

# Why Multimedia Content Is So Good For Your Website and Blog

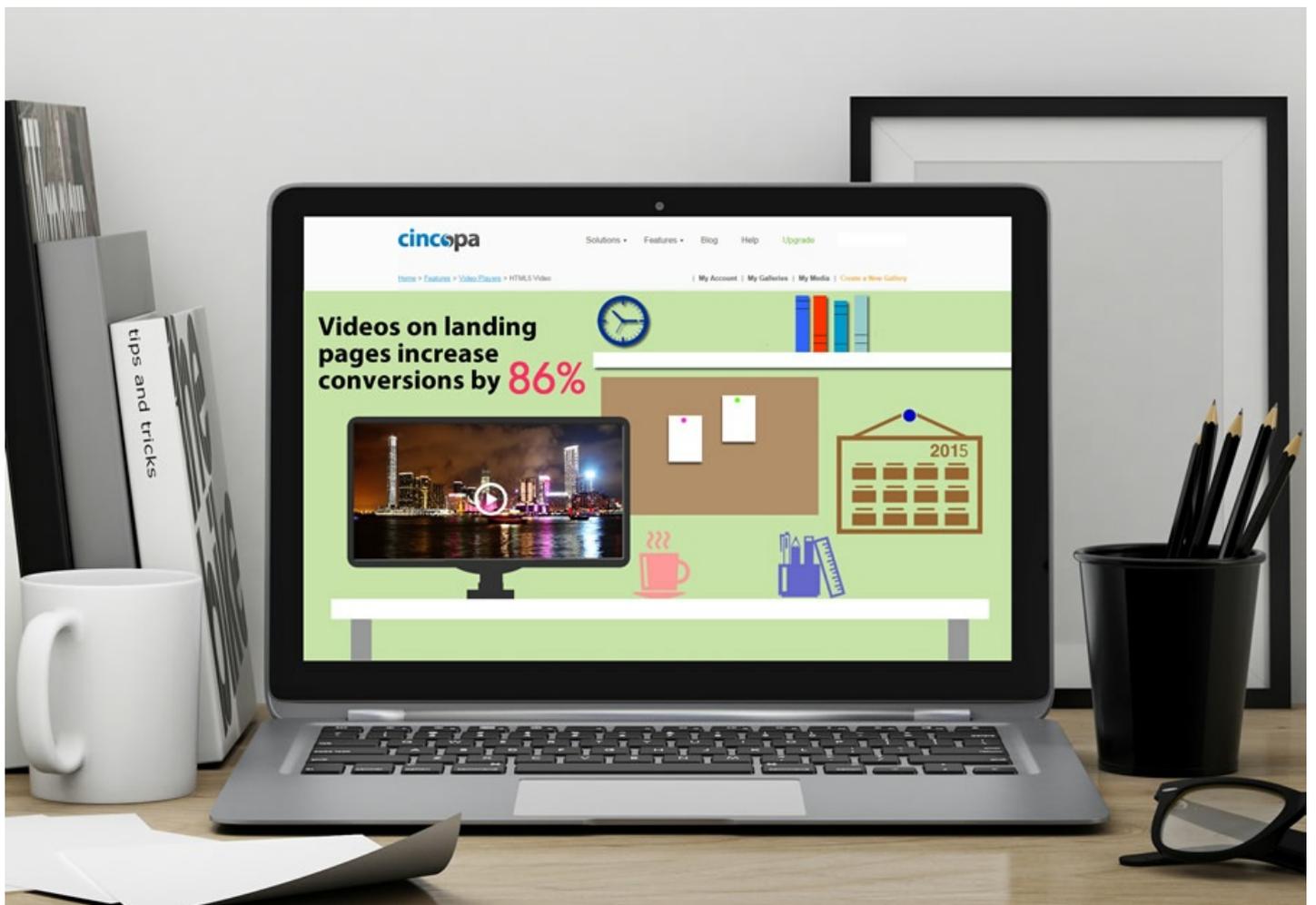
 [cincopa.com/blog/why-multimedia-content-is-so-good-for-your-website-and-blog/](http://cincopa.com/blog/why-multimedia-content-is-so-good-for-your-website-and-blog/)

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*Multimedia content is the horn of abundance of online content. It bonds writing with images, videos, audio and slideshows in a useful and engaging way.*

People are far more likely to engage with and share your stories and posts if they contain images, graphics, audio clips or video presentations. We're all aware of this. If you're continually pushing endless strings of dry text against a stark-white screen with maybe one, unrelated, image thrown-in for good measure... well... your reward will undoubtedly match your effort.

