



SIMPLIFIED

Press Release

## Global launch of groundbreaking Video SEO web application

Making video simple: Now everyone can optimize their own video tags, sitemaps

### Simplified

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[Simplified.tv](http://Simplified.tv)

For immediate release

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Dublin, Ireland — 12 July, 2012: Simplified, leading global Video SEO innovators, today launched the world's first web application enabling everyone to easily optimize their own online video for search and social media sites.

Free for all until September via [simplified.tv](http://simplified.tv), the Simplified Video SEO application produces keyword-rich tags and video sitemaps through an easy, step-by-step process.

Designed in Ireland according to best video optimization practices, small business owners, video producers, publishers and marketers can now optimize their online video themselves to generate greater visibility, more views and ultimately higher revenue.

Christopher Chapman, Director of Video SEO, Simplified, explains: "Video is the web's future. Yet, few companies realize the full potential of their investment by properly preparing their video for search engines and social media. The Simplified Video SEO app lets users quickly and easily generate the necessary descriptive information to maximize the impact of their online video. Optimization through [simplified.tv](http://simplified.tv) will typically increase video views by 20% or more. No need for a consultant. You can do it yourself."

The Simplified Video SEO application allows users to quickly generate their own descriptive page and video metadata, Facebook Open Graph tags and Schema.org rich snippet tags, along with a Google video sitemap. Correctly implemented, this significantly increases organic ranking, online visibility, video views, average time on site, return visits, onsite conversion rates and average order value on e-commerce sites.

An [animated video](#) introducing video SEO and the Simplified web application accompanies today's launch.

— ENDS —

For further information, please contact Christopher Chapman, Director of Video SEO, Simplified, via [chris@simplified.tv](mailto:chris@simplified.tv) or +353 87 653 7644.

Simplified is a global innovator in advanced video search engine optimization solutions, enabling better content management, online visibility and monetization.

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