VOICEOVER WEBSITES AND SEO

Handy tips for independent voice artists to make their own websites work harder!

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VOICEOVER MASTERCLASS

This free resource is brought to you from the team at www.VoiceoverMasterclass.com

We hope you find it useful to you.

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Voiceover website and SEO tips

We all know how important a good shop window is when we're out in the High Street, and a voiceover's website should be just as attractive and interesting as well. For us voice overs, it's not as if we're trying to communicate a complicated or esoteric brand or some unusual concepts - people know what a voice actor or talent is.

They just need to visit your site to hear your showreels, know a bit more about you, where you are based, know what you're capable of offering at what sort of fee and how to contact you easily.

My own voiceover website won't ever win awards for design or creativity, but it's clean, professional looking and all those points I mentioned are on the home page, and it's worked very well for me for many years.
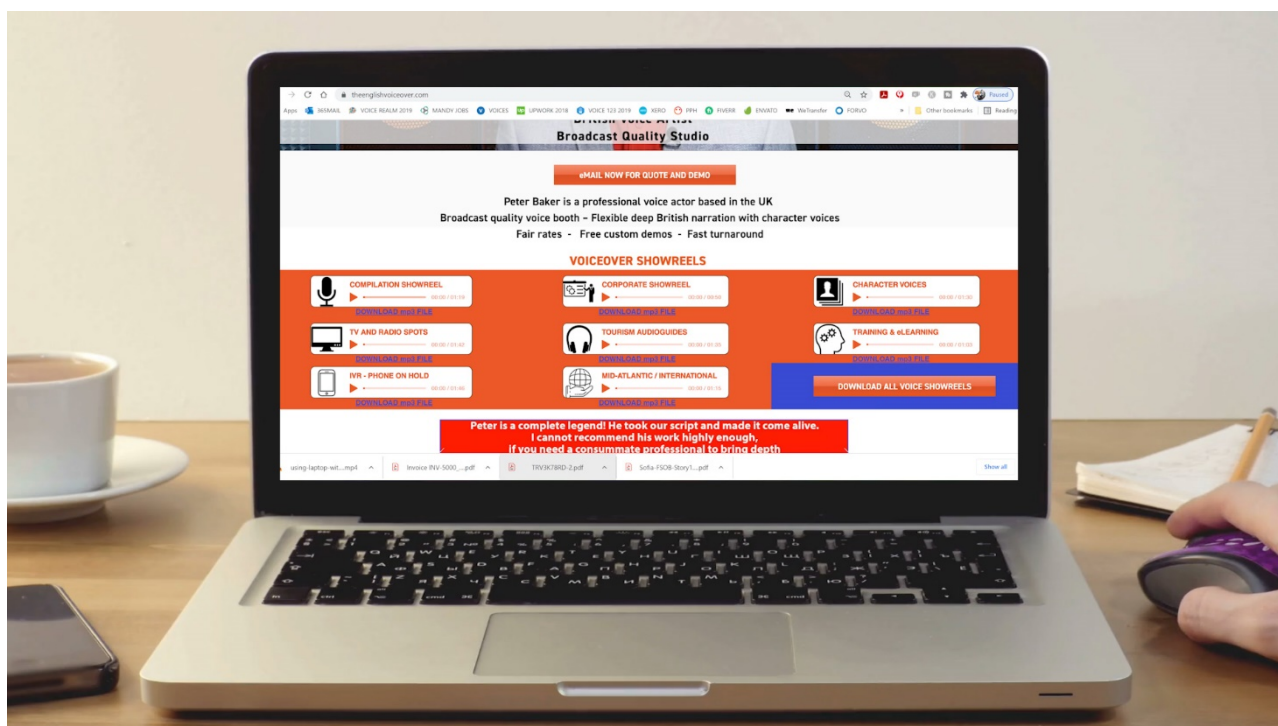
First of all, your name should be clear and it should be consistent throughout the site and on the titles of all of your showreel files.

