

# GIF SEO

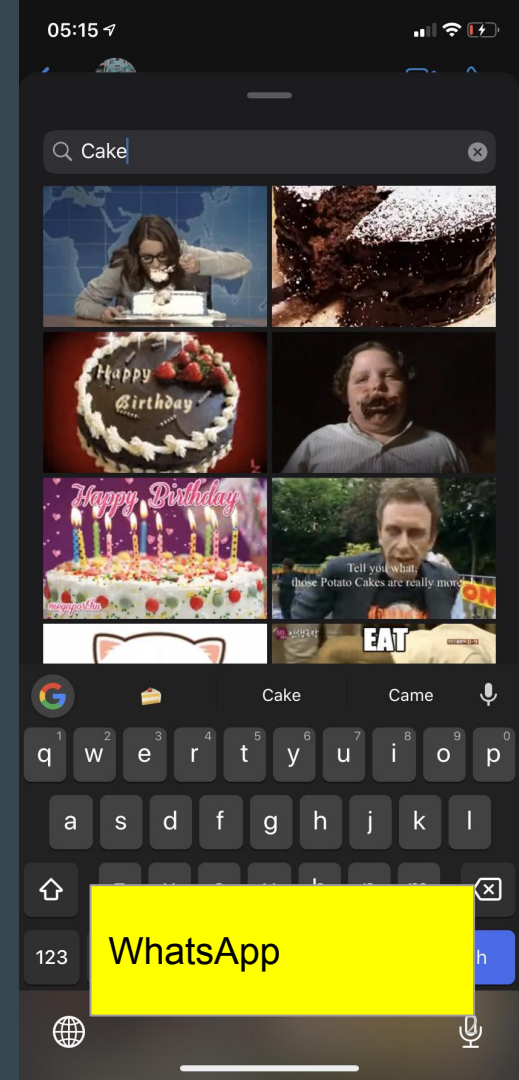


Web Zürich - 27.11.2020

Tobias Willmann

# Why is Search a big topic for GIFs?

Giphy and Tenor are GIF **search engines** used by messengers, social media and other Apps



cake



# Cake GIFs

BIRTHDAY CAKE

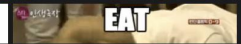
HAPPY BIRTHDAY CAKE

EATING CAKE

CHOCOLATE CAKE



🔍 Cake



🔍 Cake Came

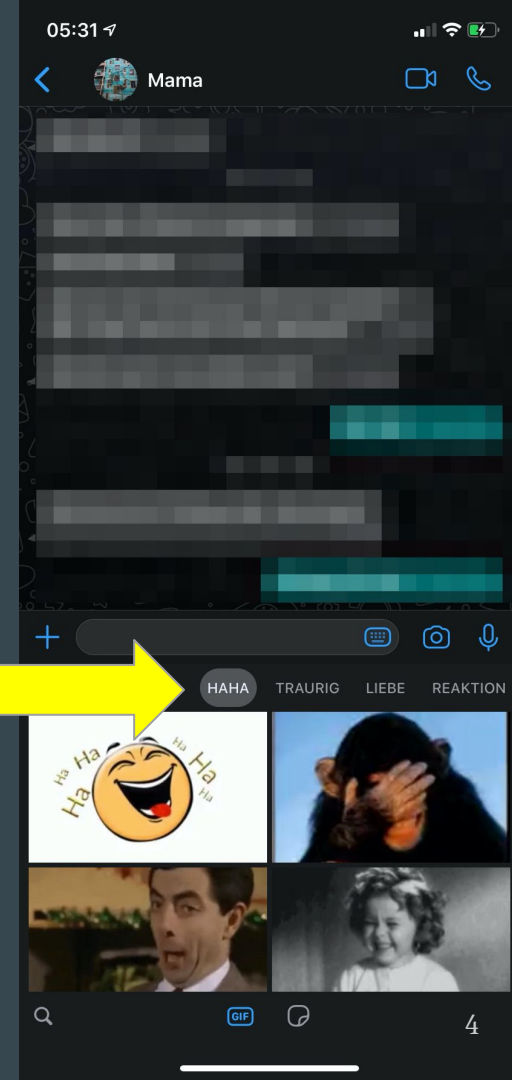
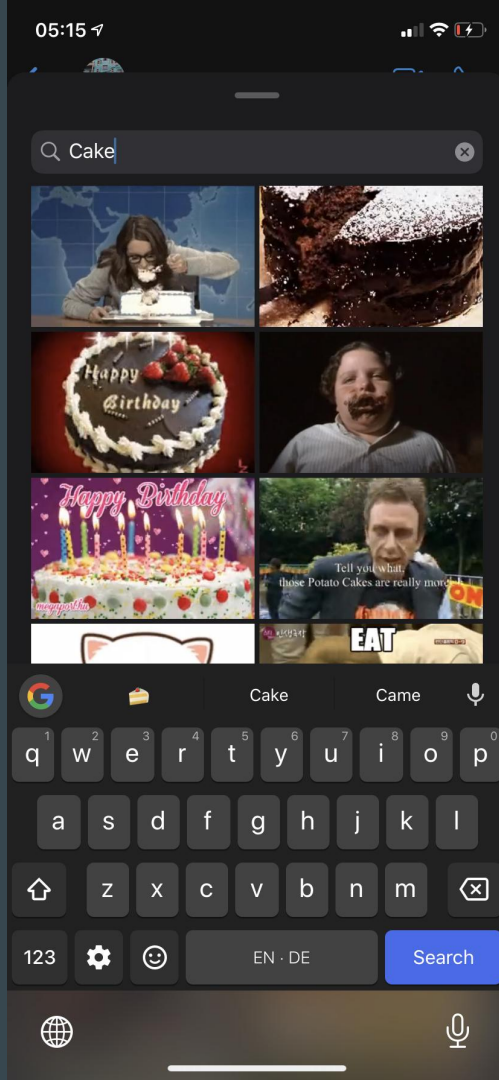
q w e r t y u i o p

