wistia

Your Guide to Embedding Videos

SIMPLE STEPS FROM UPLOAD TO IMPACT

Your videos deserve a better home

Putting them on your site can turn views into real results.

Did you know that less than half of companies have videos on their website?* Most are missing out. **Videos on your site can improve search rankings, bring in more visitors, and turn them into customers or leads.**

But you've got to embed your videos the right way. Start with a good video platform, put your videos where they'll actually be seen, use features that help convert viewers, and track the right metrics.

And it's easier than it sounds! You can have your video up and running on your site in as little as 10 minutes. This guide shows you how to do it all with Wistia.

Just here for the quick wins?
Head straight to our **best practices.**

*Source: Wistia's *2025 State of Video Report*

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Why embedding matters



Embedding puts you in control

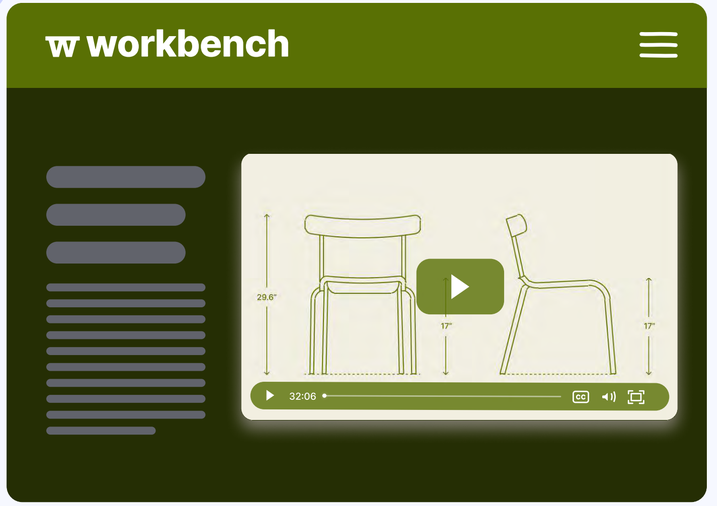
Where your video lives affects how much control you have over the viewing experience and how much performance data you can track.

You have two options:

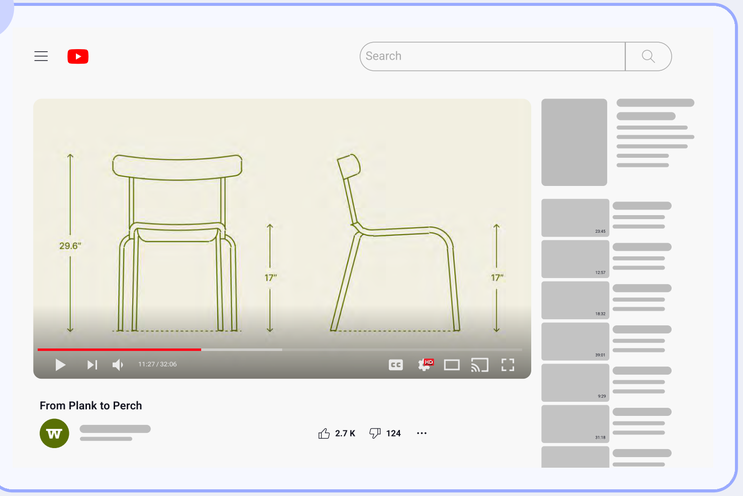
1. **Embed on your own site**
2. **Share on social media or YouTube**

Off-site channels are perfect for reach, but embedding on your site is how you turn that reach into results for your business. That's because you control how your video looks, how people interact with it, and what you can track.

1



2



	On your site	Off your site
Goal	Convert viewers	Reach a larger audience
Viewer experience	Controlled by you	Controlled by the social platform
Analytics access	All the data available	Basic metrics only
Outcome	More conversions	More brand awareness

Reasons to embed videos on your site

See what you're missing when your videos only live off-site.

→ **More time spent on your site**
With no ads or distracting content from other brands, your viewers stay around longer. That gives you more chances to convert them to leads or customers.

→ **Better search rankings**
Video platforms like Wistia automatically add schema markup and metadata to help your videos and website surface in search engine results.

→ **More accessibility features**
Add burned-in captions, include full transcripts, dub your videos in multiple languages, and pick high-contrast color combinations for your video player to make it easier for people to consume your content.

→ **Actionable performance insights**
You own all the granular data, so you can track play rates, drop-off points, and conversions to understand how well your content is performing.

→ **Better ways to turn viewers into leads**
Add email capture forms, annotation links, and calls to action (CTAs) right in your video and then sync the data to your marketing automation platform or CRM for seamless follow-up.

→ **Better discoverability by AI**
LLM-friendly embeds include your video's transcript in a way AI tools can interpret. Your videos become easier for machines to index and easier for people to find.

Use a video platform that lets you do all these things, like Wistia.

This is an embed code

Think of it like a set of instructions for showing your video.
Most video platforms generate one as soon as you upload a video.

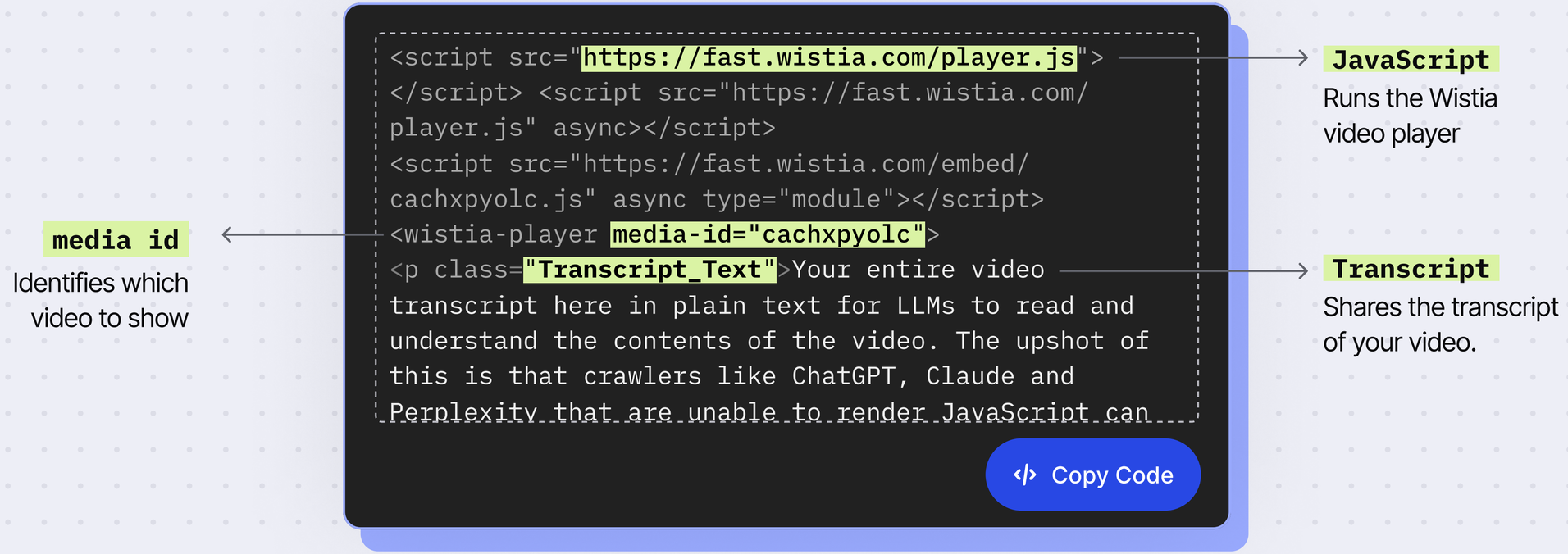


media id
Identifies which video to show

JavaScript
Runs the Wistia video player

This is an LLM-friendly embed code

Wistia's LLM-friendly embeds make your video content discoverable by AI tools. When someone asks about a topic, your video is easier for AI to recognize and surface as a helpful answer.

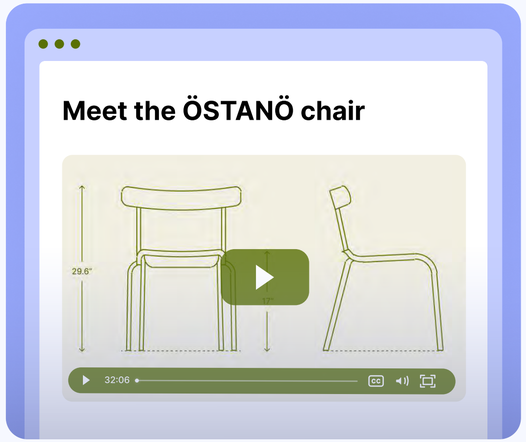


How to choose which embed code to use

Head here for more detailed setup instructions. ↗

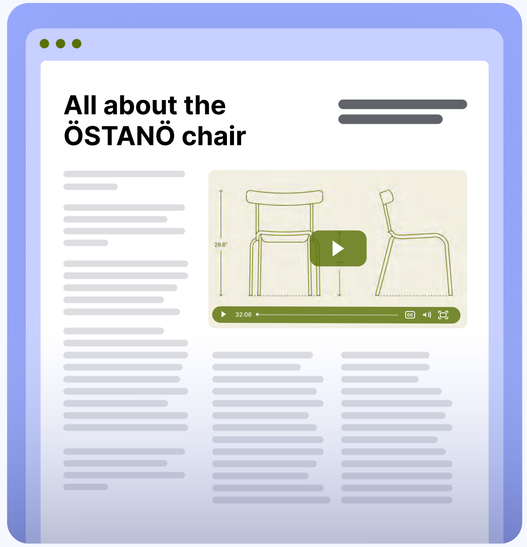
Use LLM-friendly embeds when:

- → You want your video to be visible in AI tools
- → Your video adds new context that isn't already written on the page
- → You're okay grabbing a fresh embed code whenever transcripts or chapters change



Use standard embeds when:

- → The page already explains the same info your video covers, so AI discoverability won't add much
- → You want an embed that updates itself with no extra steps



How to add an embed code to your site

Just pop into your CMS and:

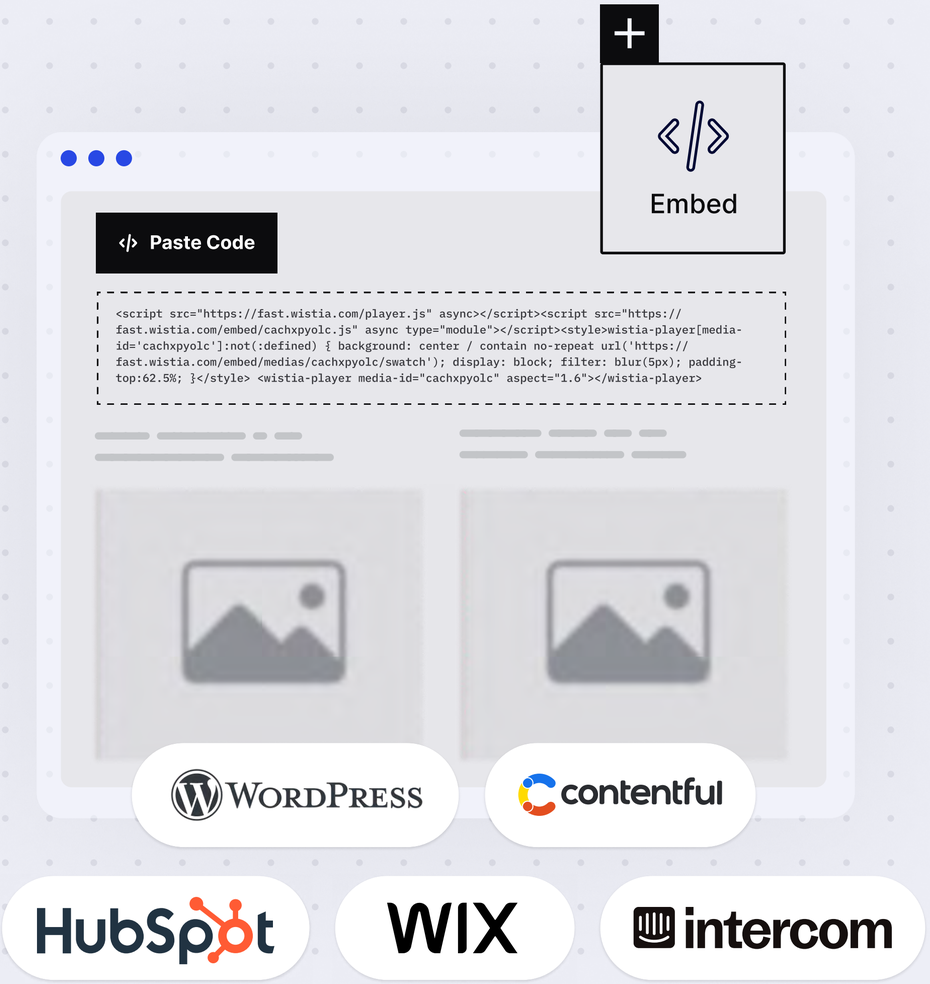
1. Open the page where you want the video to appear
2. Add a custom HTML or embed block
3. Paste the embed code into that block
4. Hit publish

That's all. No coding skills needed!

