



Converting content with Smarter video

What's your goal?

☒ **Sell**

☒ **Promote**

☒ **Market**

Where is your market?

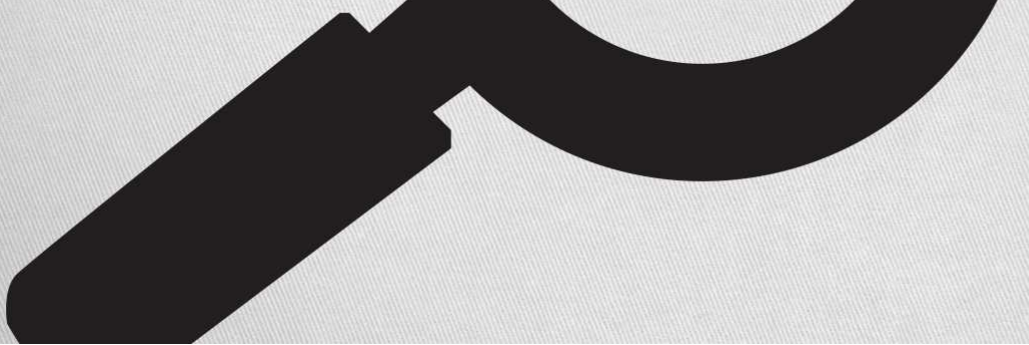


82%

**of the population
is online**

91% of all searches are

GOogle™



85%



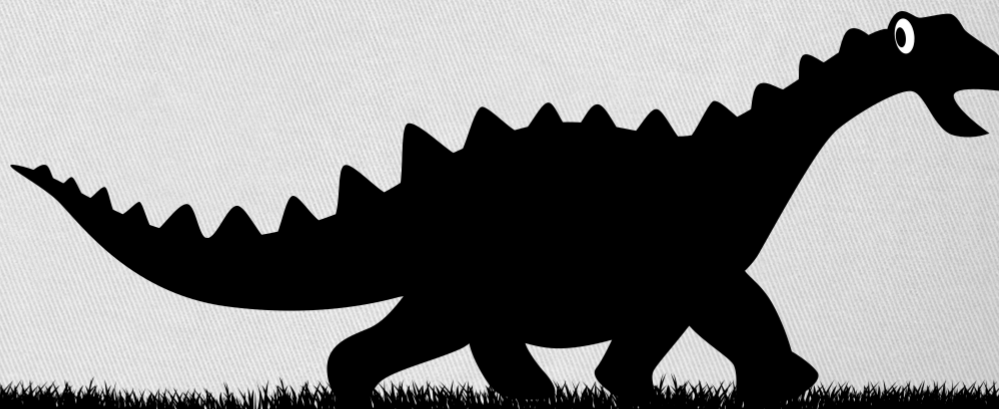
**choose video
results over text**

**Can we convert
using video?**

History lesson...

GoogleTM
and video

Once upon a time...