Aside from enjoying increased engagement and shares, there are **three very powerful reasons you should be including multimedia in everything you produce online.**



**The Benefits of Adding Multimedia Content to Your Website and Blog**

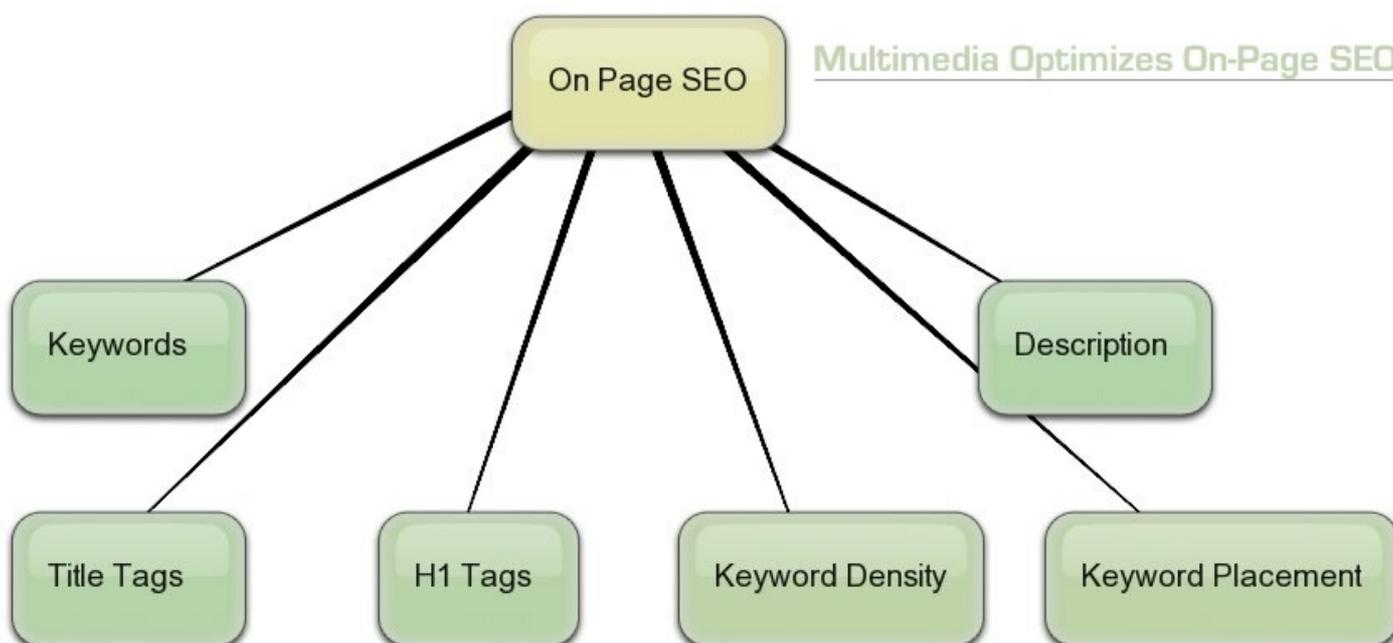
- **Multimedia Increases Time on Site:** We live in times of fast cars, fast internet speeds, audio books and people with small attention spans. The internet has radically changed the way we think and has dramatically reduced our attention spans. Given this fact, writers, journalists and bloggers have adapted their writing to compensate for this shift in our thinking paradigm. No matter how brilliant you think your piece is, if it's too long and without multimedia to aid in breaking-up the monotony, you will experience an increased number of *Diagonal Readers* and lower time spent on your page.

## Multimedia Increases Time on Site.



**Multimedia Optimizes On-Page SEO:** When crawling your content, search engines stop at images, looking for keywords and key phrases that can increase your ranking. Search engines tend to notice multimedia more than anything else, as it has greater impact on overall content. Therefore, it's vital to add **alt text** to every digital element you upload. You should **optimize your image sizes** to ensure optimal page load times. Be certain to **name your files**, using a naming convention that is both relevant to the file and also works to promote your page or post. Include **image descriptions** on every picture you upload. This way, your images are a self-standing tool for brand awareness, as they will eventually be found on *Google Images*. Beautiful images and complex galleries will drive even more traffic to your site, so make sure to organize everything accordingly.

## Multimedia Optimizes On-Page SEO



**Multimedia Yields Better Branding:** Adding multimedia to your website or blog is an effective way of drawing in more viewers and building brand... period. These days, people have become extremely visual. While video is one of the most popular multimedia choices, websites and blogs offering an even broader variety of digital media, like audio and slideshows, enjoy even more engagement. Honestly, you cannot effectively position a

Brand without including audio, video and supporting images to build brand recognition. Put simply: Brand-building online requires the use of every multimedia asset available to you.

## Multimedia Yields Better Branding.

He is Audio.



He is Video.



He is Cool.