These steps work with most website builders like the ones on the right.

Working with a dev team?

Send them here ↗



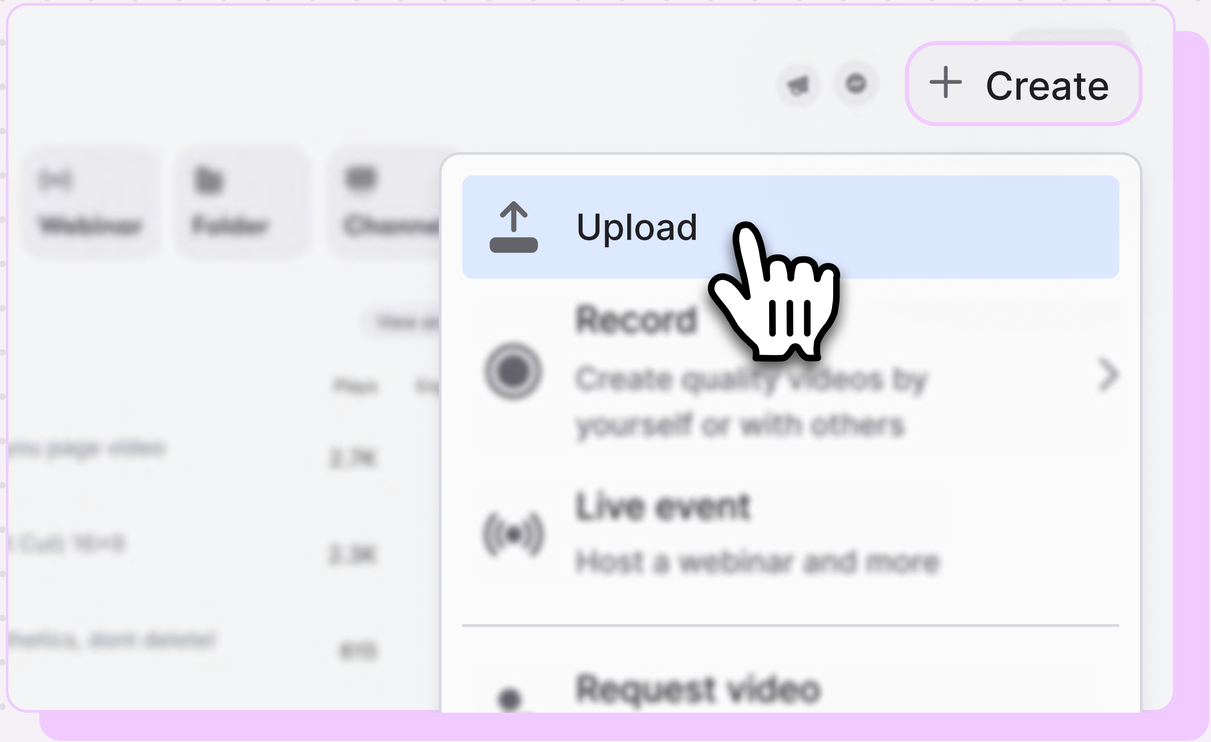
Embedding your first video

STEP 1

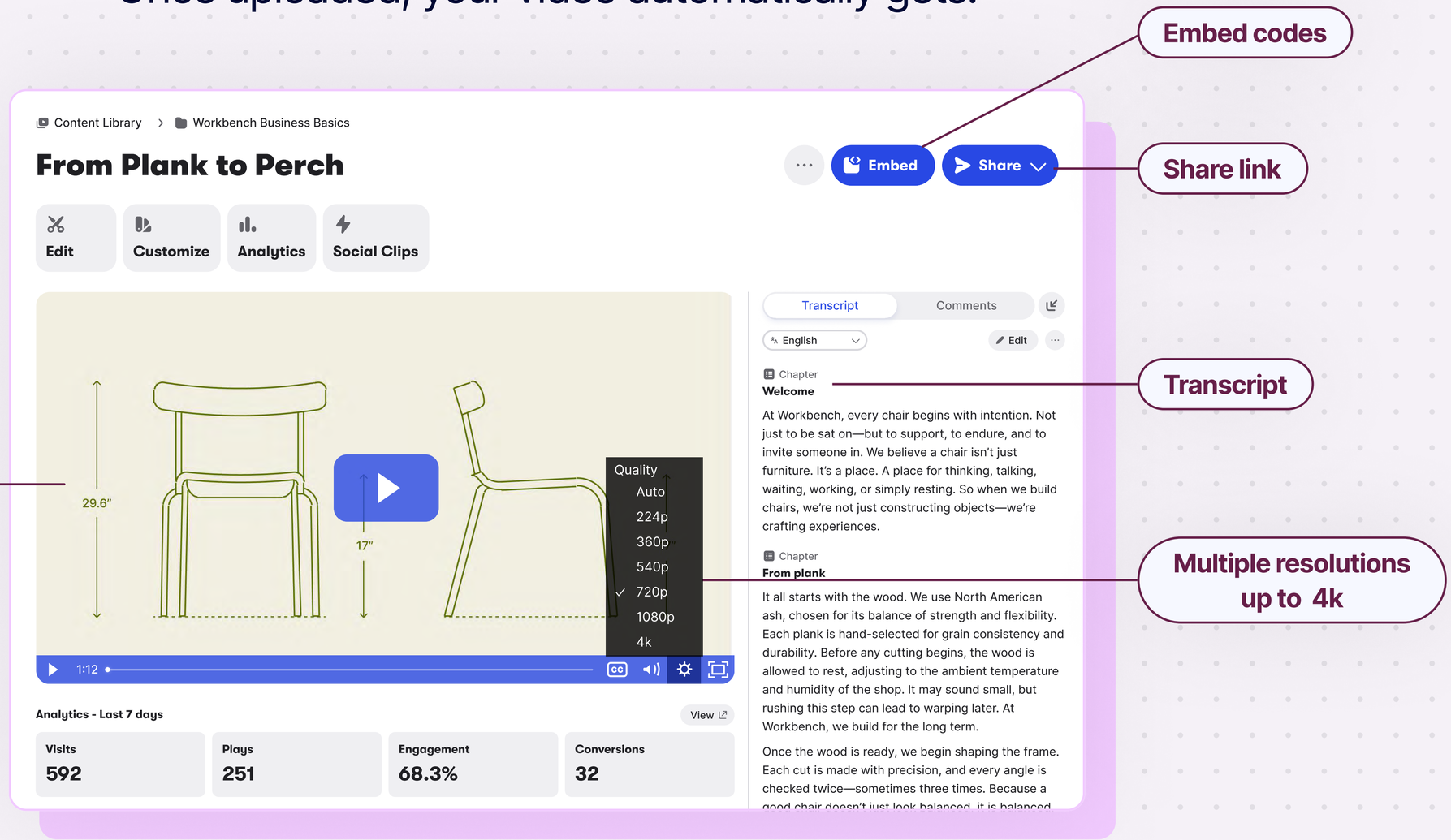
Upload your video to Wistia

Do it right from the dashboard.

See more detailed instructions ↗



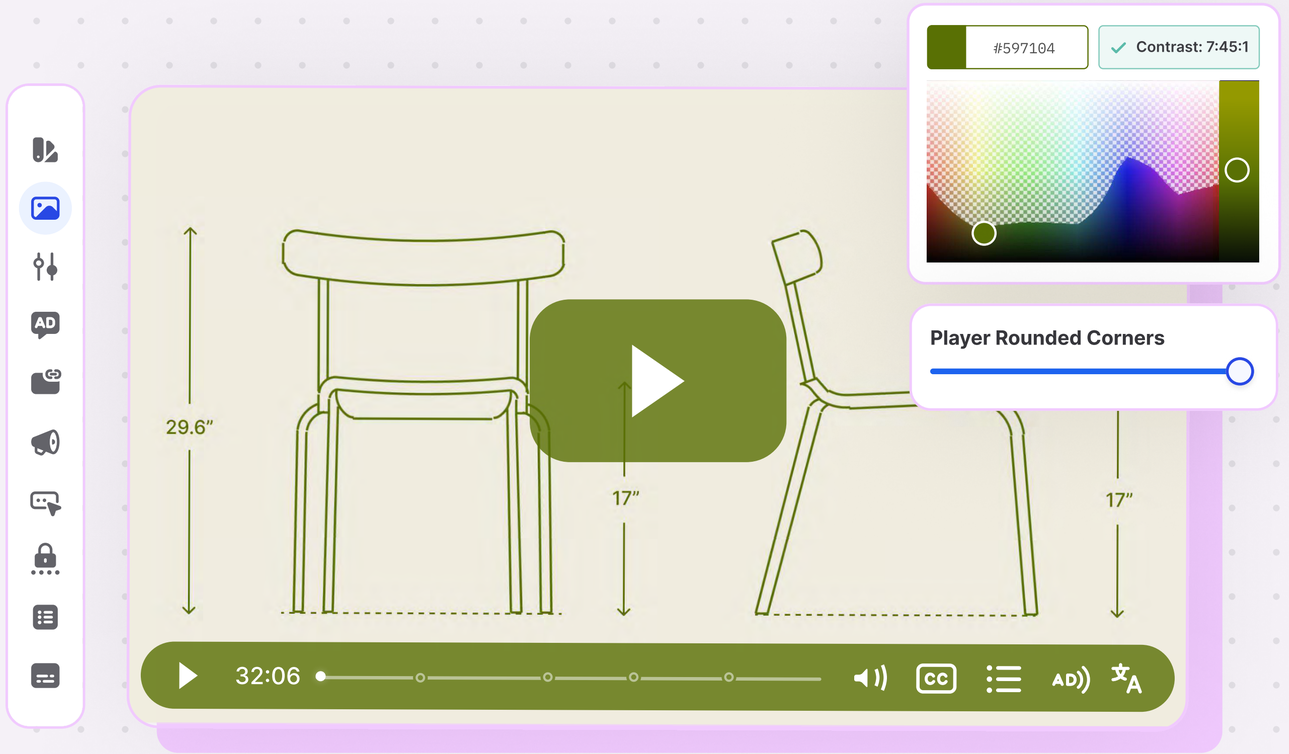
Once uploaded, your video automatically gets:



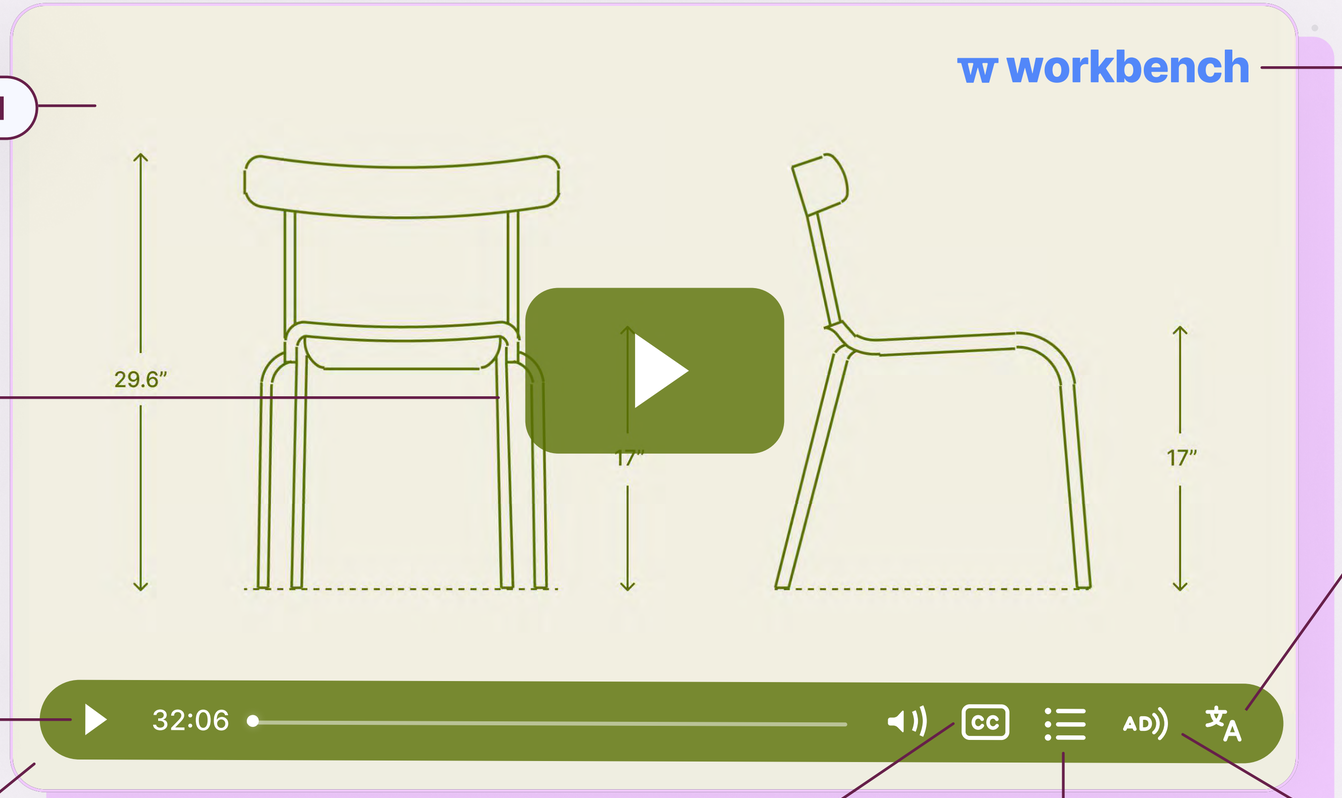
STEP 2

Customize the viewing experience

Brand your player, add a custom thumbnail, create chapters, and include accessibility features to make your content easier to consume.



