



121 Captions

Eh, sexy lady  
Op, op, op, op  
Oppa Gangnam Style

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# WANT MORE PEOPLE TO VIEW YOUR YOUTUBE VIDEOS? Simple: add professional subtitles

A study by YouTube showed that videos with subtitles (aka offline captioning) get 4% more views than those without captions.

So, whether you're a creative individual or a multi-million-pound organisation, adding subtitles to your videos can make a sizeable difference to your viewing figures.

## WHY SUBTITLES?

Google can't search the audio file of your videos. So, even if you have amazing content on there that is relevant and useful to your target audience, Google can't see it, and won't show it to your target audience. That's a real missed opportunity.

Using subtitles helps Google find your video and add it to the search results pages it produces when your potential customers 'Google' those keywords. That's known as Search Engine Optimisation or SEO, and is the difference between your audience watching your video and not knowing it exists.

## INCREASE YOUR AUDIENCE BY MILLIONS

As well as getting your video in front of your audience, subtitles enable the 360 million people in the world with hearing loss to 'hear' your video. Plus, they help the millions of people for whom your language is a second or even third language to understand what you're saying. That's two big audiences many people ignore.



"121 Captions were prompt, friendly, and professional — our video was captioned in an extremely short turnaround time and done to a very high standard."

*Karen Barnard, Director, UCL Careers, University College London*

## SAY NO TO AUTO-CAPTIONING

Although YouTube does provide an auto-captioning service, it's based on automatic speech recognition and is only 70% accurate. At best the auto-captions are amusing. At worst they're embarrassing. Not a great way to impress your viewers. Because of that, Google ignores auto-captions and still won't show the videos in searches your audience makes.

## THINK GLOBAL

We provide subtitles in over 80 different languages. That opens up your videos to an international audience that you won't currently be reaching. Google will also use those subtitles to improve the chance of your video appearing in searches by potential customers across the world.

## CALL OR EMAIL US NOW

To make sure your YouTube videos get seen by the right people, contact us at [bookings@121captions.com](mailto:bookings@121captions.com) or on +44 020 8012 8170.

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