Choose a domain that ideally includes a word that implies voiceover work and it MUST be .com; no matter where you live on the planet, as a voice artist, English is an international language; it will help you enormously to .com your site and not be stuck with one that just identifies your country. There is nothing wrong with having multiple domains – maybe old ones you still pay for - that all switch to your new main website.

Ideally your name should be part of the website domain name. Your name also needs to be in your email address. Some people secure for themselves are really good voice over web domain name, and then ruin it all, by continuing to use their domestic email account on Hotmail or something, which just looks amateur.

Don't overwhelm the visitor with showreels on your homepage. Just have your "Greatest Hits" there, with links to further more detailed showreels on another page. So on my site, I have the basics of TV and radio commercials, corporate work, tourism audioguides, training and eLearning and some character voice showreels.

Remember that Google when it is scanning the Internet, can't listen to audio files, Google does not own a pair of headphones! However it can read metadata, so don't miss a trick by posting your voice over showreels without baking in metadata!

In Audition, click WINDOW>METADATA and fill in keywords that relate to you and your services. As with all metadata, use lowercase and use dashes between words.
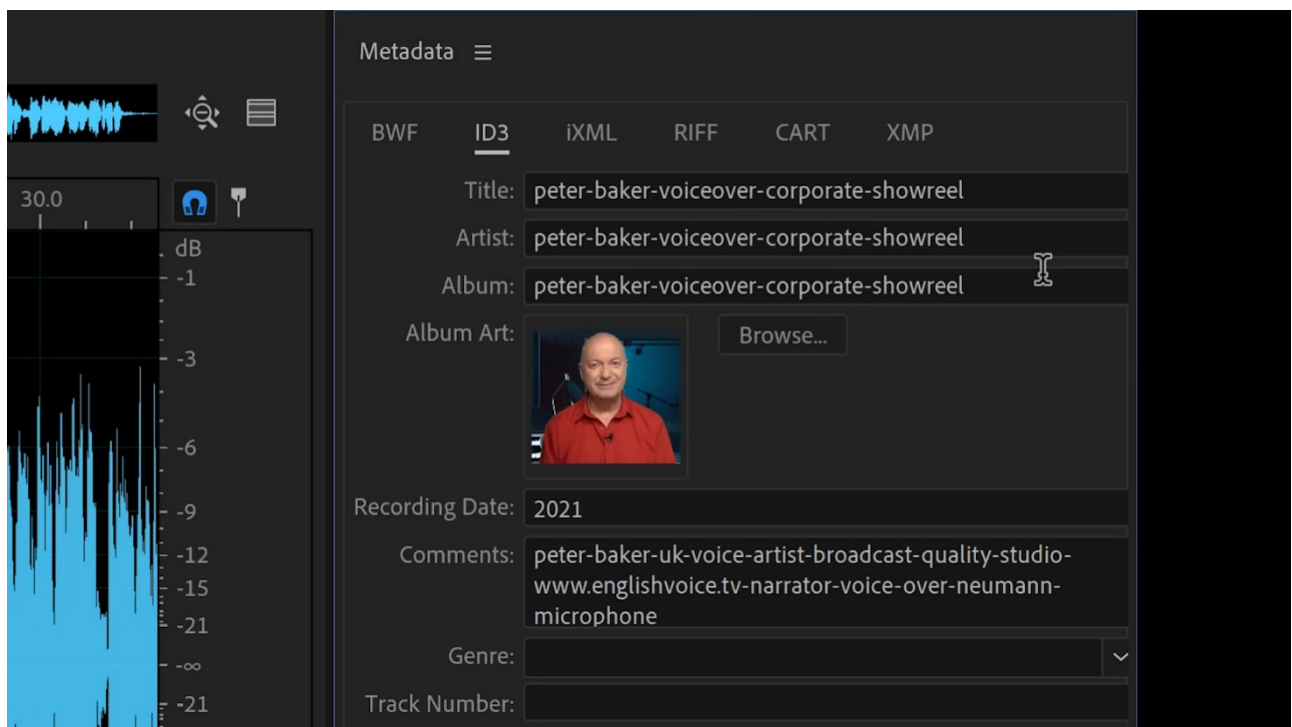
Once you have got your showreels sorted out, then make sure they are very clearly laid out on your home page and easy to play on your website page.   Use an up to date website creation system, like WIX, the one I use. You don't want to ask people to download Flash or some nonsense like that do you? You must also make sure it's very easy for people to be able to download both individual showreels, and also with one button, the ability to download your whole set of showreels for their files.