Ways to make it yours



Customize the thumbnail

Upload your logo

Change the play button size

Dub in another language

Pick a player color

Include audio descriptions

Round the corners

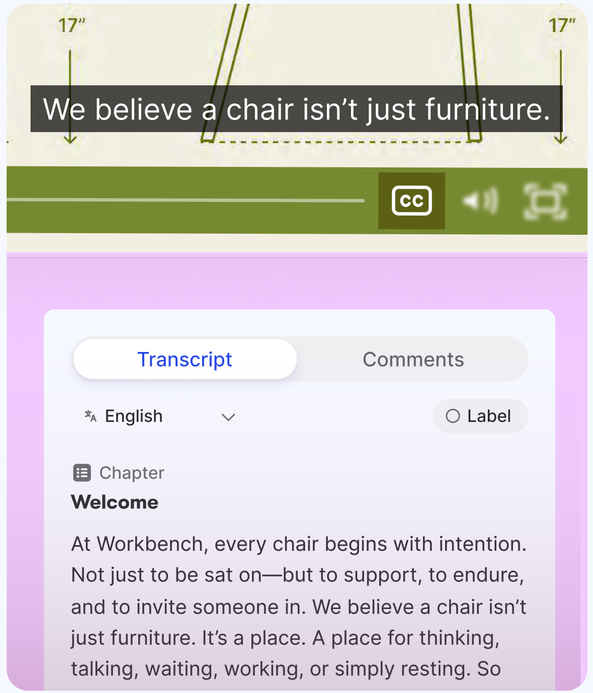
Add captions

Create chapters

Captions

Edit the transcript and turn it into captions in just a few clicks.

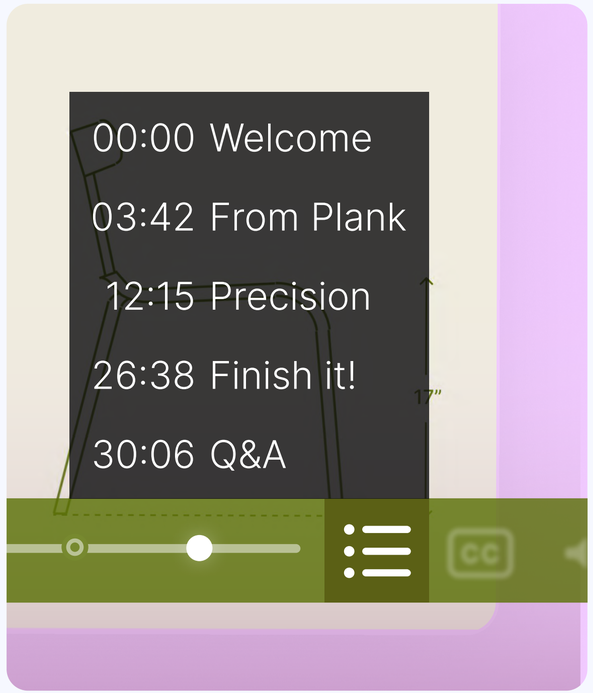
See how ↗



Chapters

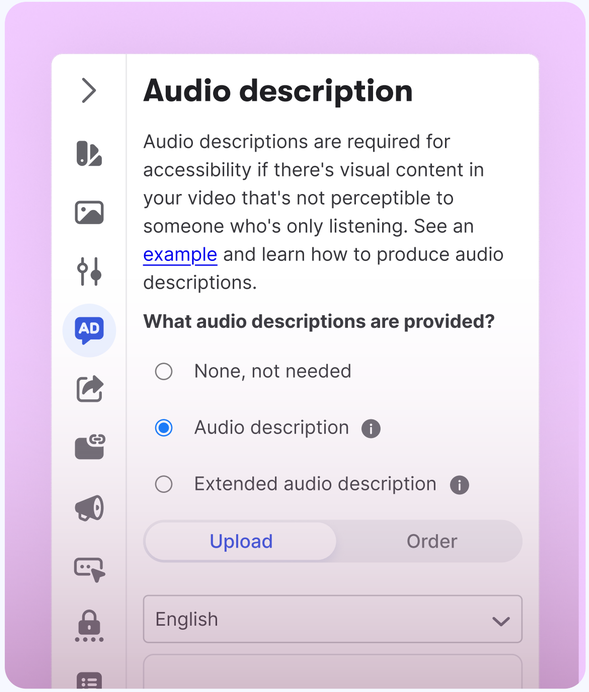
Let AI create easy navigation points or create your own.

See how ↗



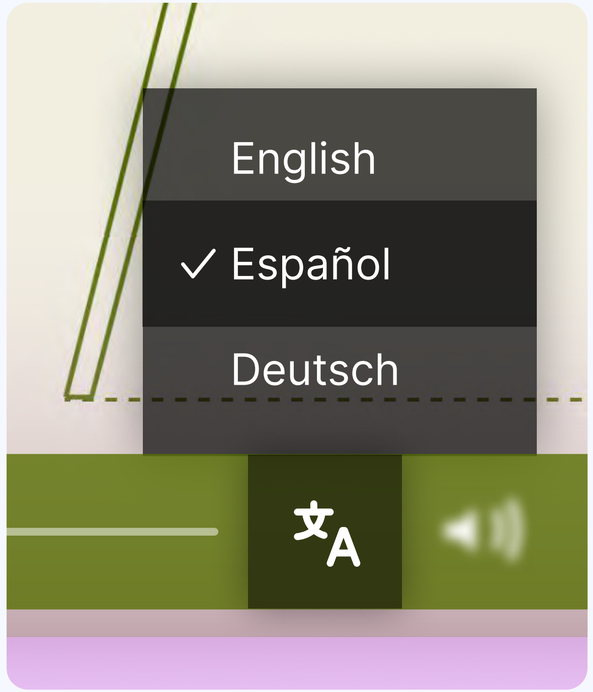
Audio descriptions
Add narration that explains visual content for folks who are only listening.

See how ↗



Dubbing
Dub and lip-sync your video in over 30 languages with AI-powered translation.

See how ↗

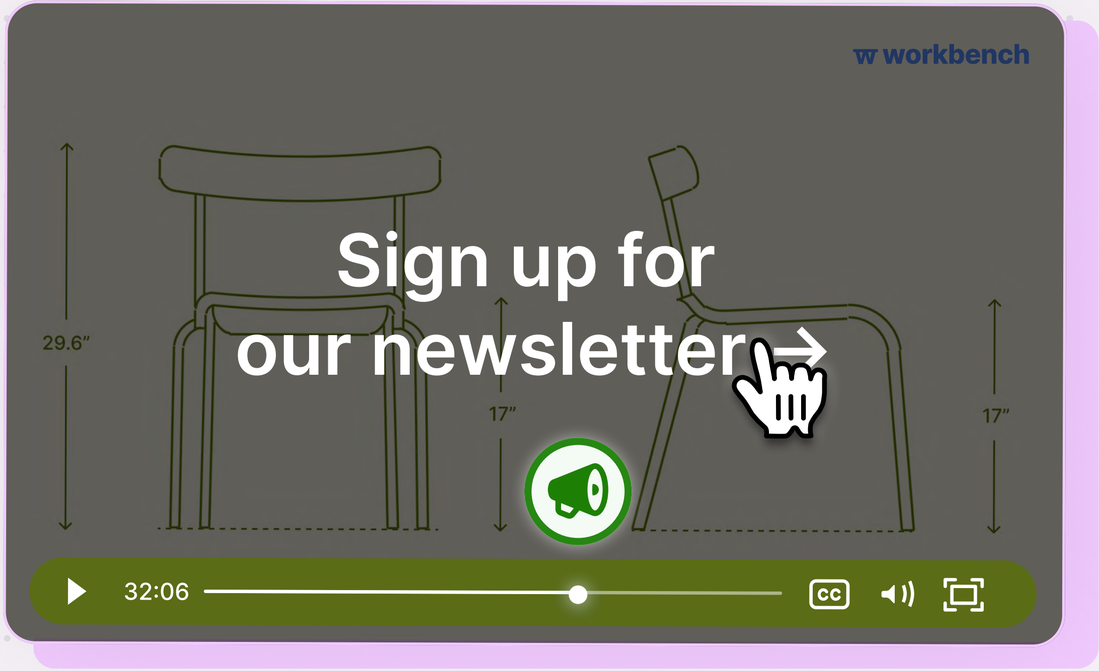


STEP 3

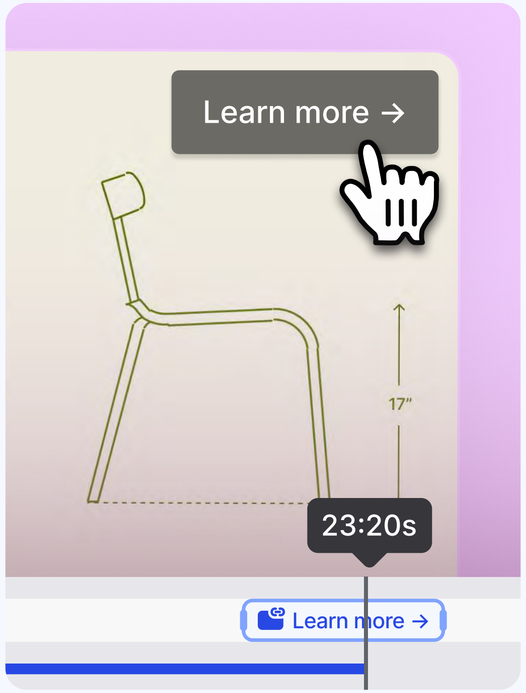
Add features that drive action

Drop interactive tools like annotation links, CTAs, and email capture forms right into the video player to give each viewer a chance to convert.

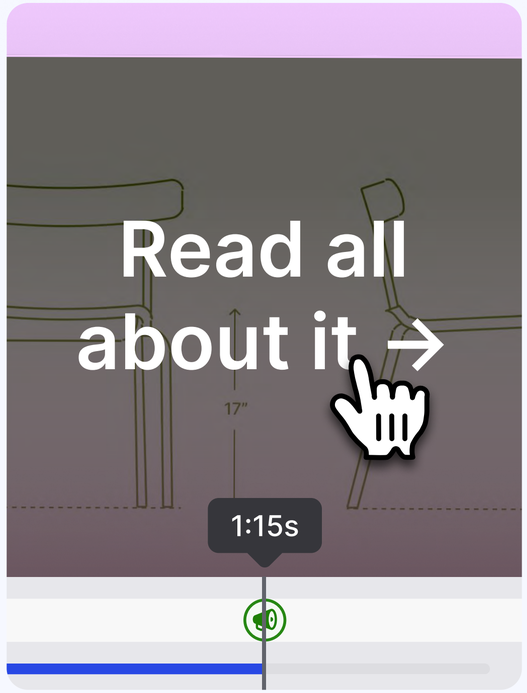
See how it works ↗



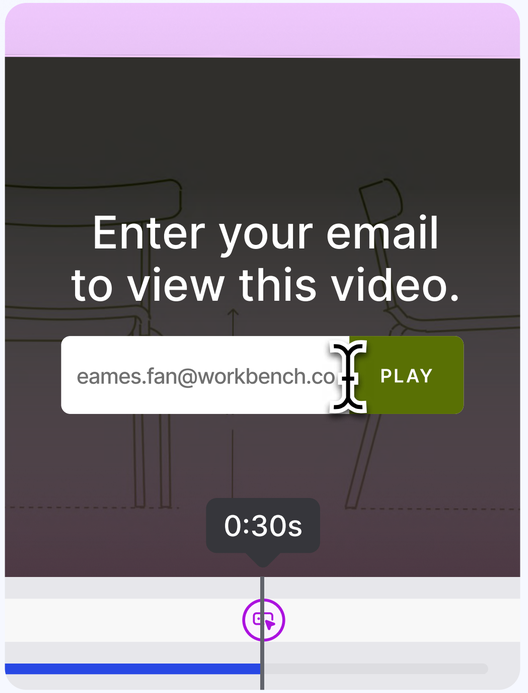
Annotation link
A small clickable button that sends viewers to a relevant resource



Call to action
A clickable image or text overlay that encourages viewers to take the next step



Email capture form
A Wistia form or a custom form from your MAP* that collects viewer info



*Marketing automation platform like HubSpot, Marketo, or Pardot

STEP 4

Choose the embed style

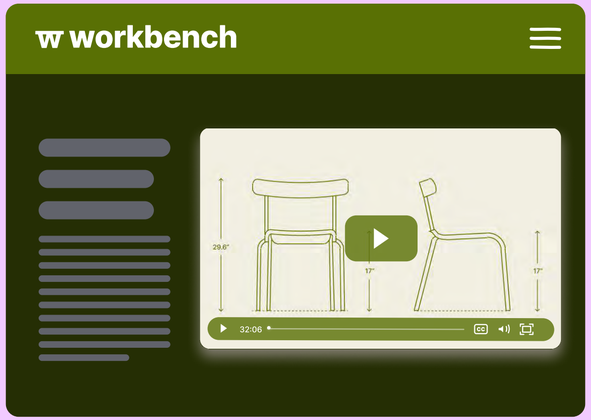
Wistia offers four embed styles that work with any page layout.

