TREEPODIA
DYNAMIC VIDEO SITEMAP GUIDE
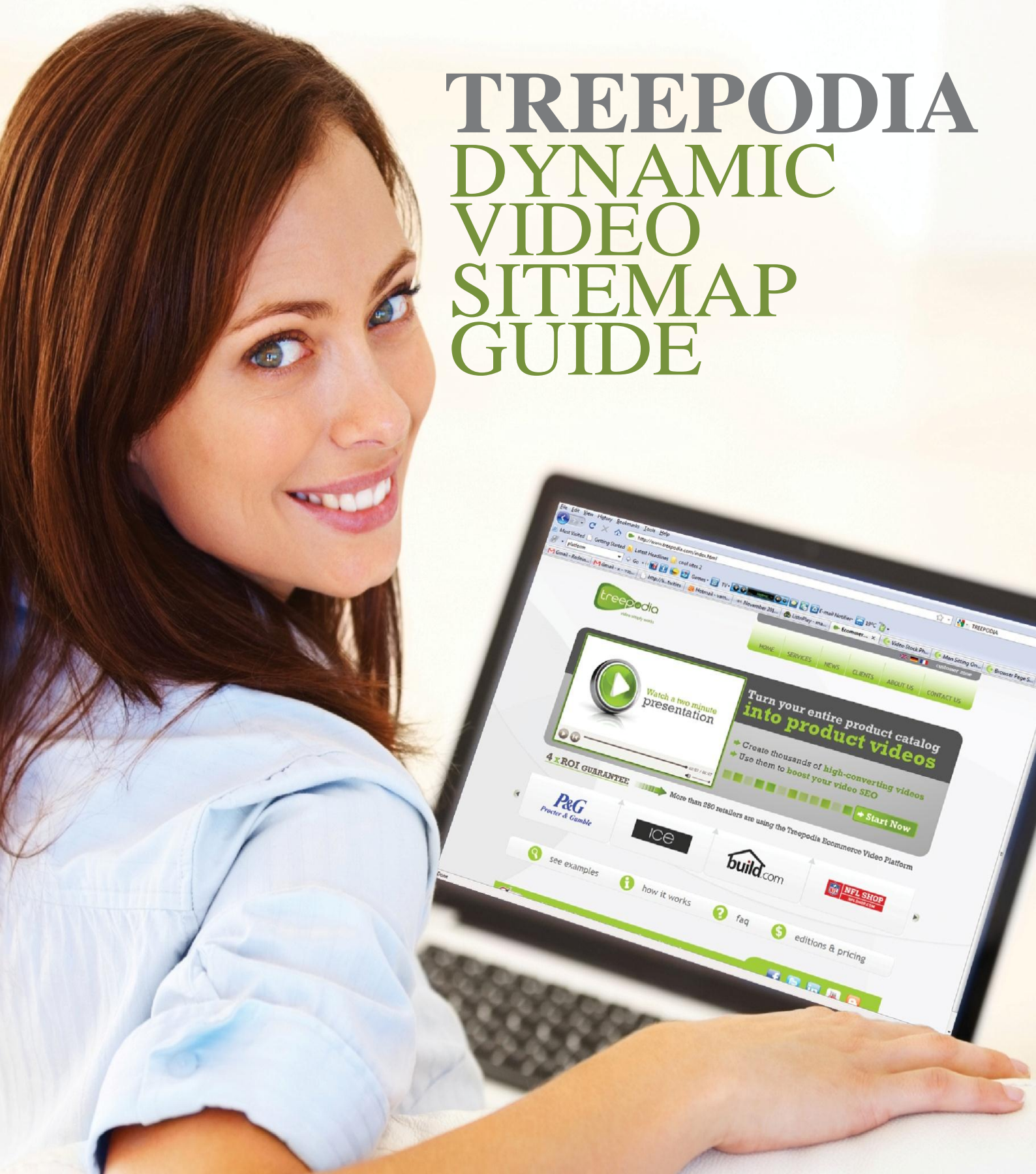
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Dynamic Video Sitemap (DVS) – Guide

Now that you are using the Treepodia video platform, you have a catalog worth of videos with valuable SEO potential. In order to get those videos indexed and start benefiting from Video SEO, you need to submit a video sitemap to the search engines.