Don't forget your H tags! Even if your website has been made by somebody else, it's worth you logging in and checking that this has been done. Your main key selling phrase (with keywords in) that you need Google to find first, needs to be identified as your H1 tag.

When you "EDIT TEXT" on the WIX editor, scroll down and assign the keyword rich block of text that is best to H1, second best to H2 and so on.
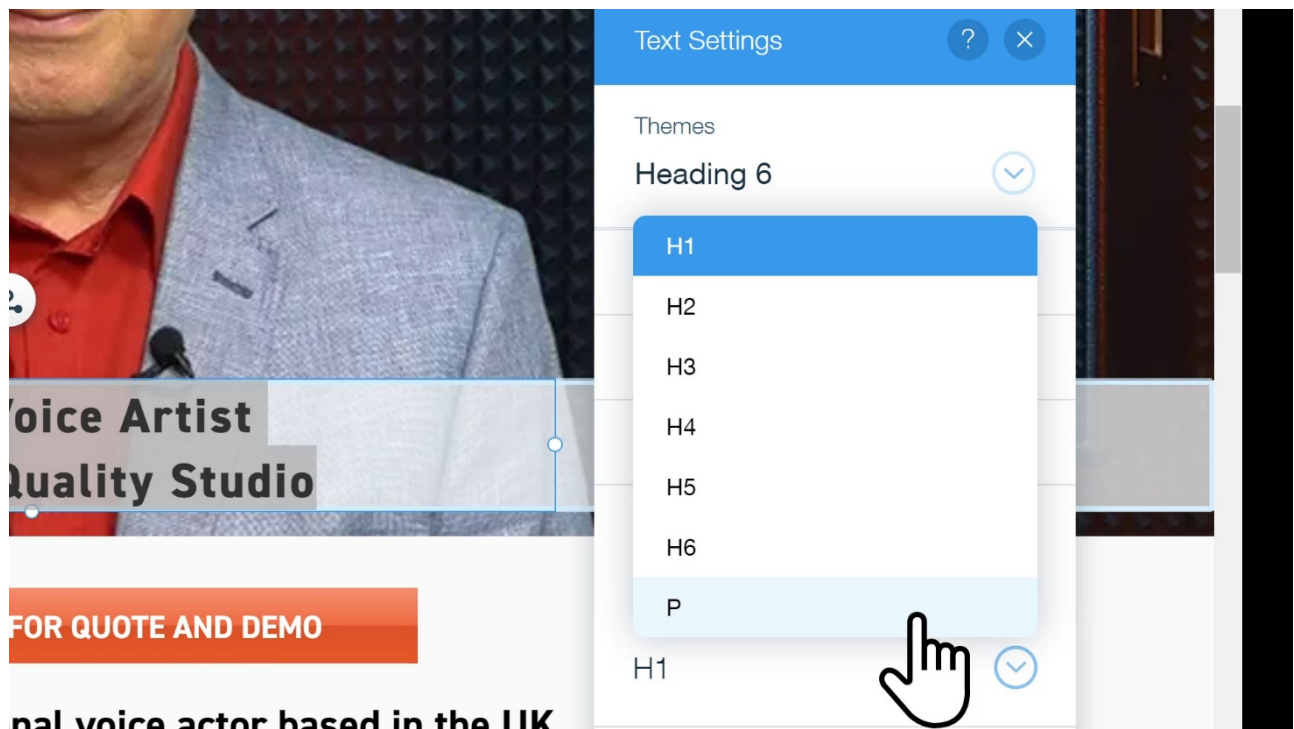
Then don't forget to tag your pictures! Google will sense the file name of the picture and the metadata!   Of course, forget using capital letters, Google doesn't like being screamed at, so everything in the metadata should be lowercase and every word separated by a dash!