Explore embed styles ↗

1 **Inline**

Full video player that appears directly on your page

A solid default

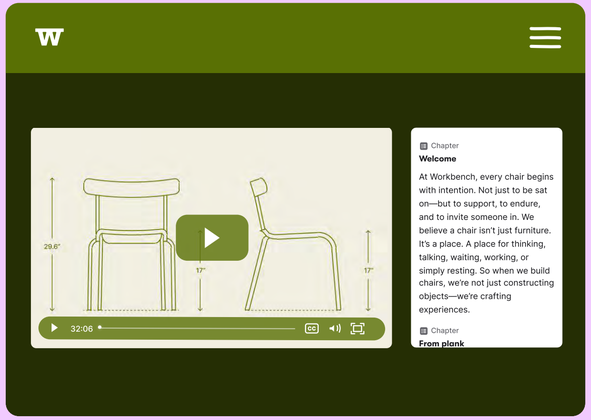


2 **Popover**

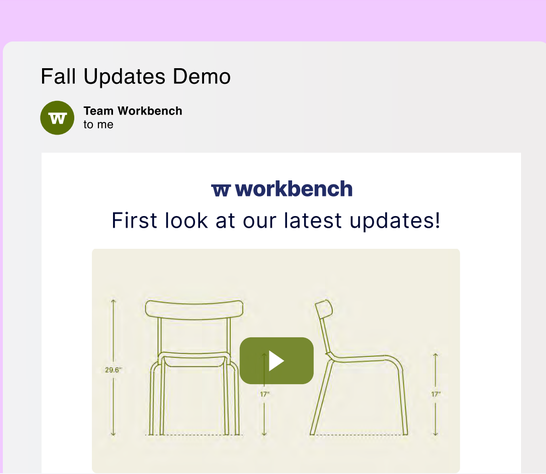
Clickable thumbnail that opens your video in a full-screen popup



3 **Transcript**
Searchable text that appears next to your video



4 **Email thumbnail**
Clickable thumbnail that opens your video's unique URL

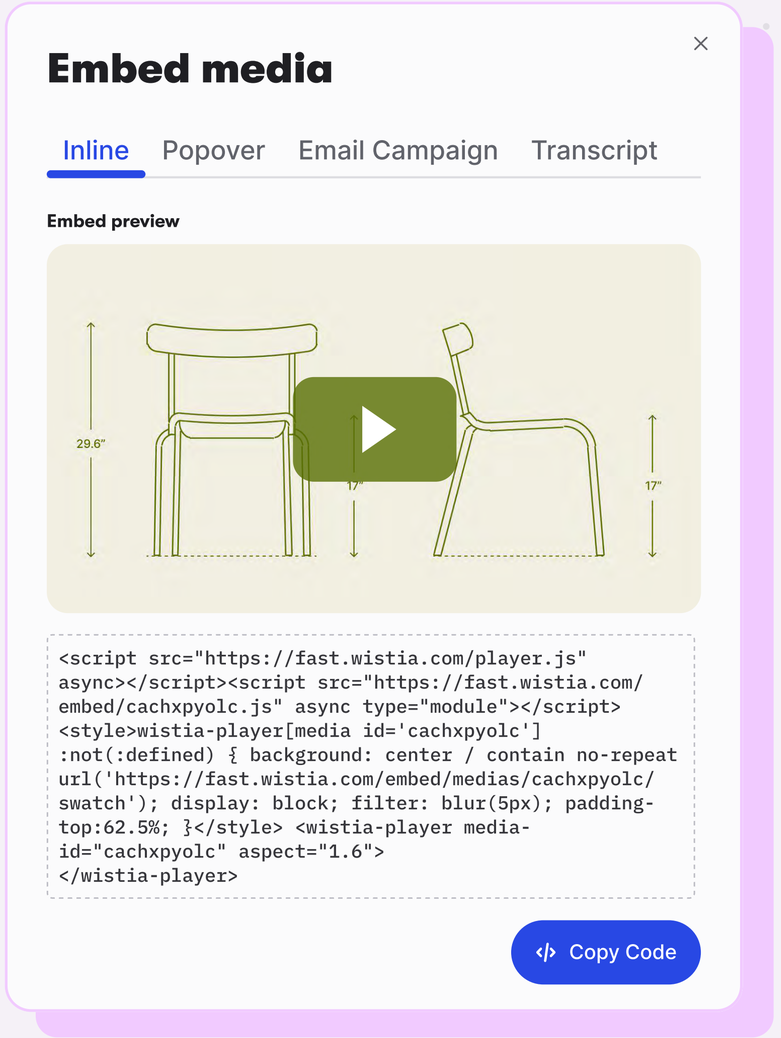


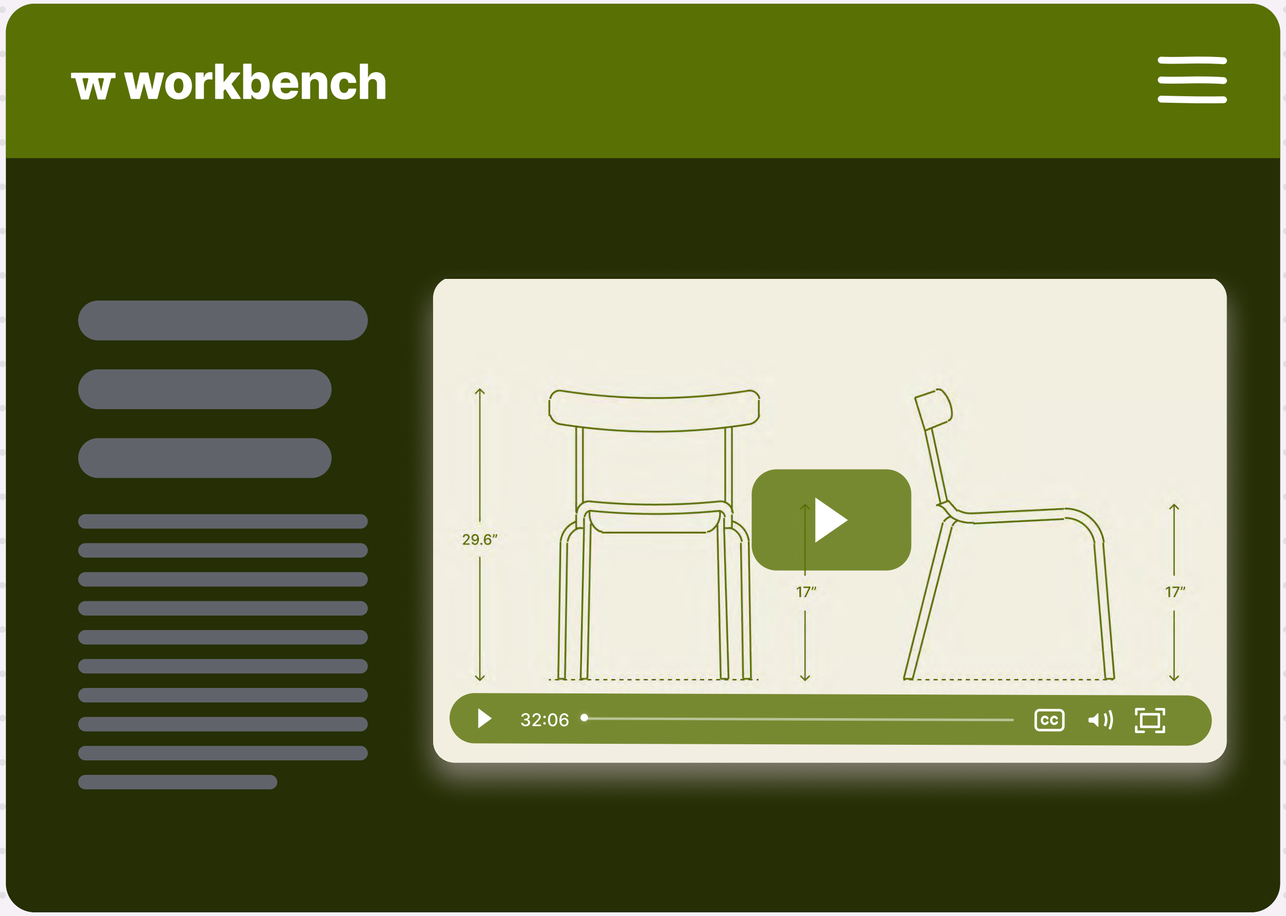
STEP 5

Publish the video on your site

1. **Copy your embed code**
   Just use the “</> Copy Code” button.
2. **Add it to your page**
   Drop the code into your CMS or send it to your developer with placement notes.
3. **Hit that publish button**
   Watch the video play right where you put it.

Jump to page 47 for the best spots to embed on your site.





You did it!

Your video’s live, looking sharp, and already pulling its weight. We’re so proud!



Updating & replacing videos

Even your best videos can use a refresh now and then. Maybe your messaging has shifted. Maybe the design feels a little off. Or maybe someone finally said, “Hey, what’s with that ukulele intro?”

Whatever the reason, updating should be easy—and with Wistia, it is.

While most platforms reset your data, Wistia keeps your watch time, engagement, and conversions right where they are.

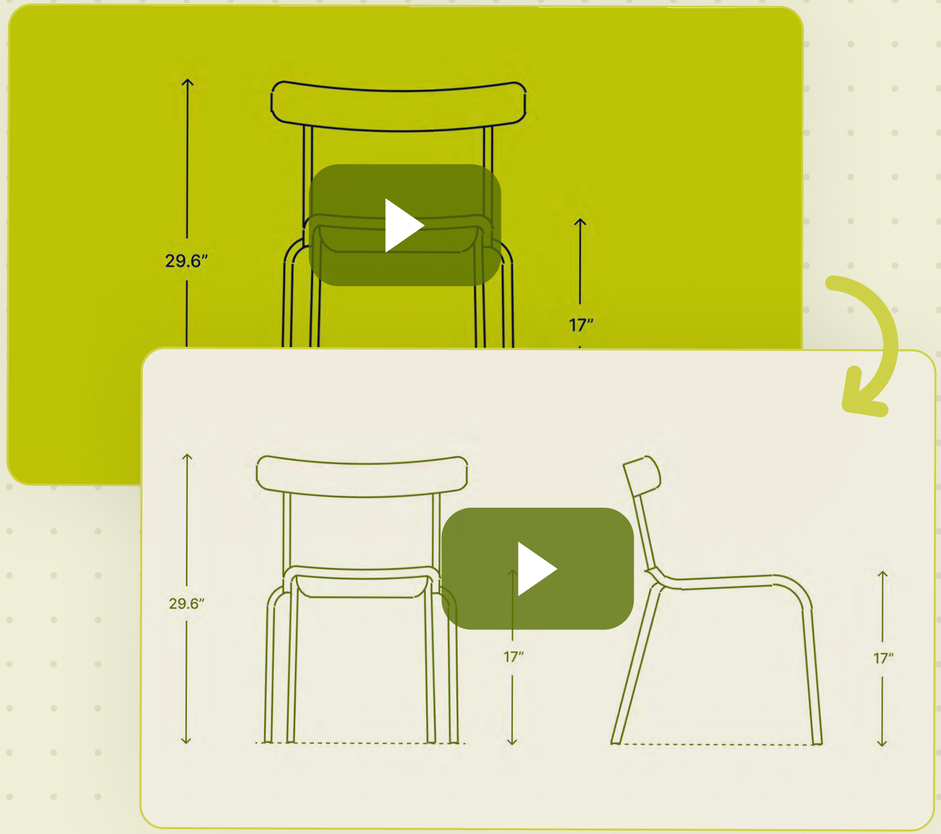
No broken links.
No lost analytics.
Just swap, save, and go.

STEP 1

Choose what to update

Look at the videos on your highest-traffic pages (like your homepage, product pages, or key landing pages) and ask:

1. **Does this video still reflect your brand?**
2. **Is the tone, message, or design up to date?**
3. **What's the goal of making this change?**

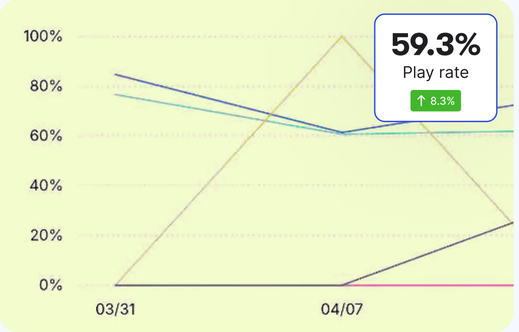


Look at Wistia's analytics too

See which videos need work and how to improve them.

