Video Findability Readiness Checklist

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

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

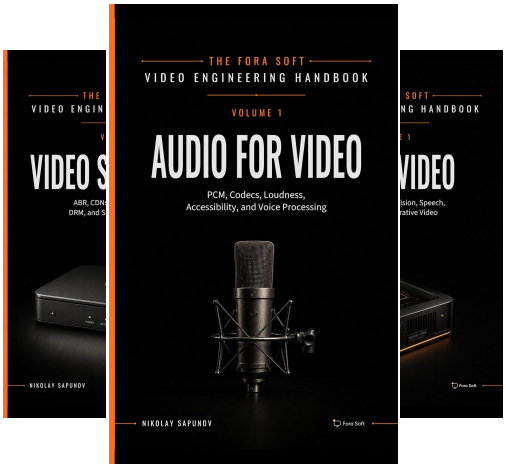
C. Transcript — one text, three jobs

- [ ] 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

Companion to: 'Chaptering, Transcripts, and In-Video Search'
www.forasoft.com/learn/elearning-video/articles-elearning/chaptering-transcripts-in-video-search



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This checklist covers the one time-coded text track behind chapters, transcripts and in-video search. We wrote seven volumes on the video stack: Volume 4 covers captions and accessibility, Volume 6 speech recognition and search over a video archive, and Volume 3 players and subtitles.

WHAT YOU WILL FIND INSIDE

- Captions, subtitles and accessibility
- Search and RAG over a video archive
- ASR and speaker diarization
- Subtitle rendering in the player

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