



HEI.IO

Caption for Videos

- The Ultimate Guide





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Why Caption Your Video Content?

If the goal is to get your video content in front of a larger audience (and we're betting it is), then closed captions are an essential component of production. Captions not only help videos rank higher in search results, but they also increase accessibility, boost engagement, and improve the overall viewer experience.

Today, video content is king. According to Brightcove, it's 1200x more effective than text and images combined and one-third of online activity is spent watching video. So where do captions come into this picture?



People are **80%** more likely to watch a video to completion when CC are available.

The vast majority of videos are now watched without sound. Captions improve viewership because they keep people engaged regardless of their access to sound. From a user experience, it's important to provide viewers an option to read, rather than watch your videos.

In addition to making your videos accessible for all viewers, captions help video content rank higher in search results. One of the most important ranking factors on any website is quality content.

Why Caption Your Video Content?

However, what many fail to realize is that search engines, like Google, can't watch videos. When you add closed captions to your videos, they become easily searchable leading to improved discoverability.

There you have it. Adding captions to video content provides all sorts of benefits, and that's what this guide is about. Speaking of captions, where do you get them?

Getting Captions for Your Videos

When it comes to captioning videos, you have a few options: do it yourself manually, use an automated service or hire a professional to do it for you.



Viewers retain **95%** of a message when they watch it in a **video** compared to **10%** when reading it in text.

Most busy vloggers and marketers agree that hours spent manually captioning content themselves is time that could be better spent. As for automated services, the results can vary greatly since they're using speech recognition technology. Because of this lack of consistency in accuracy, search engines do not crawl or index auto-captioned videos. This means that auto-captioned videos do not enjoy the same SEO boost that videos captioned by real humans do.

Why should you use AI voice over for videos?



The demand for AI in digital video editing, especially for the voice-over industry, looks good. Some experts believe that AI could be a boon for the industry because it will make creating quality content more affordable for creators on low budgets. Being an affordable tool provides many opportunities, especially for startups and small businesses. Using AI voice over instead of actors allows brands to create videos much faster and cheaper. For adapting videos to various languages, translate AI voice over save the time and cost even more.

Translate video with AI voice over/ video dubber:

- Save cost of creating voice over audio with voice over actors
- Fast turnaround time
- Easy to scale

Free or paid?

Free to upload videos to your Timeline or Business Page, with an option for paid promotion from business accounts

Type of content

1-3 minute videos, entertaining, viral, click-bait, how-to, and personal clips

Caption file format

SubRip (.srt)

Facebook audience

2.1 BILLION
MONTHLY USERS



52% FEMALE

48% MALE

Facebook facts

 [85%](#) of videos are watched on mute.

 [8 billion](#) video views per day.

 Captions increase watch time by [12%](#).

Closed Captions on Facebook

In 2017, Facebook released a feature that uses speech-to-text software to add captions automatically to all videos in English. However, these auto-generated captions are often inaccurate, and if your video isn't in English, or only for English-speaking audiences, you can't rely on it all.

For these reasons and others, many vloggers and video content producers opt to add their own captions to Facebook videos. But that caption integration has some nuances. Facebook puts the burden of identifying the language in the captions on their users, as well as adding the country code for the language's nation of origin. Even if you only have one captions file and Facebook knows your preferred language, the site doesn't automatically make the connection.

Facebook Caption Requirements

Facebook requires you to put a language suffix on all your caption files, even if your language is English. Someone in the U.S. uploading a captions file in Spanish to a Facebook video needs to title their file something like "captions.es_LA.srt". This is because even though the speaker is in the U.S., and so are their viewers, the Spanish language didn't originate here, so "LA" is the generic country code for Spanish.

You can do this yourself, or, if you're placing an order with Rev you can select the option to get Facebook-ready Captions. Since other sites don't have the same rules, you'll be able to use the file on all your channels at once, without having to remember to rename it.