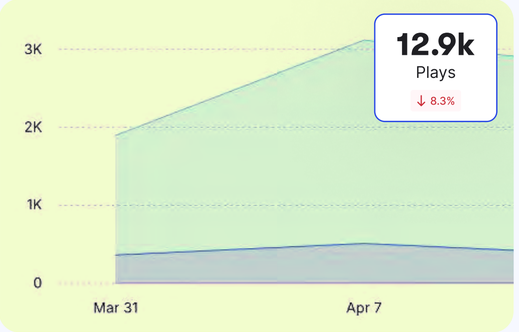
Play rate

Percent of visitors who click play



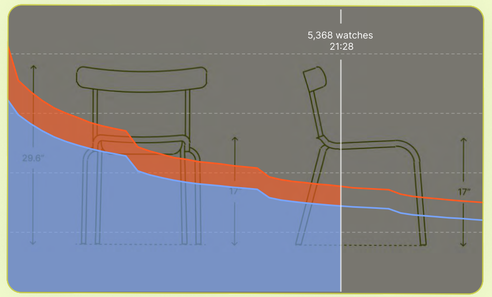
Plays

Total number of views



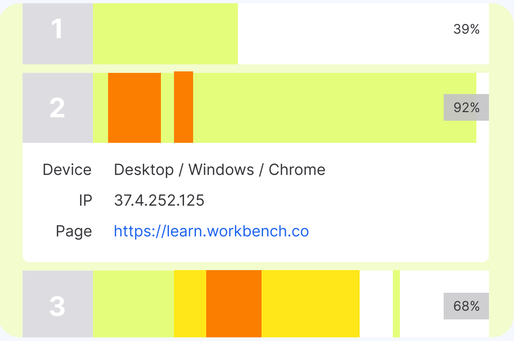
Engagement rate

How much of the video people watch



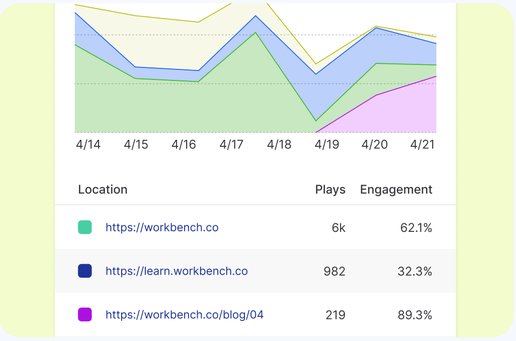
Heatmaps

Where viewers skip or rewatch



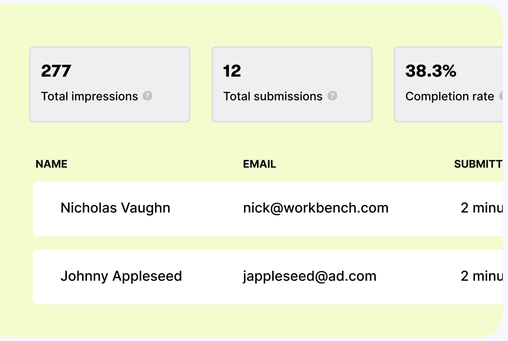
Location-based analytics

Performance data by page location



Conversion rate

Percent of viewers who take action



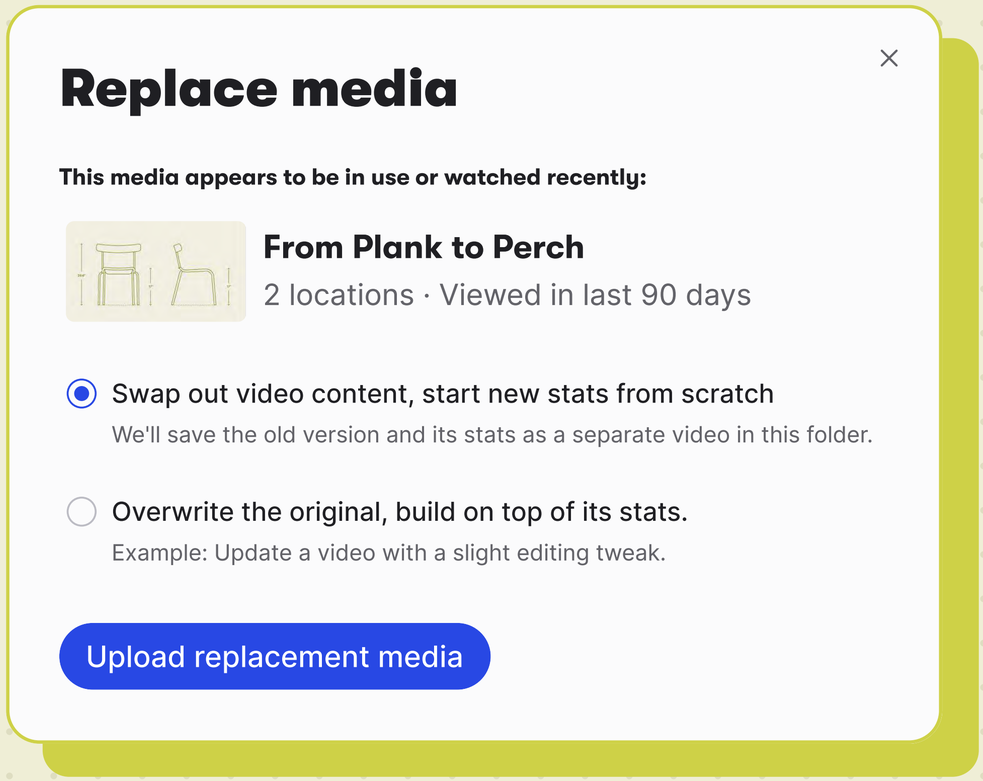
Updating & replacing videos

STEP 2

Swap videos without breaking anything

When you replace a video in Wistia, it automatically updates everywhere it's embedded and your video's analytics and player settings stay the same.

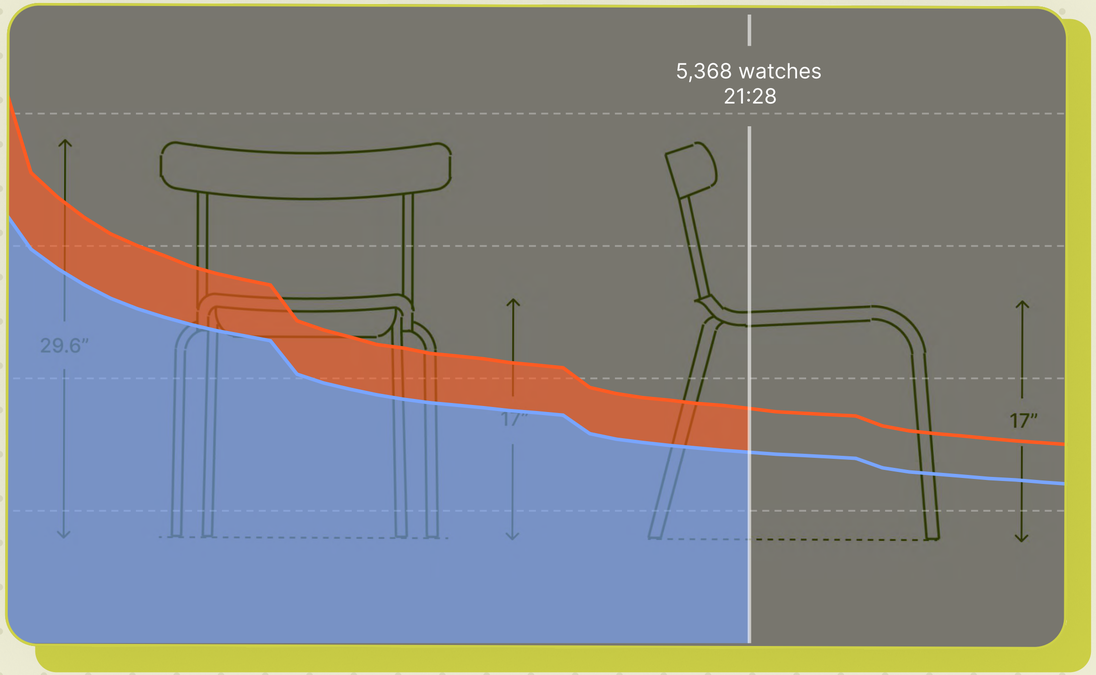
1. Select **"Replace"** from the video's menu
2. Choose **start fresh** to reset your analytics or **keep stats** to build on existing performance
3. Upload your new video
4. **Using an LLM-friendly embed and updated your video's script, chapters, or made big edits?** Re-embed it to update the transcript in your page's code. That way, AI tools can find the right content. Your URL and analytics stay the same.



STEP 3

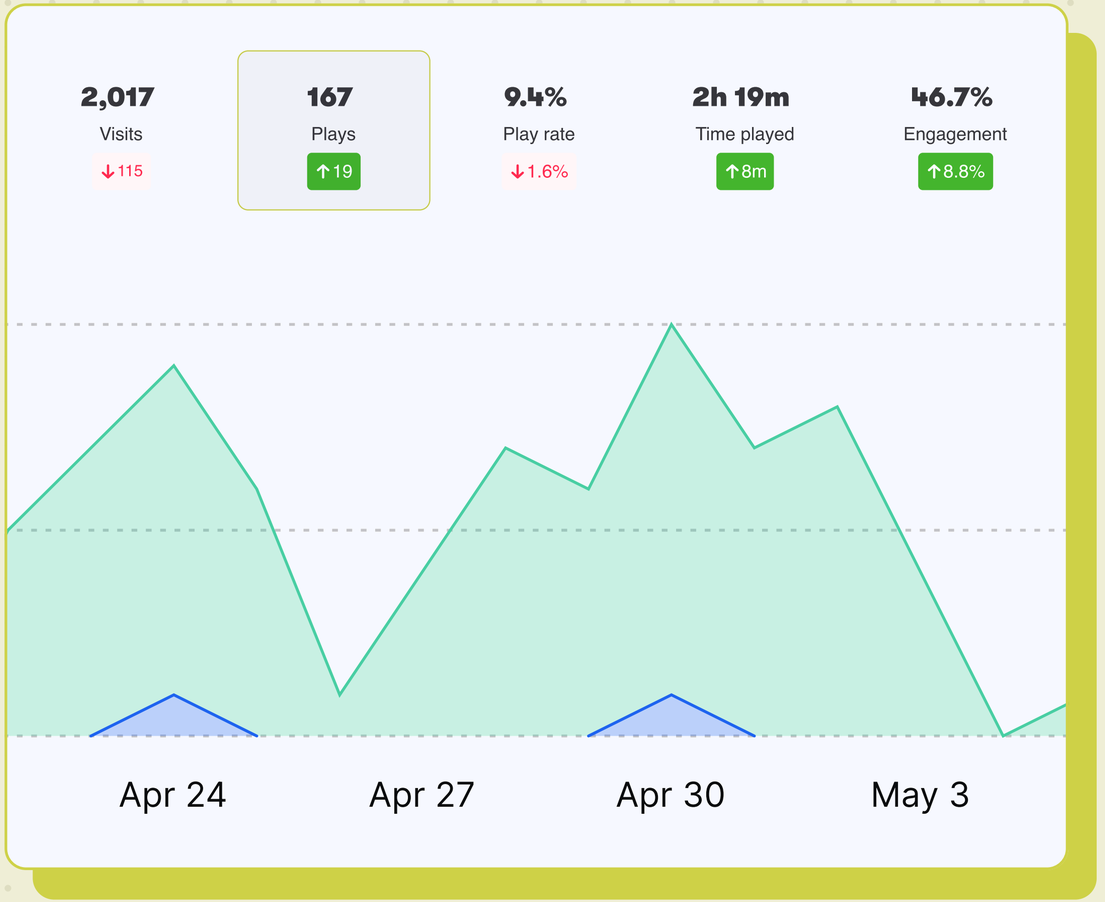
Track your new video's performance

Once your updated video is live, you can pop into Wistia anytime to get clear insights on what's working (and what's not).



