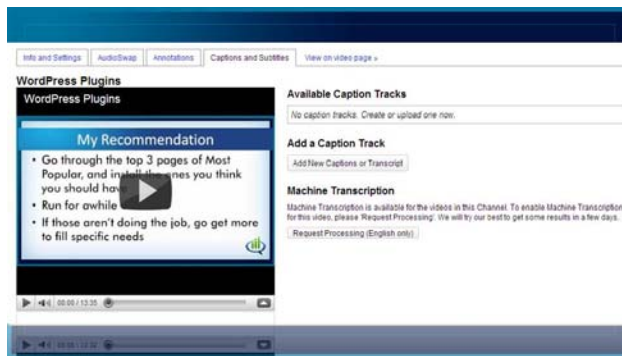
Best of all, I like it because they will also clean up my videos and take out all the ums and uhs, the stutters, and everything else that I do as I present trying to speak to you. Tell them I sent you just so that they know where you are coming from.

In the end, you need to have a plain text file. That is what I have created here. This is a plain text file of a particular video.

Once you have uploaded a video, or you can go back into old ones, and you click on Edit Captions and Subtitles.

In fact, you can actually add subtitles for other people's videos technically. I wouldn't necessarily suggest you do it, but you can. You edit captions and subtitles and that will bring it up.

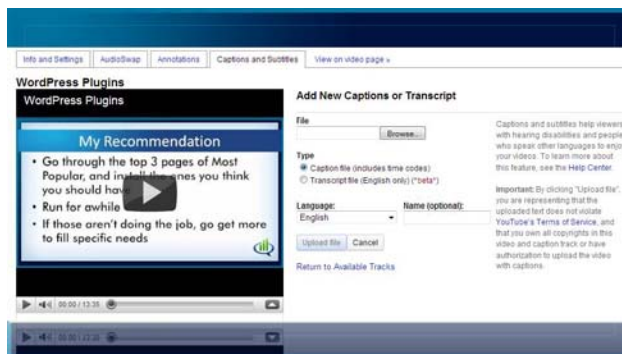
For more social media and online marketing information visit www.DonCrowther.com and www.SocialProfitFormula.com



It will say that I have no caption tracks, so Create or Upload one now. This is where you upload them.

Also, by the way, you can request machine transcription. It is going to give you about 60% accuracy. It is probably better to just do it right in the first place, but you can do this, and a few days later you will have a transcription there.

If you want to save the money, you can go through and take that transcription they create and just fix it. Watch the video and read along and fix it as they do things. You can do that if you wish. Frankly, I found it is a lot more frustrating than just getting a transcriber to do it for you.



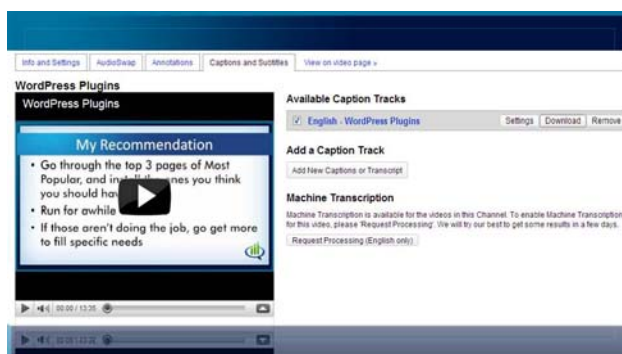
We have clicked on the Add New Captions or Transcript. That brings up the ability to upload a file. Remember that this file must be a text file. You are going to click the button to make it a transcript file. If it is a caption file, you have to have all those time codes in there, so you don't want to use that.

It asks what language it is in, and you can also give it a name there.