If you've done the voiceover of various TV commercials or videos you're proud of, and the client *hasn't* drowned your lovely voice with music mixed too high….then if you have permission, put the spots on your website. However if you are given a link from the client, or you find something on YouTube, I would always download it and then upload it again to your own personal Vimeo account, in case the videos are taken down at any point. When you embed them on your website, make sure that they don't auto play, even silently, as it just annoys people when they have to wind back to the beginning to watch it .

Make sure that there are links to your email in many places on your website. Email links need to be in the header, in the footer, and on various buttons throughout. The clever thing is you can find out which email links people are using the most, note the phrase you use as the email "Subject" for each of the buttons and see which ones you get the most enquiries from.

So buttons or links that go directly to email is essential. Please don't have a separate "Contact" page that people have to find.

And do not have a silly fill-in form, with "Click to show you're human" boxes – "click the squares that have foot crossings" and so on…people hate these things!

Once you've got the basics covered on your homepage, don't clutter it up with anything else. If you have specialist services such as video editing, lip sync work, in vision recording, audio book work, or anything like that, then give them separate pages. Google always likes websites with separate pages , with a menu system that links everything together. At the bottom of your site, show your official business address and company number if appropriate as it looks nice and legit for visitors and you'll need a link to a Privacy Policy if it's needed in your country.