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How to Upload Captions to Facebook Videos

STEP 1: Have the captions file ready in SRT format and video file ready to go

 Confirm that your captions file meets Facebook's captions file naming convention: filename.[two-letter language code]_[country code].srt

STEP 2: Go to your FB business page 'videos' tab

STEP 3: Click '+ add video'

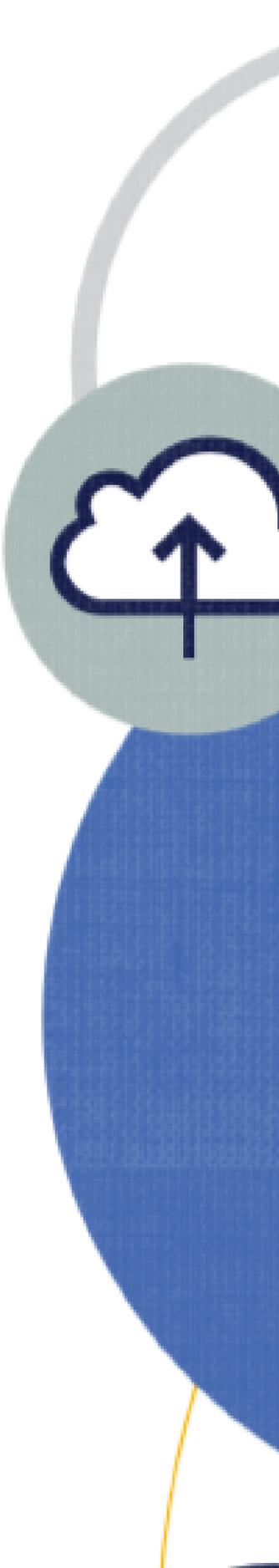
STEP 4: Upload your video file

 Give your video a description, title, and tags to make it more discoverable

STEP 5: Click 'captions'

STEP 6: Click 'upload SRT file' and upload the captions file

STEP 7: Click 'publish'



Free or paid?

Free

Type of content

Product reviews, how-to, vlogs, comedy/skit, gaming, and music videos

Caption file format

YouTube supports SubRip (.srt), WebVTT (.vtt), DFXP/TTML (.dxfp), Scenarist (.scc), and SAMI files, as well as several others

YouTube audience

1 BILLION
MONTHLY USERS



YouTube facts

-  Largest, most popular video hosting platform and the 2nd largest search engine, out-ranked only by its parent company, Google.
-  300 hours of video are uploaded per minute.
-  On mobile, YouTube reaches more 18-49 year-olds than any cable network in the U.S.

Closed Captions on YouTube

If you want to get the most accurate captions for your YouTube videos, you're best off using an online closed captioning service. Although YouTube does offer a free automatic closed captions feature, even they admit the results can vary greatly since they're using speech recognition technology.

A quick Google search of "youtube caption fail" yields over 13 million results, demonstrating the well-known shortcoming of automatic captions compared to human captioning services. Some of the YouTube closed caption fails are quite humorous, but certainly not something you want to see in your professional videos.

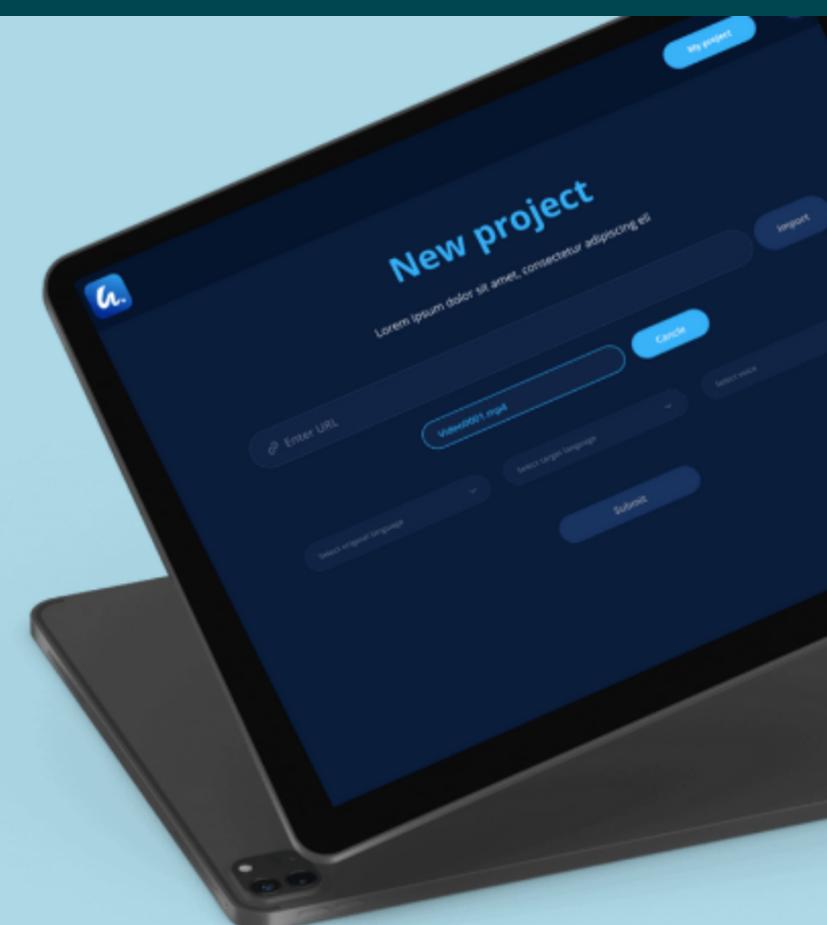
On the next page, we've put together step-by-step instructions for uploading closed caption files to your [YouTube videos](#).