Get a quick read on metrics that matter

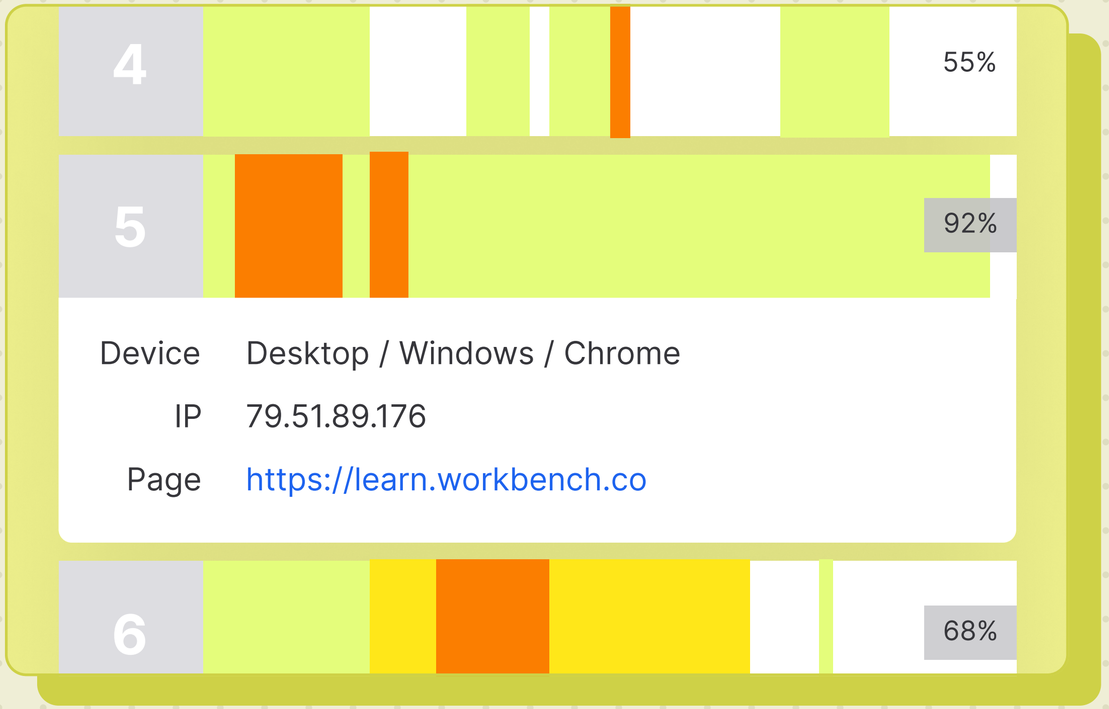
Check the play rate, engagement rate, and watch time to gauge how your updates moved the needle.



See how each viewer engaged with your video

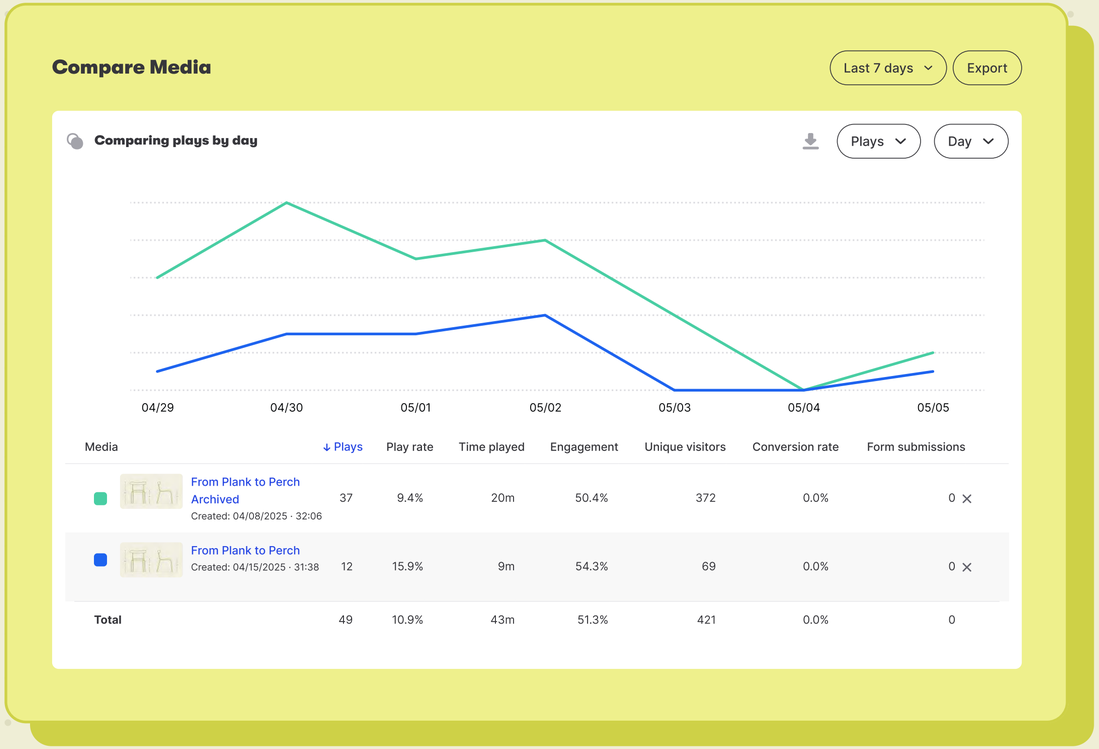
In the engagement tab, there's an interactive heatmap for each viewer that shows exactly where they skipped, rewatched, or dropped off.

You can use this information to spot moments that capture or lose attention.



Compare the new video to the original

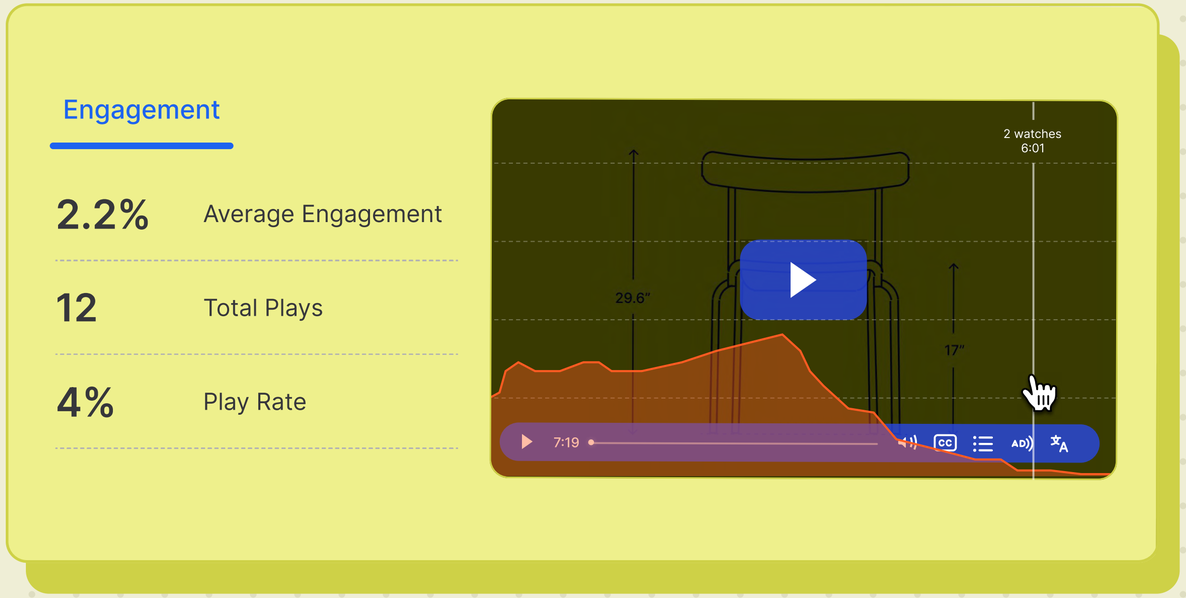
If you kept the original stats, you can see how the updated version stacks up. Compare engagement and conversions to spot trends, measure improvements, and benchmark against your other videos.



Media	↓ Plays	Play rate	Time played	Engagement	Unique visitors	Conversion rate	Form submissions
From Plank to Perch Archived Created: 04/08/2025 · 32:06	37	9.4%	20m	50.4%	372	0.0%	0
From Plank to Perch Created: 04/15/2025 · 31:38	12	15.9%	9m	54.3%	69	0.0%	0
Total	49	10.9%	43m	51.3%	421	0.0%	0

Seeing flat or declining numbers?

Jump into Wistia's analytics to find your video's weak spots, then use **our data-backed insights** to improve your numbers.





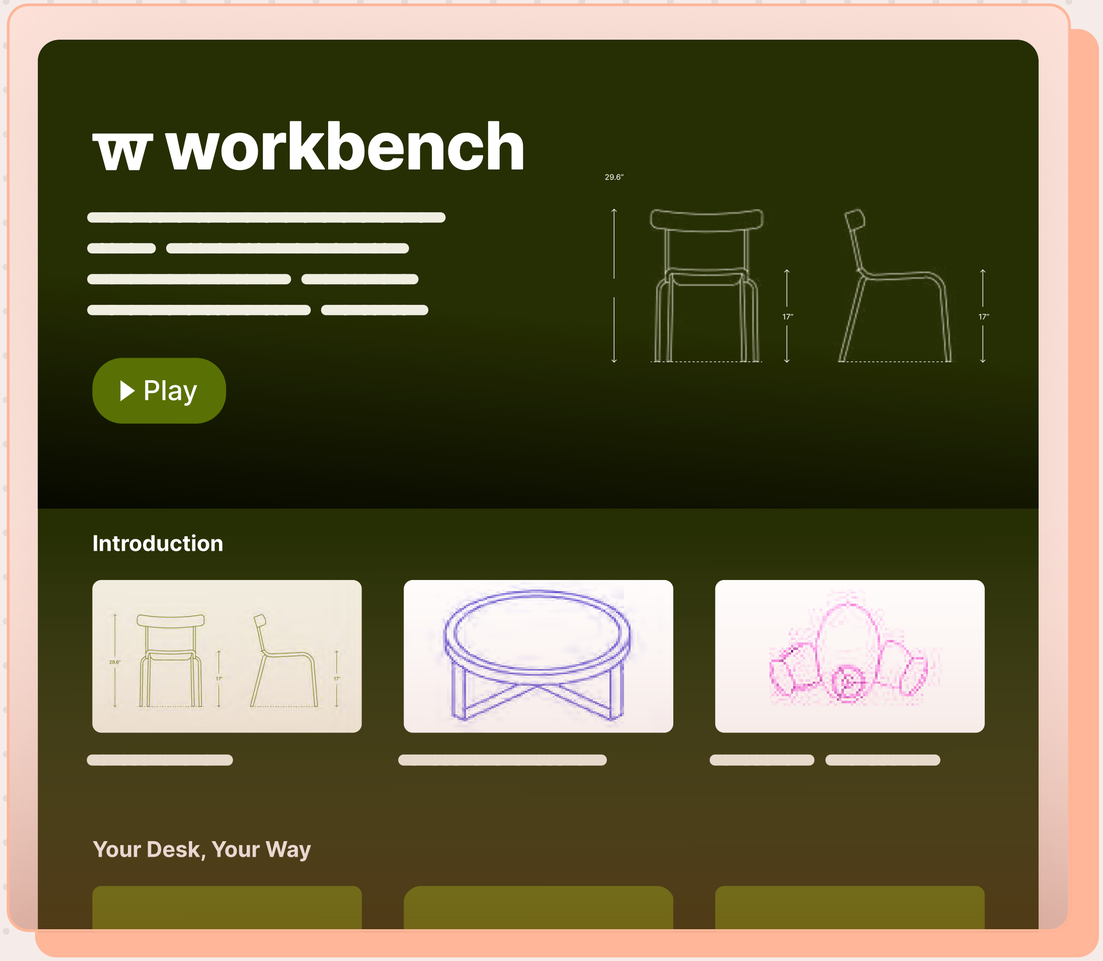
Embedding video collections

One video is good, but a rabbit hole is better.

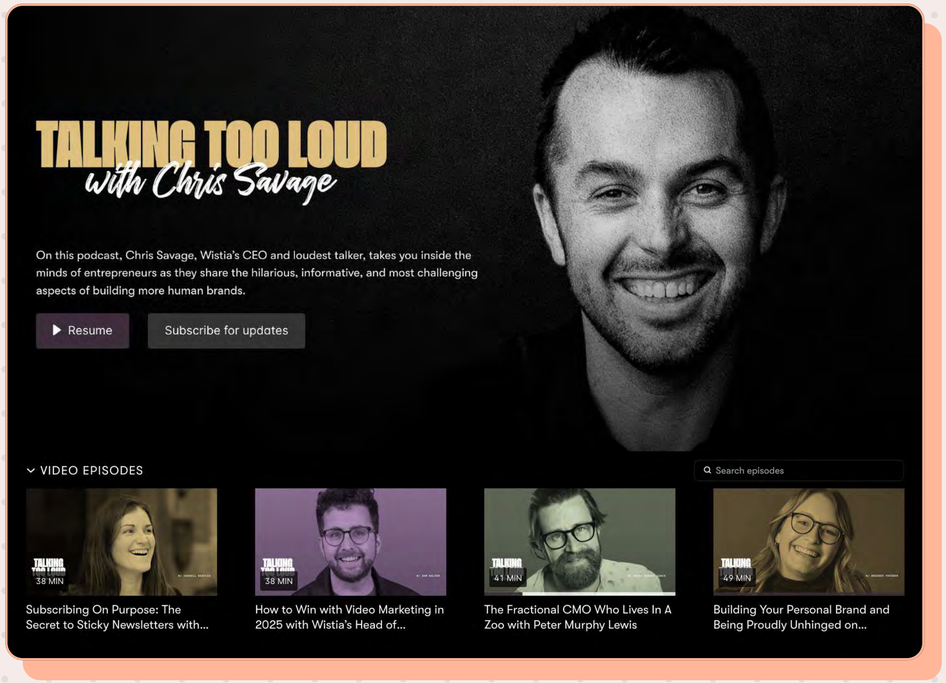
A branded video collection, like a Wistia Channel or playlist, turns casual viewers into engaged fans.