This guide covers Video SEO best practices. The goal is two-fold: 1) notify the search engines of your videos and 2) ensure search engine crawlers can view the videos on your pages.

Note: The following parameters appear several times in the code segments below; they should be replaced with the appropriate descriptions.

Parameter Description

{UUID}   Your Treepodia account UUID

{SKU}   The product ID / SKU

DATA FEED

The data feed you provided Treepodia has a significant impact on your video sitemap. The information used to populate the video sitemap is pulled from your data feed, i.e. product name, page URL, and product description. Therefore, please verify you are providing Treepodia with the following:

- Up-to-date data feed (By default, Treepodia updates the videos & sitemap weekly**.)**
- Valid and up-to-date product page URLs (parameters included in the URLs should only be related to the page content)
- Product page URLs that match the URLs in your standard sitemap.xml file

SITEMAP SUBMISSION

Sitemap URL: http://api.treepodia.com/sitemap/{UUID}/sitemap.xml

Google & Bing allow the video sitemap to reside in the "Webmaster Tools" account that is associated with the main domain name only. For example, if your website is "Treepodia.com", Google will only allow you to submit sitemaps under "Treepodia.com/…"

Your sitemap is automatically updated and available on our servers. Dynamically connect to it by creating a 301 redirect to the video sitemap and submit that 301 redirect URL to Google & Bing through your Webmaster Tools accounts.

Examples: [Click here](#) (Thanks to webconfs.com).

HTML CODE

To help the search engine crawlers see video on your webpages, it is highly recommended to include social and video META tags: Open Graph and Schema.org. Additionally, the <noscript> code compensates for the JavaScript used to display the dynamic videos, since web crawlers can't index JavaScript.

Open Graph (Header)

```
<meta property="og:video"
content="http://api.treepodia.com/video/get/{UUID}/{SKU}" />
<meta property="og:video:secure_url"
content="https://api.treepodia.com/video/get/{UUID}/{SKU}" />
<meta property="og:video:type" content="application/mp4" />
<meta property="og:video:width" content="640" />
<meta property="og:video:height" content="360" />
```

SITEMAP SUBMISSION

Submit your sitemap to Google and Bing via your "Webmaster Tools".

Click here to find submission instructions from Google and click here for submission instructions from Bing.

We recommend checking your Webmaster Tools accounts a few days after submission to verify no errors were reported .

Ensure your "robots.txt" file allows the crawlers to read your video sitemap and product pages.

Check your video sitemap indexing by conducting a search for "site:YOURDOMAIN" (i.e. "site:www.treepodia.com") and filter by "Videos". The number of results you receive is the number of videos indexed by the search engine.

Schema.org (Next to the video)

```
<div id="trpdVideoDiv" itemprop="video" itemscope
itemtype="http://schema.org/VideoObject">
<meta itemprop="name" content="{NAME}" />
<meta itemprop="description" content="{DESCRIPTION}" />
<meta itemprop="thumbnailUrl" content="{IMAGE-URL}" />
<meta itemprop="contentURL"
content="http://api.treepodia.com/video/get/{UUID}/{SKU}" />
<meta itemprop="embedURL"
content="http://api.treepodia.com/video/treepodia_player.swf?v
ideo=http://api.treepodia.com/video/get/{UUID}/{SKU}" />
```

NoScript code segment (After Schema.org code):

```
<noscript>
<object type="application/x-shockwave-flash"
data="http://api.treepodia.com/video/treepodia_player.swf"
width="640px" height="400px" title="product video player"
rel="media:video">
<param name="src"
value="http://api.treepodia.com/video/treepodia_player.swf"/>
<param name="flashvars"
value="video=http://api.treepodia.com/video/get/{UUID}/{SKU}&a
mp;auto-
play=false&amp;backcolor=0x000000&amp;frontcolor=0xCCCCCC&amp;
lightcolor=0x557722&amp;allowfullscreen=false&amp;ShowLogo=1&a
mp;play_on_click=true"/>
</object>
</noscript>
</div>
```