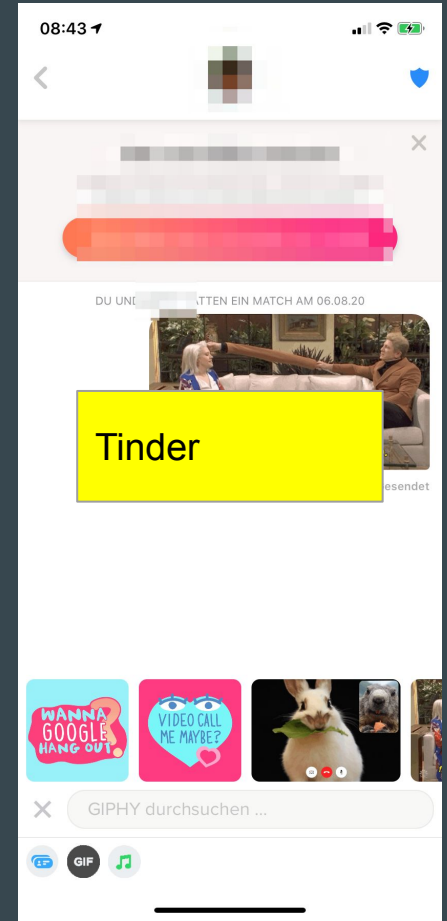
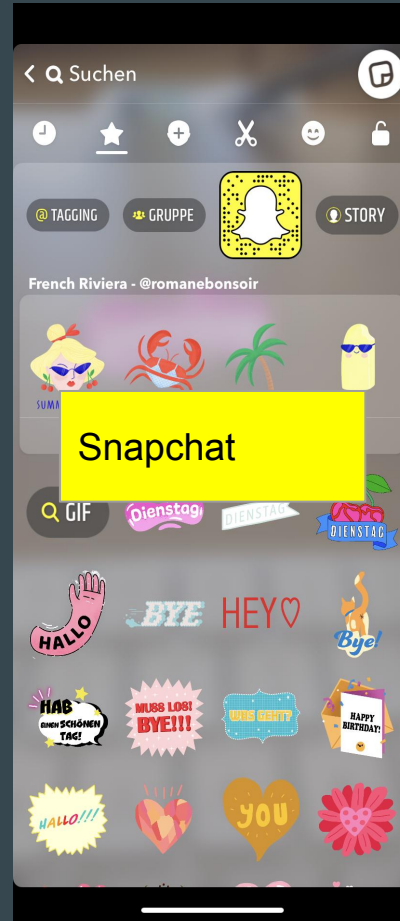
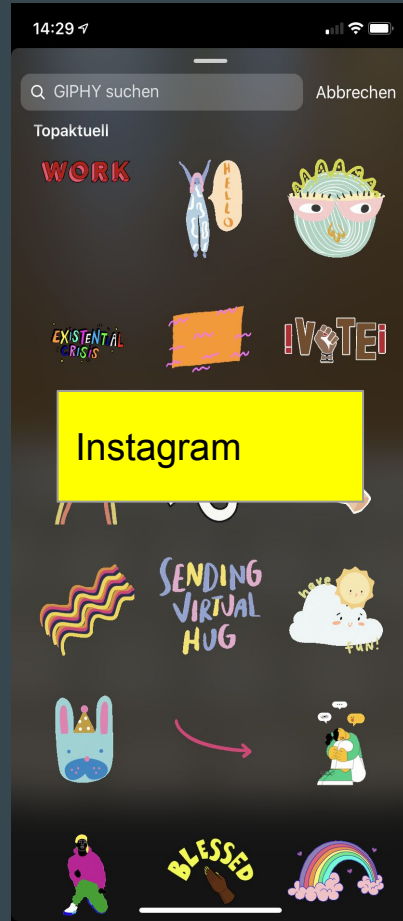
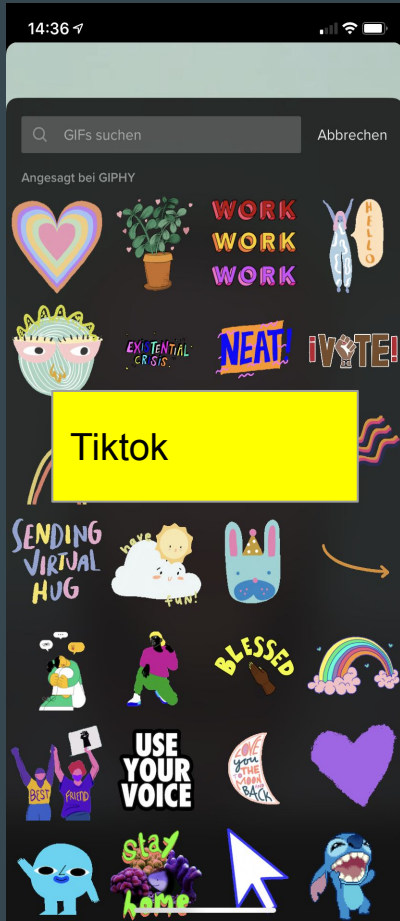
a s d f g h j k l

