

# discoverGo

## Your SEO-friendly online content library.

discoverGo is your online content library that makes your on-demand event content searchable and helps more people discover them.

Using automated, AI-driven transcription, discoverGo opens up your on-demand events to a whole new audience from Google search.

Suddenly the key points discussed in your live stream are keywords that can help your event rank highly in Google and drive more people to register and view the event recording.

## How can discoverGo help you?



More traffic from search engines



Increased viewer engagement



Reporting to improve content planning



Better event accessibility with captions



Makes your other content easier to discover



Bespoke branding or embed options

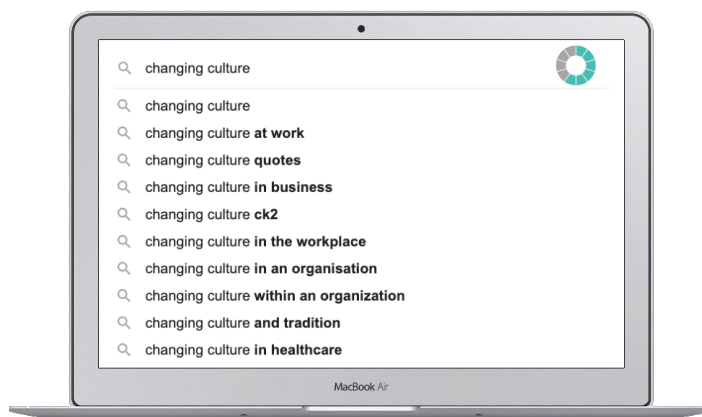
## Your SEO-friendly online content library.

### Making your online event audio searchable.

With discoverGo, viewers can also search within your on-demand events to find mentions of the keyword, phrase or tag they are interested in, and play from that exact point.

Allowing your audience to watch exactly what they want through discoverGo increases engagement compared to standard “skip to chapter” options. The AI that powers the search provides auto-suggest options to encourage viewers to explore even more of your event content.

This isn't limited to just your event recordings. By hosting related resources with discoverGo, eBooks and whitepapers are also unlocked with this smart search. Giving your viewers exactly what they want, in whichever format they choose.



**Jack**  
Head of Marketing  
streamGo

#### Top Searches

Facebook advertising  
PPC  
Lead gen ads  
Email marketing  
Social media ads

You can access reports on search activity by viewer or key word to understand what topics your audience are engaged with, perfect for planning follow up campaigns and content.

discoverGo helps make your events more accessible with automated captions which viewers can toggle on or off.

As you run more events, your latest on-demand versions will automatically be included in your discoverGo library, either hosted on a bespoke branded page or embedded as part of your own website.