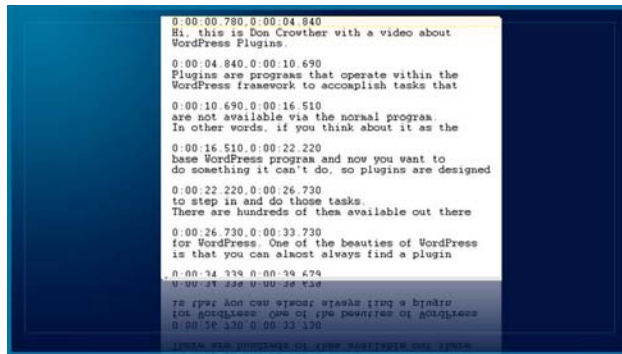
Once you have uploaded that, it is going to spend probably 10 to 15 minutes, depending on the length of the video, but it is going to spend some minutes.

It goes through and processes it. It figures out what the words are. It makes the words on the screen match the words you are hearing. It takes it a little while to do that. That is where the magic is happening. I admire their programming capability on that particular one.



Once you are done, it is going to give you the one you uploaded. By the way, if you have several different transcripts, let's say that someone actually uploads a transcript for you, or you have done this request processing, you can remove ones and things like that.

online marketing information
visit www.DonCrowther.com and www.SocialProfitFormula.com

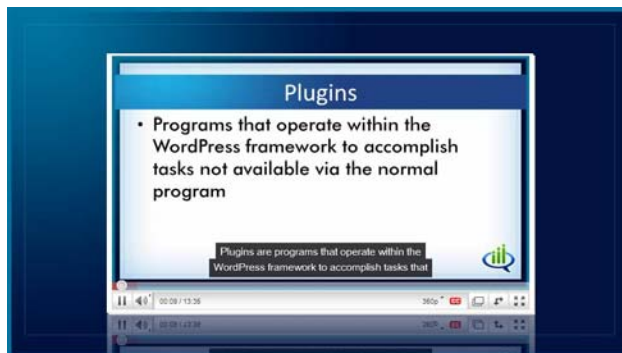


I also recommend that you click on Download when you are done. When you download that file, it is going to download a text file. If you initially open it up in your normal text processor, it won't look like this. It will look like one giant run-on sentence.

But if you open it up in Textpad, you will see it this way and this gives you the time codes. It

enables you to have exactly what you need.

Why would you want this? Because now you can take this file and go to other video sharing sites and upload it to those sites. Now you have yourself a beautiful transcript file that you didn't need to do any work putting in all those stupid time codes. It is a great service that they are offering.

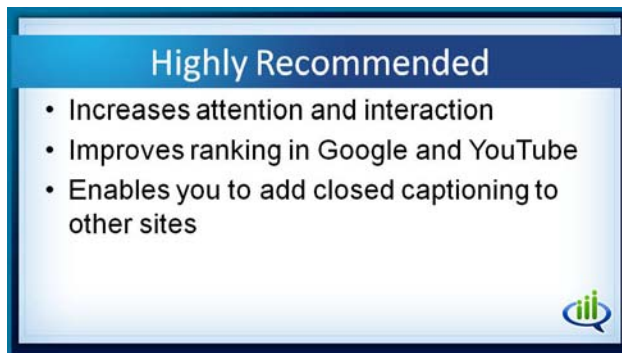


In the end you get a great transcription that runs at the bottom.

This is very interesting – here is the key. This is set by default to be on. And you say, “But wait a minute. I don't want these words coming across my video.”

Actually, yes you do. You want the words coming across your video because it is constantly

changing the screen. The attention factor of people is higher so they are actually more involved with your video.



Let's talk about the reasons why you want to have transcripts. You want to have them. It is highly recommended that you go through this process.

The first one is that it increases the attention and the interaction that happens with your video. It significantly increases the probability that people are going to watch your video all the way through.

It improves your ranking or at least enables Google and YouTube to more accurately rank you for the keywords that you are talking about in your particular video.

The third thing is that it enables you to add closed captioning to other sites also to get these same positive effects on other videos on other sites. This is pretty cool.

For more social media and online marketing information visit www.DonCrowther.com and www.SocialProfitFormula.com

It is fairly new and it is not something that a lot of your competitors are doing. I strongly recommend that you spend the time and energy necessary to do this, and you will get great results as a result of doing it.

This is Don Crowther. Just go do this stuff.

For more social media and online marketing information
visit www.DonCrowther.com and www.SocialProfitFormula.com