

# Video Findability Readiness Checklist

Ship chaptering, interactive transcripts, and in-video search learners trust. The companion article explains every line.

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## **A. The shared artifact - get the time-coded text track right first**

- Generate a time-coded transcript for every video - it feeds chapters, the transcript, and search
- Use ASR to draft cheaply, then a human review gate before anything ships
- Store positions with W3C Media Fragments syntax: #t=340 - the shared seek for all three features
- Treat the text track as the asset; chapters, transcript, search, captions, and SEO flow from it

## **B. Chapters - the table of contents**

- Author chapters in a W3C WebVTT file with kind set to chapters (start, end, title per cue)
- Load it via the HTML track element; the player draws markers and a clickable list
- A chapter click seeks via Media Fragments - same #t= as a transcript click or search hit
- Auto-chaptering is a first draft: a human approves titles before they ship

## **C. Transcript - one text, three jobs**

- Accessibility: WCAG 2.1/2.2 SC 1.2.1 requires a transcript for audio-only at Level A
- Do not ship raw captions as a transcript - add visual info and paragraph it
- Navigation: make it interactive - highlight the current line, click to seek
- Captions (AA) and a full transcript (AAA media alternative) are distinct deliverables

## **D. In-video search and tracking**

- Index the transcript with timestamps; return results as clickable #t= jump points
- Ship keyword search first (literal, cheap); add semantic (AI meaning) at scale
- Track jumps with the xAPI Video Profile 'seeked' verb (time-from / time-to extensions)
- Measure task success and search-with-results rate - NOT watch-time - to judge findability