

Chapter 6

How To Add Captions/Subtitles To Your Videos

This process is one of the most important and vital processes in the development of making a good content video into a good quality one. Always remember that the best quality is more likely to attract the audience, whether you have bad content or good content. Furthermore, captions always grant you the ability to spread your message in a much clearer way, which always leaves a good impression on the audience.

The Online Video Platforms That Allow Captions

- YouTube
- Wister
- Vimeo

The Social Media Platforms That Allow Captions

- Facebook
- Twitter
- Tiktok
- Snapchat
- Instagram

Video Editing Software For Adding Captions

- Adobe Premier Pro
- Final Cut Pro

- iMovie
- Camtasia
- QuickTime
- Handbrake

How To Add Captions

One of the quickest and most effective ways of adding captions/ subtitles to videos is through a captioning service. All you have to do is send the edited video, and they will do the rest. However, you can always add the captions yourself. The following steps will help you in setting up the captions by yourself.

1. Transcribe Video

In this process, you have to watch your video and transcribe the video. The basic idea is to time the way you caption and listen to the important audio cues in the video. The main idea is to time it perfectly, or else it may confuse your audience when uploaded with badly timed captions. You, therefore, have to make your transcriptions as accurately as possible before you move on to the next phase.

2. Making an.SRT File

You have to save your file as a.SRT file which is the universal file for making and composing captions. This file is also mainly accepted by platforms like LinkedIn and Facebook.

3. Upload The Final Video

Before uploading the video, most sites will grant you the ability to double-check your video. The idea is to double-check all the errors and make sure that everything is perfect. In the end, you can upload your video. Always take extra time to prove the accuracy as all audiences prefer quality content.

Why Are Captions/ Subtitles So Important?

1. Help Get More Views

When you start using captions more frequently, you begin to script your videos to make it sound ten times better and to make captioning easier. The idea is to make use of the caption by upload it as a transcript in the video description. This, therefore, helps platforms like YouTube get a better understanding of what your video is all about, and it can impact the algorithm into categorizing your videos.

You can further extract keywords from the description, which can help in the optimization of your video as you can use it in tags. This, therefore, increases the chances of the algorithm in recognizing your video and making it more accessible to users on the homepage, search panel, and suggestions.

2. Encourages Engagement

Captions increase view time by 12% if 80% of users are more likely to finish a video that has captions. This, therefore, increases engagement with your audience as they are more likely to comment when captions are used, according to research. This is why captions play a role in the engagement of an audience.

3. Increases Accessibility

When I say accessibility, I refer to the people who can't understand a specific language and for disabled people who are deaf and dumb. The use of captions, therefore, makes it more accessible to users of which you can get more views and leave a good impression on people.

4. Maximizes SEO

When it comes to caption use, you may get your captioning done by a professional service that eventually gives you a transcript. Now algorithms can't watch your videos; however, they can look into your tags and your description, which is where the transcript comes in handy. If you add the transcript in the description, there is a likely chance of

the system understanding the context of the video, which will allow the ranking of your video. This, therefore, makes it easier for viewers to find your videos, and you have a better chance of getting your video spread across.

[LINK TO YOUR BLOG / SPECIAL OFFER / AFFILIATE OFFER]