ALL-IN-ONE VIDEO EDITOR TOOL

Simple & Powerful Video Editing

[Get Started for Free](#)

The easiest, most powerful subtitle and voice-over video editor. Loved and trusted by content creators and video agencies of 100+ brands to reach and engage with audiences better.



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How to Upload Captions to Youtube Videos

- **STEP 1:** Have your captions file in the correct format and video ready to go
 - We recommend using TTML or WebVTT as these provide more options for alignment and formatting than other formats with YouTube
- **STEP 2:** Upload your video to YouTube. Then, navigate to the video manager by clicking on your account picture in the upper right corner
- **STEP 3:** Click 'creator studio'. From the list on the left side of the screen, select 'video manager'. This should bring up a list of your videos
- **STEP 4:** Below each video is an 'edit' button. Click on the small black triangle to the right of the 'edit' button below the video you're adding captions to. This will bring up a drop-down menu
- **STEP 5:** Select 'Subtitles/CC'. If you have not added captions before, a window will ask you what language is spoken most in the video. Select the language your captions are in and click 'set language'
- **STEP 6:** Click the blue button that says 'add new subtitles or CC' and click again on the language of your captions
- **STEP 7:** Under 'select method,' click 'upload a file'
- **STEP 8:** Choose 'subtitles file'. (Even though you're uploading closed captions, YouTube treats them the same way)
- **STEP 9:** Click 'choose file', select your captions file from your computer, and click 'upload'
- **STEP 10:** Check and edit your captions
 - YouTube has a built-in system to add and edit captions. After you upload the file, YouTube will display the caption file with the video so you can check the timing and text. Once you're satisfied, click 'publish'
- **STEP 11:** Display your captions by clicking the CC icon at the bottom of the video player to toggle captions on and off



Free or paid?

Four membership levels, each with additional storage, features, and controls: Basic (free), Plus (\$7/mo.), Pro (\$20/mo.), and Business (\$50/mo.)

Type of content

Known as “the creative person’s hosting platform”, Vimeo is commonly used for music videos, documentaries, and other types of videos with artistic elements

Caption file format

WebVTT (.vtt) is preferred, but several formats are compatible, including SubRip (.srt), DXFP/TTML (.dxfp), Scenarist (.scc), SAMI (.SAMI)

