

## MX Player Case Study

### 1. What was the biggest challenge that MX Player was facing?

MX Player wanted more folks to discover their videos online. They had many videos, but not enough viewers were watching them. They needed to get their videos in front of more people using Google search.

### 2. Review the MX player website and highlight what SEO best practices they adopted?

As outlined in the case study, MX Player implemented several search engine optimization (SEO) strategies to enhance their online visibility and user engagement.

Firstly, they incorporated structured data into the video content, ensuring that each video was accompanied by relevant metadata and descriptive elements. This structured data facilitated search engines in accurately understanding and indexing the video material, thereby improving its discoverability within search results.

1. They added special code to describe their videos. This code helps search engines understand the videos.
2. They send sitemaps of their video pages to Google often. These sitemaps show where videos are on the site.
3. Follow Google's rules for making videos easy to find and understand.

### 3. Apart from video optimization, what other techniques of on page SEO can you recommend for MX Players

Besides optimizing videos, MX Player might employ these on-page SEO tactics:

- Optimize meta titles, descriptions for all pages (video ones included). Properly labeling matters
- Ensure swift site loading to enhance user joy and search rankings. Speed's key.
- Implement responsive mobile design – device compatibility is paramount.
- Generate top-notch, relevant, keyword-focussed content. High-quality attracts organic traffic organically.

- Optimize alternative text, filenames for visuals like thumbnails. Accessible imagery helps.
- Use internal links prudently to guide visitors toward related videos/content.
- Optimize headings (H1, H2, etc.) Structure, keyword relevance aid comprehension.

#### 5. List down the key elements to consider for video optimization

- Add more insights to Google the videos.
- Identify the audience
- Use subtitles (cc)
- Make conversion - call to action button
- Use meta titles, descriptions, and pictures for their videos.
- Make sure their videos are good quality and what people want to watch.
- Tell Google about their videos regularly.
- Make people to like, comment, and share their videos( audience engagement)
- Add captions to their videos so it's easily readable.
- Modify the videos how its performing and change it regularly

#### 5. Highlight some of the keywords that would be relevant for MX Players that it's target users would be using to search for videos online.

- Free online movies
- Watch Bollywood films
- Stream TV shows
- Movies in Indian languages
- Latest releases
- Online video app
- Popular web series
- Watch videos on phone
- Entertainment apps