



SIMPLIFIED

Press Release

## Simplified releases cutting-edge video SEO features

Video SEO tools to maximize the online impact of your video

**Simplified**  
Gardiner House  
Gardiner Street  
Dublin 1  
Ireland  
[Simplified.tv](http://Simplified.tv)

For immediate release

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Dublin, Ireland — 6 February, 2013: Simplified, global video SEO innovators, today launched cutting-edge features for video publishers, producers and marketers to maximize the online impact of their videos.

Designed to simplify the time-consuming and error-prone process of video optimization, these new features are immediately available to all users of Simplified Video SEO tools at [simplified.tv](http://simplified.tv)

Christopher Chapman, Director of Video SEO, Simplified, explains: "We've added video sitemap automation, publisher identification, and YouTube optimization to our intuitive video SEO tools. It's now even easier and quicker to create the optimal metadata, microdata and sitemap necessary to control how your video appears in search and social shares, leading to better online visibility, higher engagement and greater sales."

### What's New

**YouTube Video Optimization** - Easily optimize and publish videos directly to YouTube.

**Video Sitemap Automation** - Automate the management and syndication of your video sitemap, ensuring your videos are always correctly presented by search engines.

**Author and Publisher Tagging** - Automatically tag videos with your Facebook Page, Google+ Author and Publisher information to ensure you get credit as the video source.

**Optimization Status** - See your optimization progress and whether optimized tags and sitemap are live.

**Best Practice Tips** - See practical advice at every step to ensure accurate, comprehensive and effective optimization of your video.

— 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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