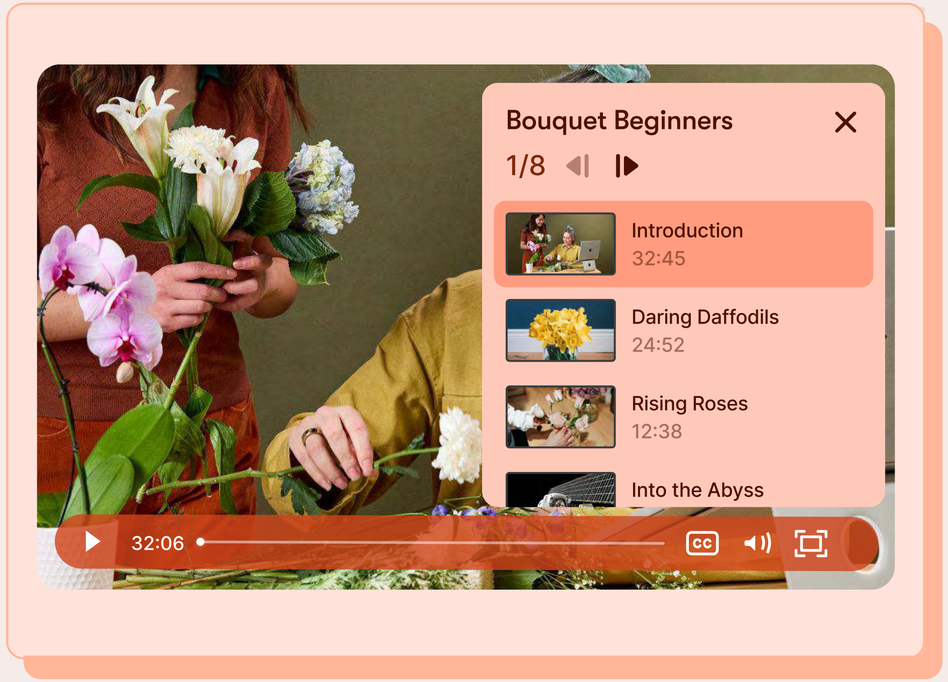
By guiding viewers from video to video, collections build trust, keep visitors on your site, and push play rates above 30%.*

*Source: Wistia's *2025 State of Video Report*



You can make your videos look this good in just a few clicks.

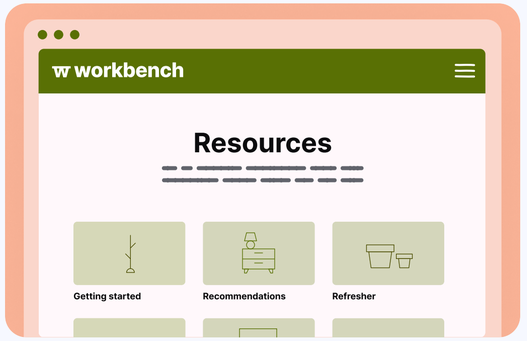




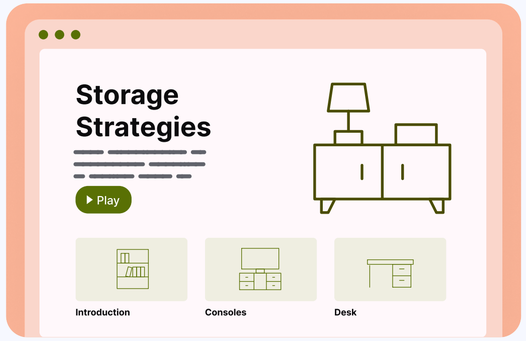
Embedding video collections

Where video collections shine

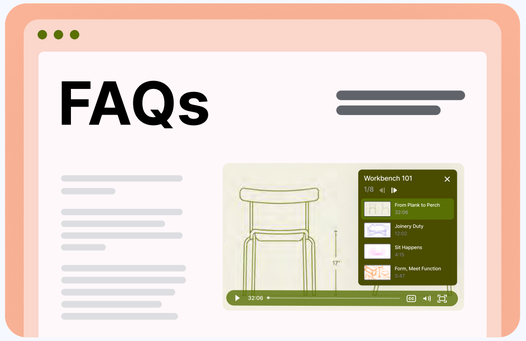
Resource centers



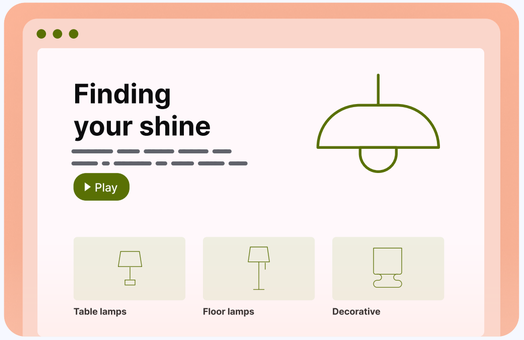
Product or solution hubs



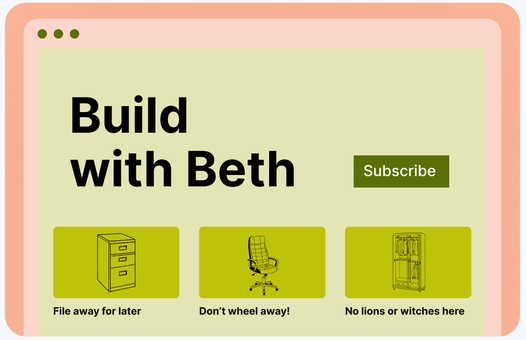
Help and FAQ pages



Online courses



Original series hubs



Wistia Channels vs. playlists

Both tools are lightweight, fully customizable, and always up to date.

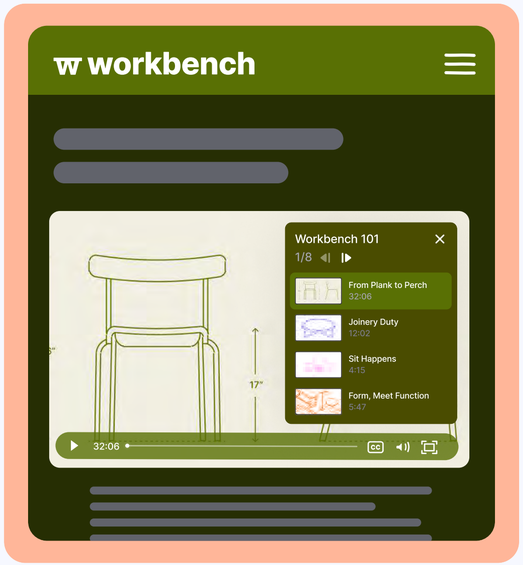
Getting one of these on your site is as easy as copying and pasting an embed code.

Change a thumbnail, add a new video, or reorder your content, and the change is reflected everywhere the collection is embedded.

A **Wistia Channel** is a branded gallery that feels like a mini Netflix right on your site.



A **Wistia playlist** is a group of videos that play one after another in the same video player.



	Wistia Channels	Wistia playlists
Use cases	Branded series On-demand webinars Online courses	Product tutorials E-commerce marketing Support walkthroughs
Viewer experience	Browse freely	Watch in order
Branding & design	Highly customizable, visually rich	Simple, minimal, sequential
Layout	Netflix-style gallery	Linear video navigation
Embedding	Standalone or within a page	Embedded inline within a page

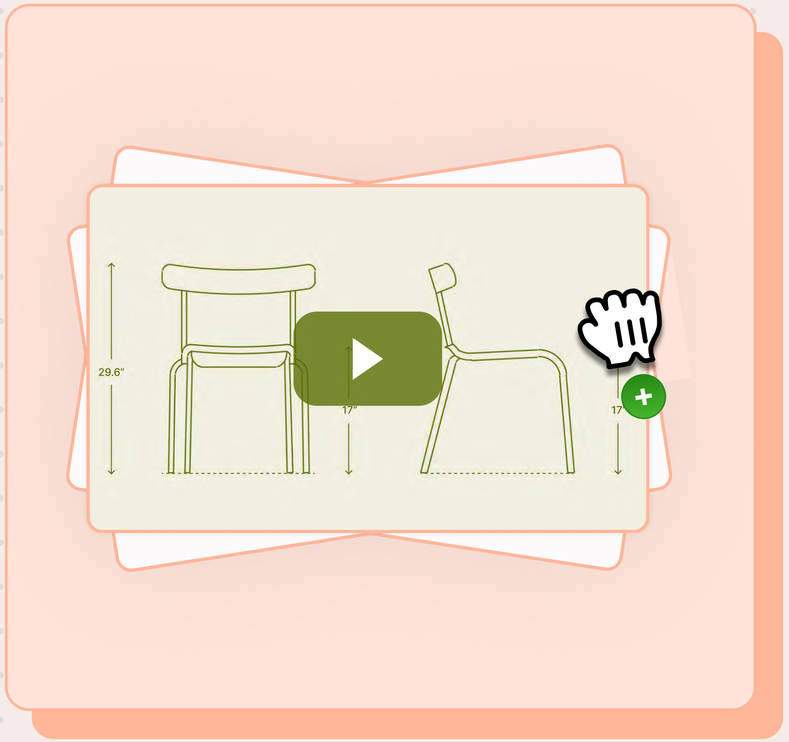
STEP 1

Pick your videos

Create a folder in Wistia and add videos to it.

A few tips:

- Group videos by **topic, funnel stage,** or **use case**
- Start with **three to six videos** to keep it focused
- Add **strong titles** and **short descriptions** to set the stage

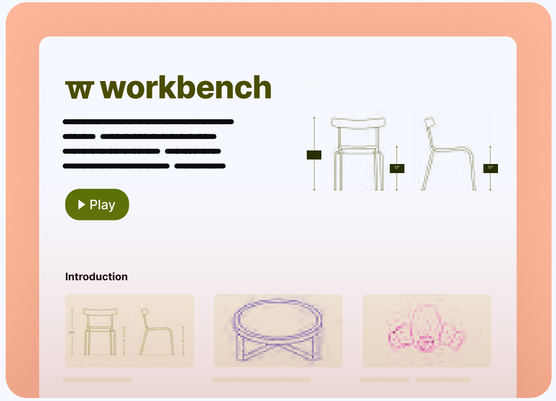


STEP 2

Create a collection

Share the folder as a Channel or playlist.

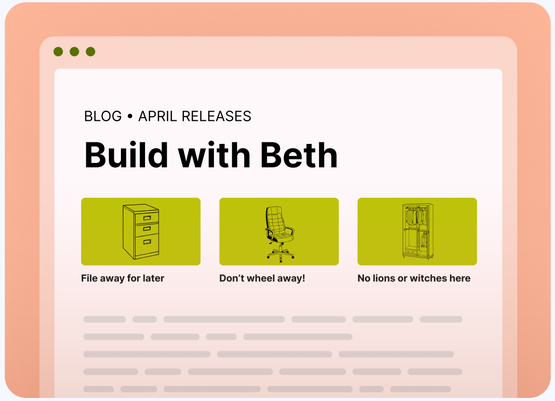
Channel
Perfect for videos that *are* the content (think courses or webinars)



Playlist
Works well when your videos are meant to be watched in a specific order



Media carousel
Great for showcasing related videos on a blog post or landing page



STEP 3

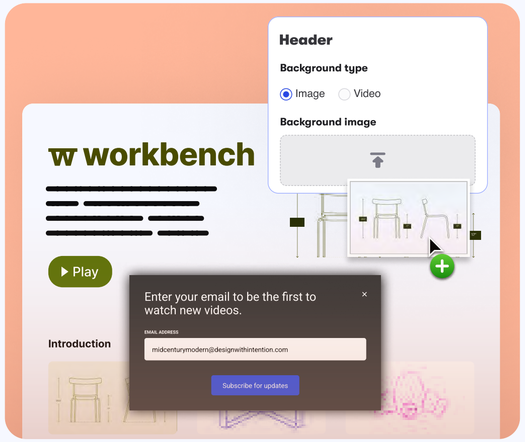
Customize the collection

Pick the colors, player style, privacy controls, and more.