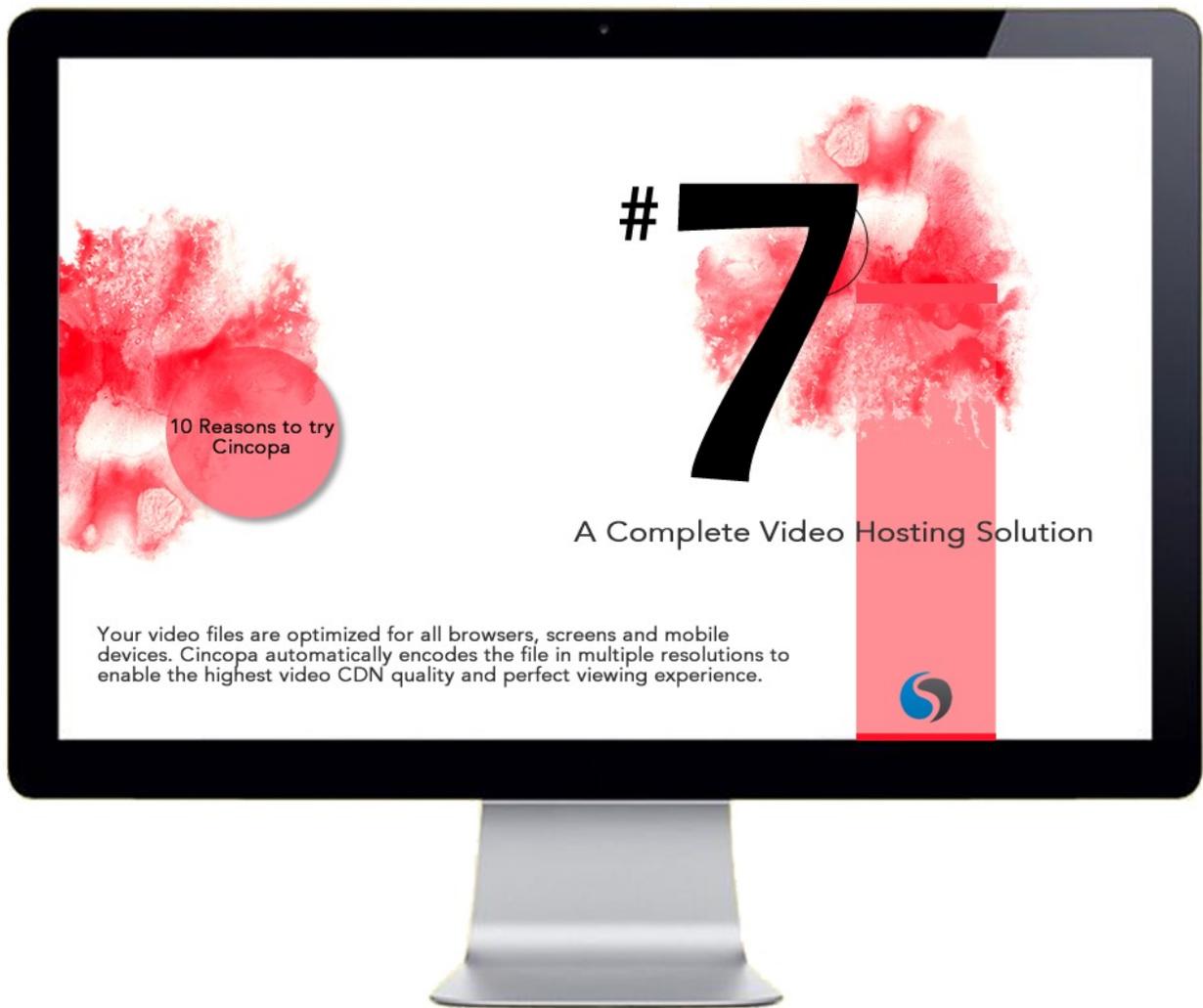


### | *The Primary Types of Multimedia Content*

**Images:** Images are self-explanatory. They are easy to share and can spice up your content. Imagine a cooking blog without images...that's almost impossible to visualize! Tutorials are also always better if they contain images that provide clear visual direction for people navigating their way around a product or service. If you have high quality images included on your website, you can guarantee they will be seen, and possibly shared.



**Slideshows:** Slideshows are a fantastic way to feature multiple images, video and even audio. A well-organized slideshow has tremendous visual impact and can keep visitors to your site or blog fully engaged.



**Videos:** Video content is more likely to appear on first page of search engine results than text-based. Additionally, just having the word 'video' improves click through rates by an estimated 55%. This is the easiest way to make your content more appealing and shareable and it doesn't request as much resources as text does. People will always choose an online tutorial describing the specs of a new camera, instead of reading the manual. However, in order to be SEO optimized, don't forget to attach proper meta-data and all the specifications Google needs, in order to determine what your video actually contains. If you want to go an extra mile, you can even add transcripts of your videos for indexing and usability.

**Audio:** We live in times of technology breakthrough, so reading a book like "Brothers Karamazov" on paper version, might look obsolete for some of us. If some prefer e-reader, other exchange the reading option with listening. Audio books are a good way of catching up with literature and, why not, with websites content. One way to gain traffic from busy people, that don't have time to read your blog, is to register audio versions of your content, and to make playlists with your audio files. In this way, people can access your content in times and places where reading would be rather inaccessible, like in the gym, or in the car, while driving. Podcasts are another engaging option, that can serve as a complementary resource for some articles. Creating a weekly or monthly podcasting event, can provide you with a database of fans that will return for your product.

In conclusion, multimedia content is gold mine for your website. Not only does it visually attract people, it makes your website memorable and encourages people to return for more. However, be warned, try to be consistent with your multimedia branding, as a good SEO optimization takes constant effort and a sustained editorial strategy. But we bet you can do it!

