Episode 4: Oh Caption My Caption

There is a vast ocean of videos, there are endless seas of words. Sometimes, instead of watching a video, I just want to sit back and read a good transcript Our friends the search engines cant watch videos, so they need transcripts - or at least their second cousins the caption - to make sense of what we're trying to say. If you're ready, let's set sail on an adventure to an island of optimization delights.

<open>

Transcripts are the full length word for word ...uh, wording of your video. All the dialog and action. When tied to a link near the video, you're telling our friends the search engines Here's What The Video Is About.   Captions can be a now you see 'em, now you don't kind of thing, but that's OK, because captions serve multiple purposes <caption says "cap shuns severe multiple porposes> Yeah, be careful with that speech to text feature. It may end up garbling your message. <gargling pour dressage> Anyway...

What captions do - making the video accessible to the hearing impaired or just allowing for some quiet video watching in the office cubicle, they also are an easy way for our friends the search engines to eavesdrop, AND index the content of your videos.

So why don't more videos use them? But it can be really hard to do yourself. 'Til now.
 Here are the easy steps to add closed captions to your videos in YouTube:

We're gonna pick a video, I'll use this one, and go to Captions and Annotations. Then from the Actions button, we want to download the s-b-v file. This is the file with the captions that were automatically generated, and it will have some errors. We open that in Notepad..or whatever your text editor is. make our edits and SAVE AS a file with a different name, and make sure its s-b-v.
The reason you use text editors is anything else will just muddy everything up by trying to organize and format the file, and that's not what you want. So use your text editor. Now upload the edited file, click on the active track, and you have captions. Turn them on or off at will. The timeline below shows you the timing of each caption, which you can then edit in this column.

Be sure: if you have multiple speakers to identify them by name, and add text for any significant sounds, sound effects, laughter or what have you.

<first scene>
Hey, you're in a competitive business. That's why you use videos in the first place. So make it pay off. Use a little of that shark-ness and add captions and transcripts to your videos. I'm not saying your business will turn into a...party boat, but between you and your competition, you could be the biggest fish in the stream.   If you have questions or comments, let us know, or you can download...the transcript of this show. My ship has sailed, so for now...that's a wrap.