Channel

- Upload a header image
- Pick the videos you want to feature at the top
- Enable the option to collect email subscribers

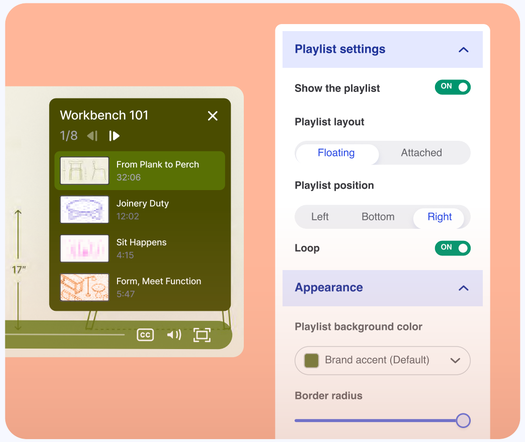
More on this



Playlist

- Upload your logo
- Organize your videos in the order you want
- Decide where to show the playlist in the player

More on this



STEP 4

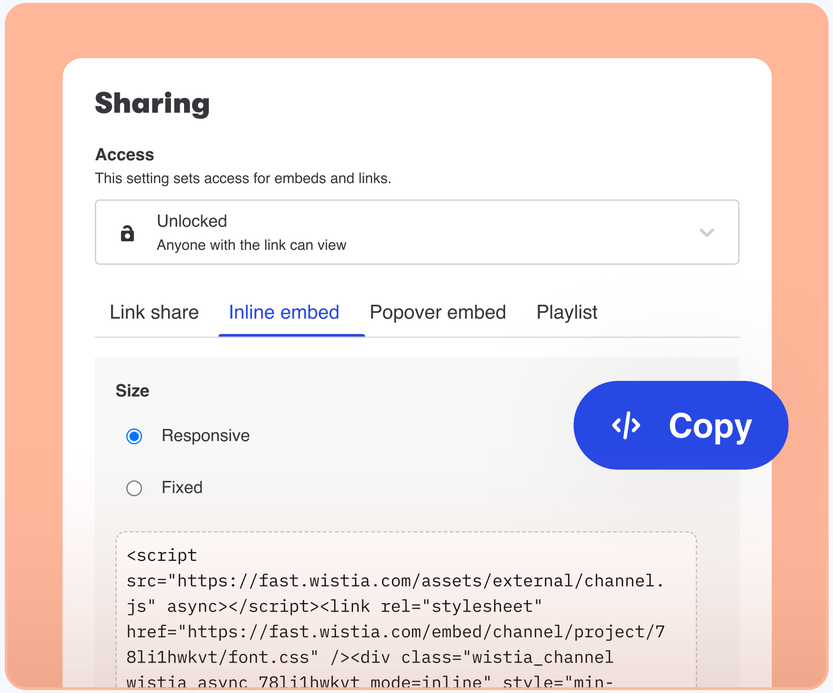
Add the collection to your site

It’s just like embedding a video: Copy, paste, and publish.

How to embed a Channel or playlist

1. **Channel → Embed**
2. Choose **Inline** or **Popover**
3. Copy the embed code and paste it on your site

More on this ↗



STEP 5

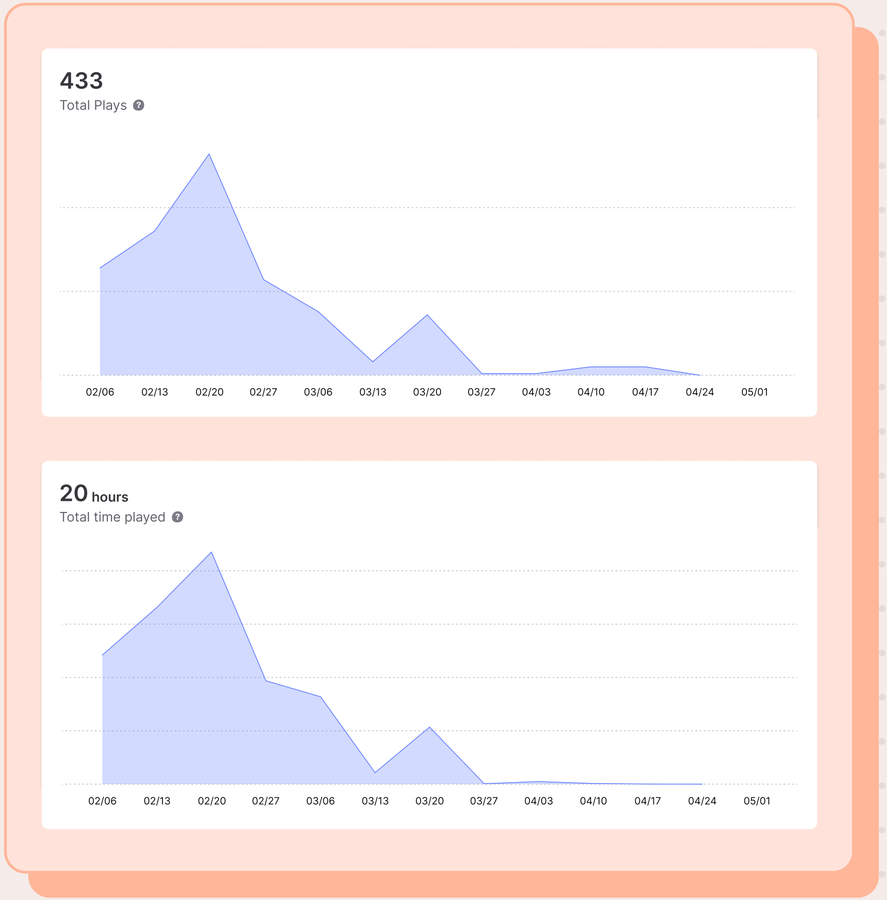
Track performance

Get a read on your new collection with metrics like:

- **Total plays**
- **Hours watched**
- **Engagement rate**

When you start adding new videos to your collection, you can choose a specific date range to see how they stack up against the older ones.

Get more info on Channel analytics ↗



Real world inspiration

→ Video library

RevSure ↗

The customer stories, product explainers, podcasts, and other videos are organized by type so viewers can find what they need fast.

→ Interview series

Terminus's "The Roof" ↗

The bite-sized interviews are sorted by season, with each thumbnail clearly labeled by title. The consistent layout makes it easy for viewers to browse, binge, or jump to specific topics that interest them.

→ Original series

"Cook or be Cooked" ↗

Laid out in a Netflix-style format, this collection features full episodes followed by behind-the-scenes clips. This helps viewers find the main content fast while offering more for those who want to dig deeper.

→ Video podcast

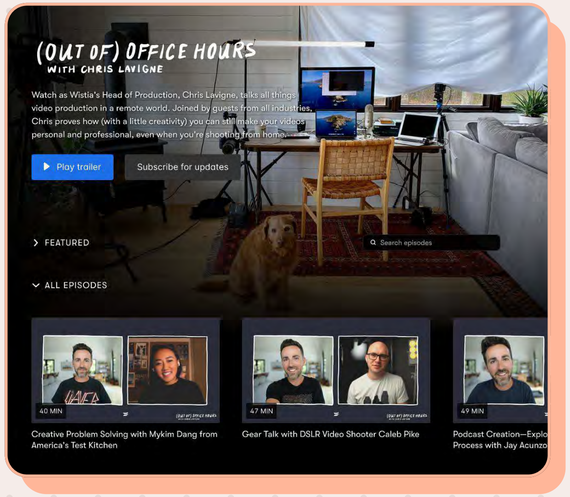
6Sense's "Talking Sense" ↗

Each thumbnail showcases the guest's headshot and name, along with a clear title. It's a quick way for viewers to find interviews they care about most.

→ On-demand webinar library

Wistia's "Out of Office Hours" ↗

A couple of featured webinars sit at the top of this collection, and most thumbnails show both the host and guest. This highlights standout content and makes it easy for viewers to choose what to watch based on who's speaking.



Best practices



Key steps to take

→ **Use a compelling thumbnail**
Your thumbnail is your hook. Create one that makes visitors want to press play.

→ **Add captions and language dubbing**
Reach a broader audience with no extra production. Just enable the settings and let Wistia work its magic.

→ **Add videos to your high-traffic pages**
Start with your homepage, a product page, or your blog. Focus on videos that explain, demo, or convert.

→ **Keep it above the fold**
Videos displayed at the top of a page see higher play rates than those embedded toward the bottom.

→ **Build a video collection**
Use Wistia Channels or playlists to group related videos and keep viewers engaged longer. Start with three to six videos and organize them by topic or intent.

→ **Audit your existing embeds**
Find outdated videos and swap them with fresh content. No coding or re-embedding needed.

Top places to embed on your site

The type of page your video lives on can affect how well it performs.

We looked at over 100 million videos uploaded to Wistia* to find out how play and engagement rates vary by page type.

*Source: Wistia's *2025 State of Video Report*

Page type	Play rate	Engagement rate
Course	35%	50%
Contact	32%	51%
Video gallery	33%	45%
Product	12%	57%
Home	17%	50%
Thank you	16%	55%
Blog	11%	44%
Case study	8%	47%
Event	17%	33%
Landing	13%	42%

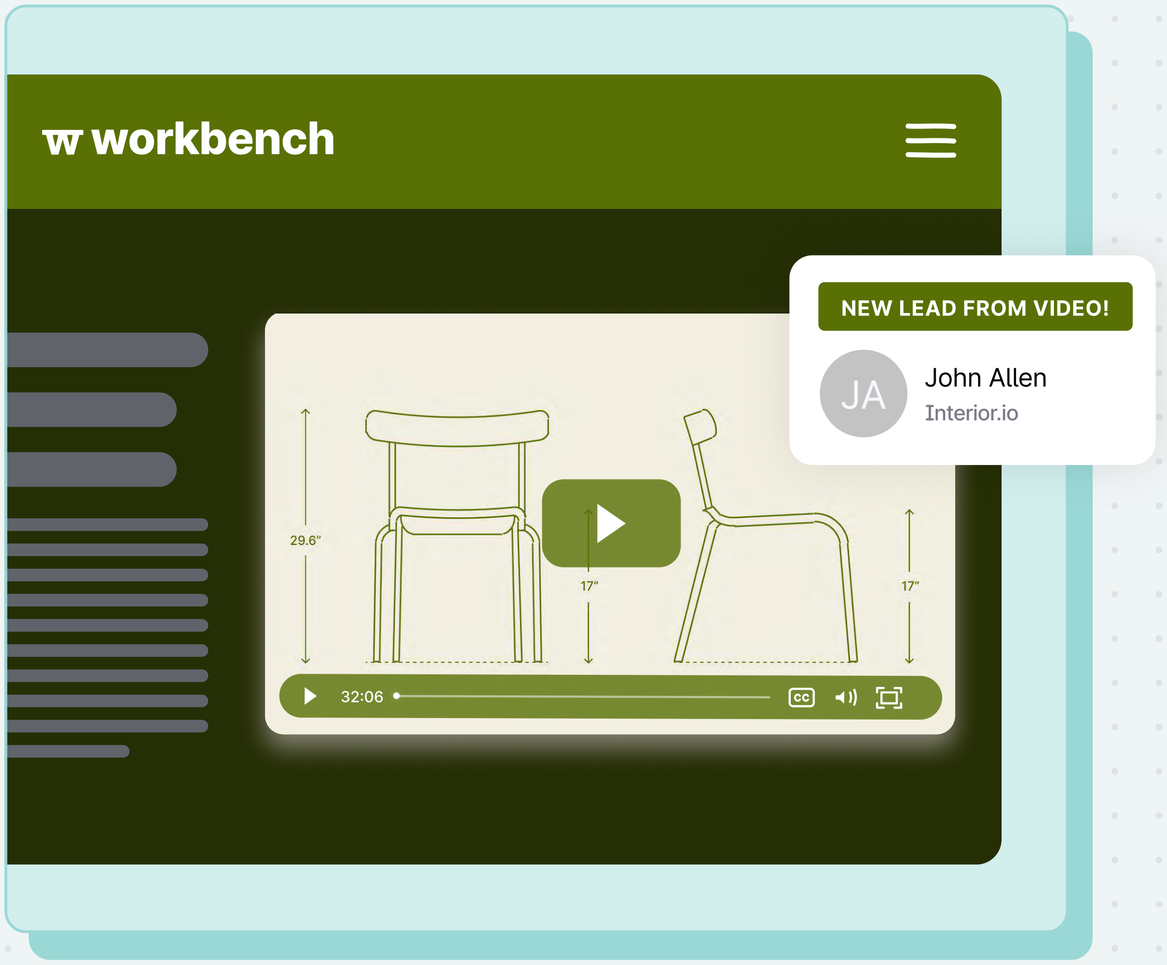
Bottom line

When you embed videos on your site, you're not just sharing content. You're also creating experiences that convert viewers to leads.

And when you do it with Wistia, it’s less work, more plays.

Ready to turn viewers into leads?

Try Wistia ↗



Best practices

Why use Wistia?

Wistia makes it easy to embed videos, and even easier for your audience to find and watch them.

See how Wistia stacks up against YouTube ↗

Fast, lightweight performance
Wistia has the fastest video player on the market. It's lightweight, so it loads quickly and plays smoothly every time.

See why that's a big deal ↗

Custom branding
Wistia lets you change your player's logo, thumbnail, color, and shape to match your brand and website.

More accessible videos
Add captions, transcripts, multilingual dubbing, and high-contrast player colors to help more people consume your content.

Analytics you can trust
Refresh your video without losing your insights. Wistia keeps your analytics intact as your content evolves.

Video collections
In Wistia, it's easy to create, customize, and showcase a collection of videos to keep people watching longer.

MAP integrations
Collect leads from videos, send them to your marketing automation platform, and schedule automatic actions based on video interactions.

Thanks for hanging with us!

Wistia is a complete video marketing platform that helps teams create, host, market, and measure their videos and webinars—all in one place.

With Wistia, you can easily create professional videos, host webinars, collect and send leads to your marketing automation platform, and more.



As you level up your video marketing strategy, Wistia has your back with educational resources and world-class support.

Today, over 425,000 marketers around the world rely on Wistia to drive business growth with video.

Try Wistia now ↗

Let's stay in touch!
Follow **@wistia** across all social channels.

wistia