Vimeo audience

70 MILLION
MEMBERS

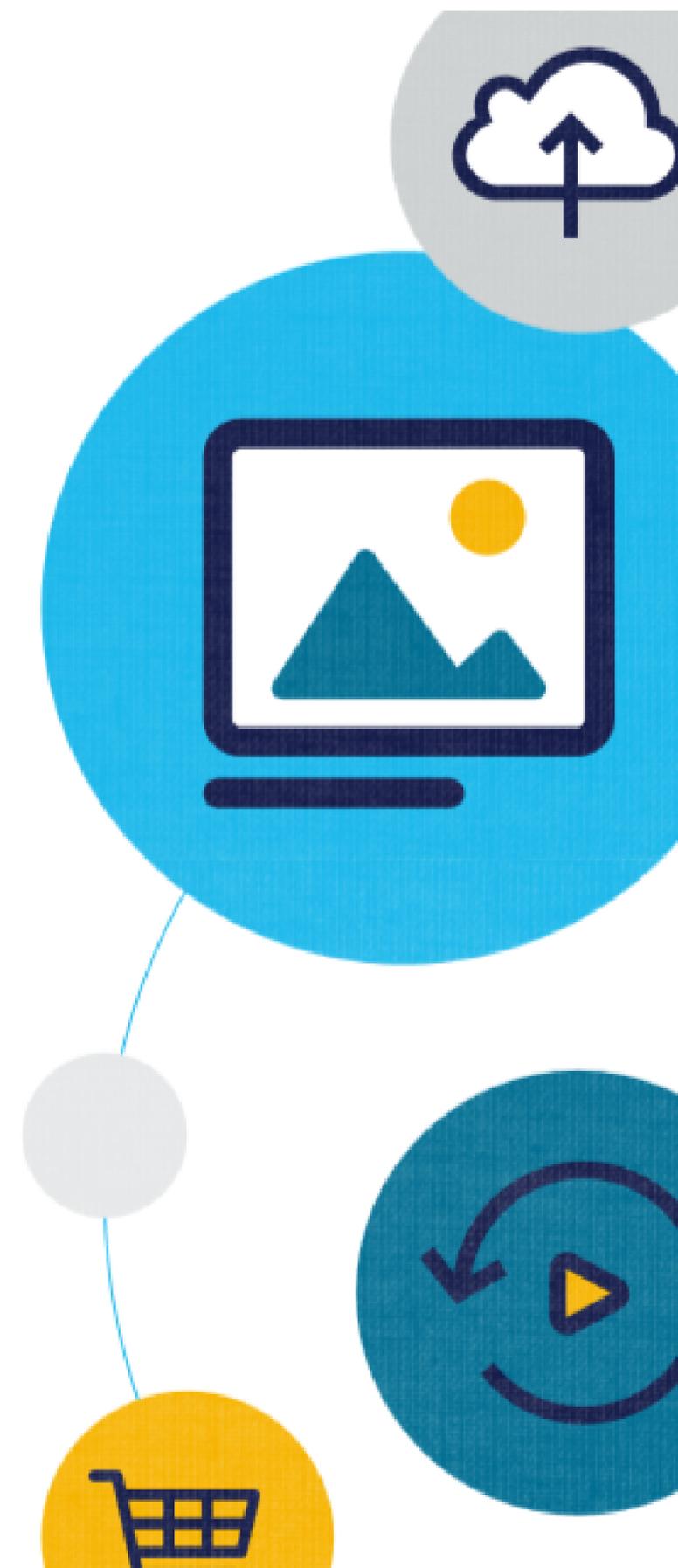
170 MILLION
VIEWERS

Vimeo Facts

-  2nd largest video hosting platform.
-  [70%](#) of viewers live outside of the U.S.

How to Upload Captions to Vimeo Videos

- **STEP 1: Have your video and a corresponding captions file ready to go**
 -  Vimeo recommends formatting captions as WebVTT files whenever possible
- **STEP 2: Upload your video to Vimeo**
 -  Give your video a title, description, and tags to make it easy to find
- **STEP 3: Navigate to your video and click 'settings'. From the list of options on the left side of the page click 'advanced'**
- **STEP 4: Under the 'upload captions & subtitles' header click 'choose file' and select your captions file from your computer**
- **STEP 5: Check the box under 'status' to 'on' to turn captions on**
- **STEP 6: Select the language of your captions and under the 'type' drop down menu select 'captions'**
- **STEP 7: Scroll to the bottom of the page and click 'save'**
- **STEP 8: Display your captions by clicking the CC icon at the bottom of the video player to toggle captions on and off**



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MEMBERS

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Closed Captions on Vimeo

In general, Vimeo tends to attract a supportive community of users who offer constructive feedback on videos. It’s also free of ads, unlike its competitors. After YouTube, Vimeo is the second most popular video hosting platform.

In 2014, Vimeo made it possible to caption your video content and doing so is pretty simple. To add captions to a video on Vimeo, you will first need a caption file. You can engage a professional captioning company to create a file, or use one of the do-it-yourself captioning sites.



Product Demo Video Examples

Translate your videos with ease. AI voice-overs, video/ audio dubbing in 70+ languages with 250+ voices. Easily add captions, translated subtitles, translate voice-overs and more.





Why Hei.io?

Rapid, 90% accurate translating: Captioning normally takes forever, often with multiple errors. Our product processes your videos quickly with few errors. When it's done, you can have captions and voice-overs in 70+ languages.

Realistic AI voice-over: Are you searching for voice dubbing that doesn't sound robotic and awkward? We have over 250 naturally sounding voices in 70+ languages to choose from and customize.



1. Upload & Select

Upload your video from your computer or share your video link.

Choose the original language used in the video. Then choose the target language you want it translated to.



2. Process

Click Run. Soon, you have autogenerated captions, translations and voice-over.

The process time is based on the speed of the video.



3. Download / Edit & Export

Once it's done, either click Download Video to finish or Edit Video to make changes.

Pick from a wide array of customizable tools. When done, choose Export.