Google likes websites to be updated regularly. So make it a point at least every week to go into your website and just add something else or tweak something. It doesn't have to be on the main page, it could be anywhere in your site, but Google needs to know that your venture is up and running and is a live company. So regularly add little blogs or full articles if you want, as long as they are on the main subjects of voice over, audio recording, and editing, and make sure the keyword density is just right; don't over stuff.
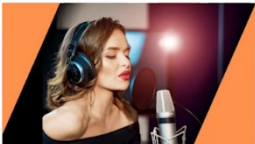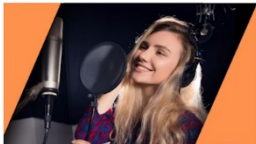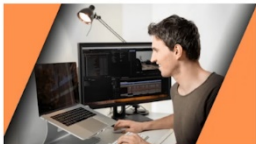
Something so many people forget when designing their voice over websites on a desktop screen, is that many busy clients will look up your website on their smaller phone or tablet.   So what does your site look like on a phone? Click the button at the top to find out.   Delete any stuff that will look awful on a small screen. DON'T WORRY – It won't be deleted from the desktop version.
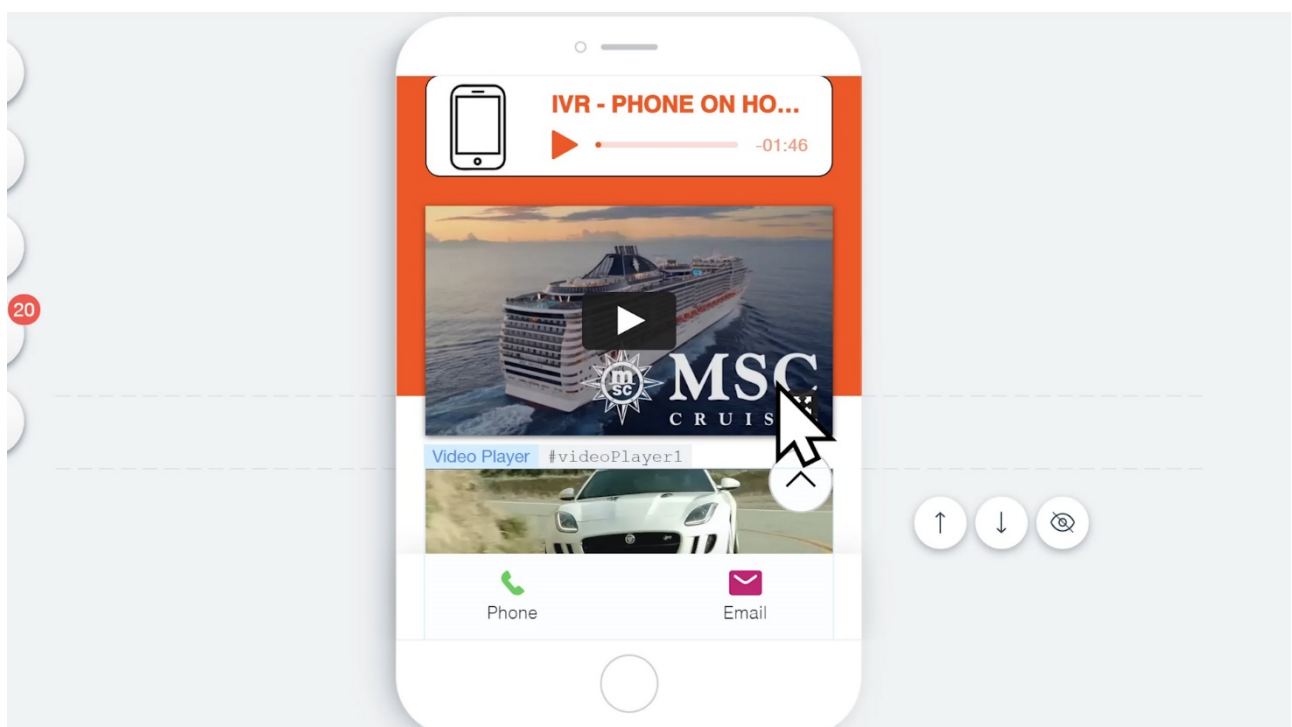
Before you launch your site, try to look at your "finished" website from the point of view of a casting director, production company boss and a direct end-client. Would they be impressed? Would they know who you are, what you look like, where you live, what your natural accent and voice is and how to get hold of you?

Finally, SEO for a voice over website is important, but I personally think that you'll get the lion's share of your work by doing solid direct marketing and using the website as a place to send people to, to find out more about you; you'll get far more work doing this than hoping people will type in the word "voiceover" into Google and finding you on page one; this just isn't going to happen. But SEO as much as you can for free, update it regularly, and it won't take you long to basically optimise your website.

I hope you found all this useful, if you'd like to know more about voice over work, please checkout **voiceovermasterclass.com** where we have many training courses aimed at all sorts from beginners to advanced, video editing, green screen production, advanced audio editing and voice improvement tips and courses as well.

Voice Over Training
Record And Edit Voice Overs
Like A Pro!

How To Record Professional Presentations and
Video Audio or Voice Recordings
57 Lessons - 5.5 Hrs - All Levels

YES! I WANT TO BE A VOICEOVER

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Get More Voice Over Jobs in
Less Time!

Voice-Over Marketing Strategies YOU Can Use to
Sell More Voice Overs and Build and Grow a Six-
Figure Voiceover Business
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Voice Acting For Audiobooks
Games & Animations

Develop New Voice Acting Skills FAST & Enjoy
Creating Your Own Online Business Working from
Home as a Voice Actor!
35 Lessons - 4 Hrs - All Levels

YES! I WANT TO DO VOICE ACTING

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Adobe Audition Course - Audio
Production For Voice-Overs

A Step-By-Step Easy to Follow Adobe Audition

Confidence On Camera
Master Your Video
Presentation Skills

Create Highly Engaging Videos that WOW your

Video Editing Training
Adobe Premiere Pro Course
for Beginners

The Latest Adobe Premiere Pro Course for