**SEO went
just one way**

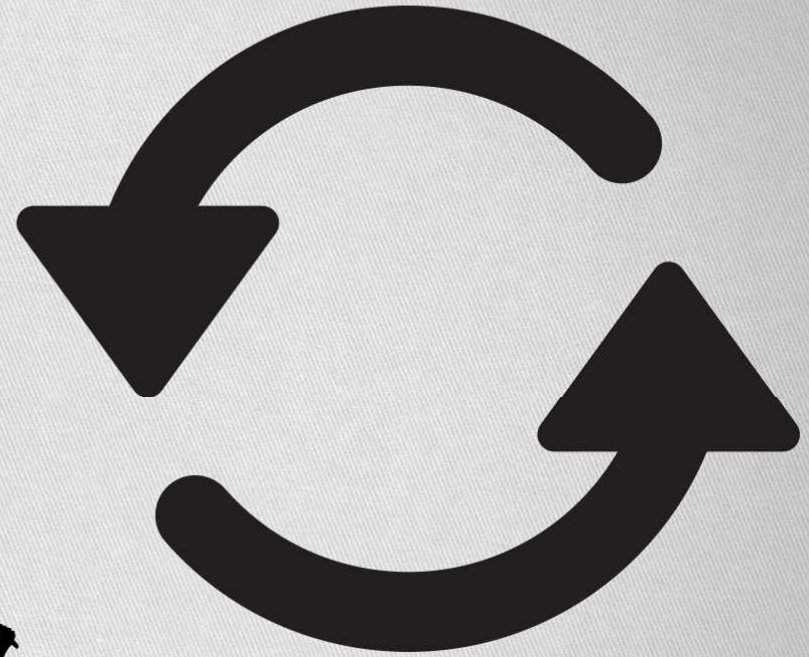




It got more social



**and then more
interactive**



Hi!



Google™ & YouTube

Now it's dynamic



iCLICK 
Supercharged SEO



sailingholidays.com

Call us on
020 8459 8787

Feature video

Client testimonials

About the company

Your hosts

Pick a boat

Safety

FAQs

Back

The flotilla holiday experience

Take the plunge!

Book now

In just **16** hours...



...page



of Google™ results

**The most popular videos
had a clear call to action**



From just 2
visits per day...



...to **500**

leading to...

9

**booking
enquiries...**





...that's a value of

27, 000

**Convert
my existing content?**

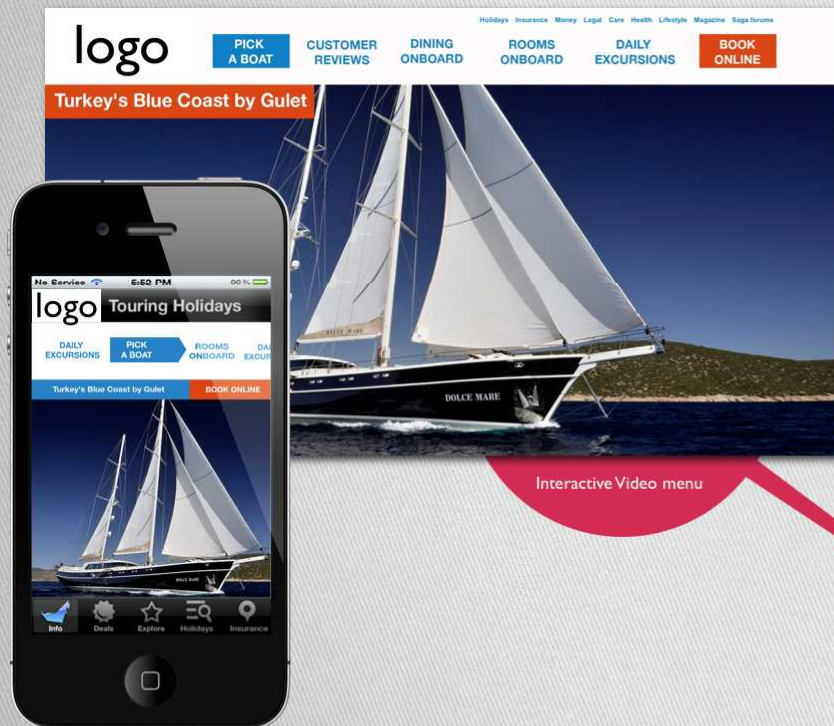
**Can I convert
what I already
have...**

Yes!

**Take this tired
content....**



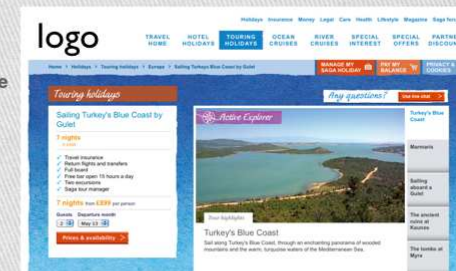
Give it new life!



Watch the videos

Interactive Video menu

Link to booking page



Take your TV ads...



And generate revenue...



To sum up

85%



**want video
engagement**



Add multiple sales points



Inte

grate with knowledge base

Transform SEO

... through
intergration...

which generates



iCLICK 
Smarter video



LittleVoice.TV
Smarter Interactive Video

