

5 Reasons You Need to Caption Your Videos in 2020

A t-guide by Tarjama





Everybody loves videos...

Today more than **82.2 years** of video are being uploaded to **YouTube** alone **each day**.

While 89% of video marketers testify that videos give them good ROI (return on investment), nearly half of the internet users would rather look up a video on a service or product of interest before purchasing it.

With so much video content fishing for user attention, ***find out how adding captions to video helps your content perform so much better.***

But first, let's differentiate between



Both captions and subtitles are text that appears at the bottom of the video.

A CC (closed caption) is the transcript of the video's audio, including spoken words and unspoken sounds. A subtitle, on the other hand, is the translation of the spoken script.

Whether you're adding CCs or subtitles,

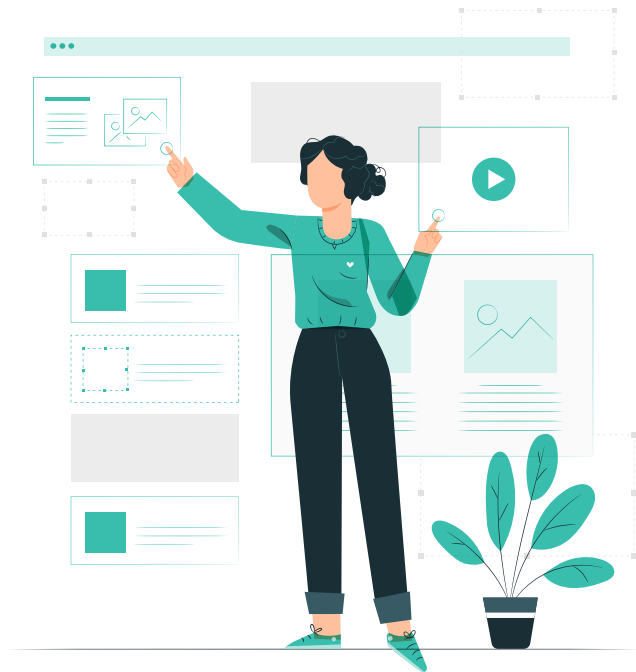
here are some of the major benefits you'll enjoy:

1. Overcome Ambient Limitations with Captions

While almost all videos require audio to make sense, **the majority of Facebook users prefer to watch videos on mute.** This could be to avoid disturbing a quiet setting or due to extreme noise that overshadows the video's audio.

Whether you add captions or subtitles, your audience can enjoy a rich viewing experience anywhere, anytime.





2. Tailored Content for Accessibility and Inclusivity

A video with a caption ensures that everyone gets to enjoy and engage with your videos despite any hearing difficulty.

Meanwhile, subtitled videos enable viewers who are unfamiliar with the original language or dialect of the video to equally enjoy watching it.

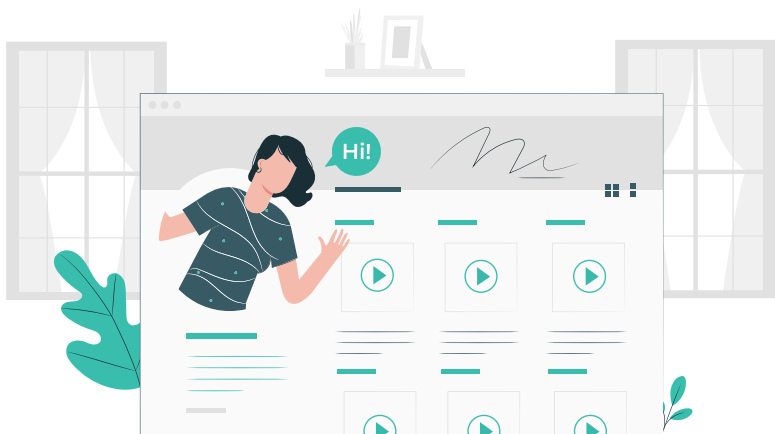
3. Enhanced SEO Performance

The ultimate purpose of any online content is for it to be discovered and consumed - thanks to web crawlers which scan the internet and index its content.

However, crawlers can only sweep text, leaving video and audio off the radar.

That's why adding a video with caption in YouTube or other platforms enhances its chances of appearing in search results which leads to higher conversion rates.





4. ***Better Brand Recognition***

Ever worry that people may not recall your brand after the video has ended?

Adding captions to your videos keeps your viewers engaged with the video on multiple levels.

Reading the script while hearing it helps viewers remember the video content, especially when it comes to visual learners.

5. Higher Video Completion Rates

Pressing play does not guarantee watching till the end.

Captions are among the factors that contribute to video completion, **increasing view time by 12%.**



The Bottom Line...

In 2020, the competition for online user attention is intensifying, especially at the video content frontier. Here are all the benefits you get from adding captions and subtitles to your videos:

- Immersive, uncompromised viewing experience;
- Accessibility and inclusivity;
- Better visibility;
- Brand recognition and information retention;
- Higher video completion.

Want to invest in captions and subtitles?

Contact our team and work with our professional translators, transcriptionists, and subtitlers.



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