z x c v b n m

123 ⚙️ 😊 EN - DE Search

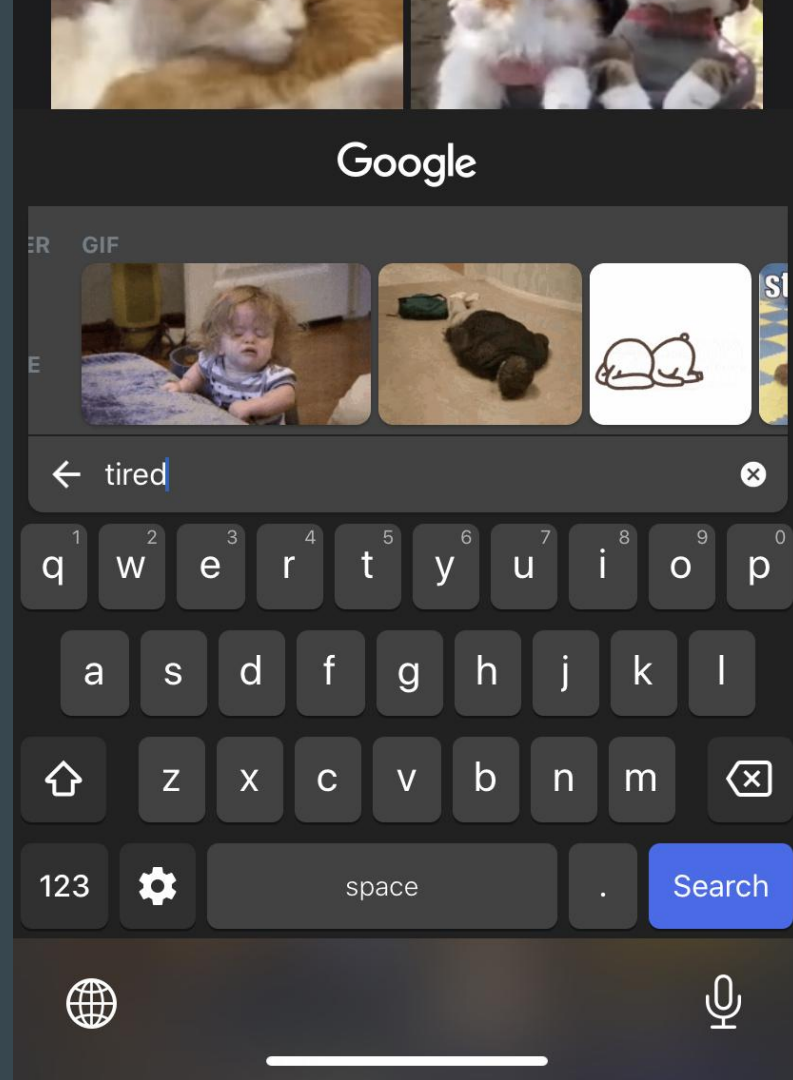
# search and recommended searches





# Use-cases: Searching for GIFs

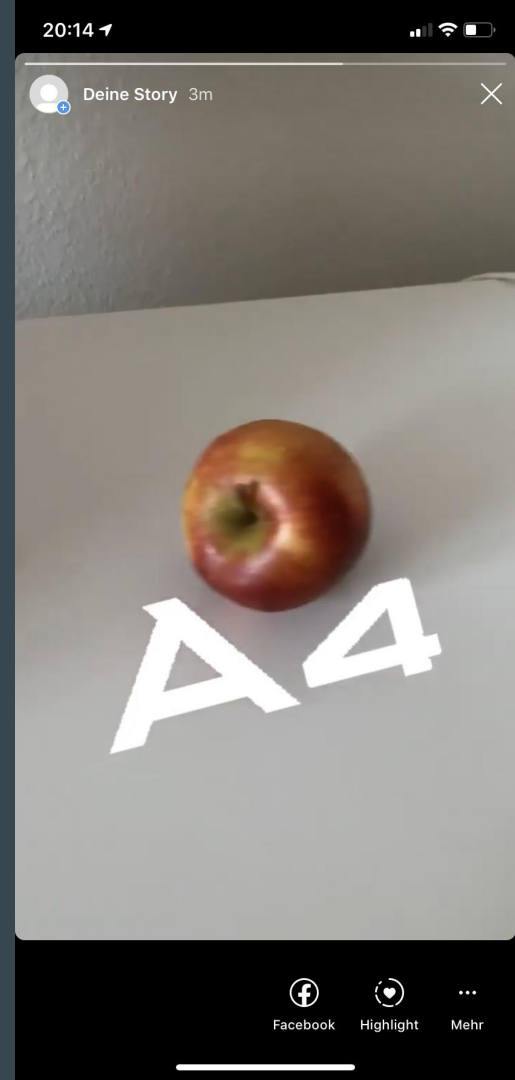
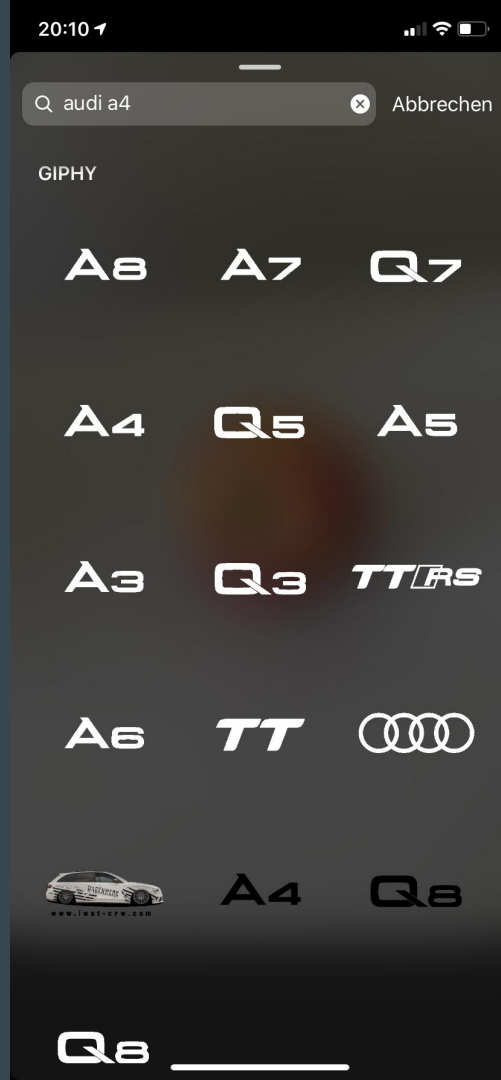
# Search for GIFs to start or reply in conversations



# Search to use as or extend social content

e.g. Instagram, Tiktok or Snapchat sticker search

used in Instagram Stories





# GIF

Animated image

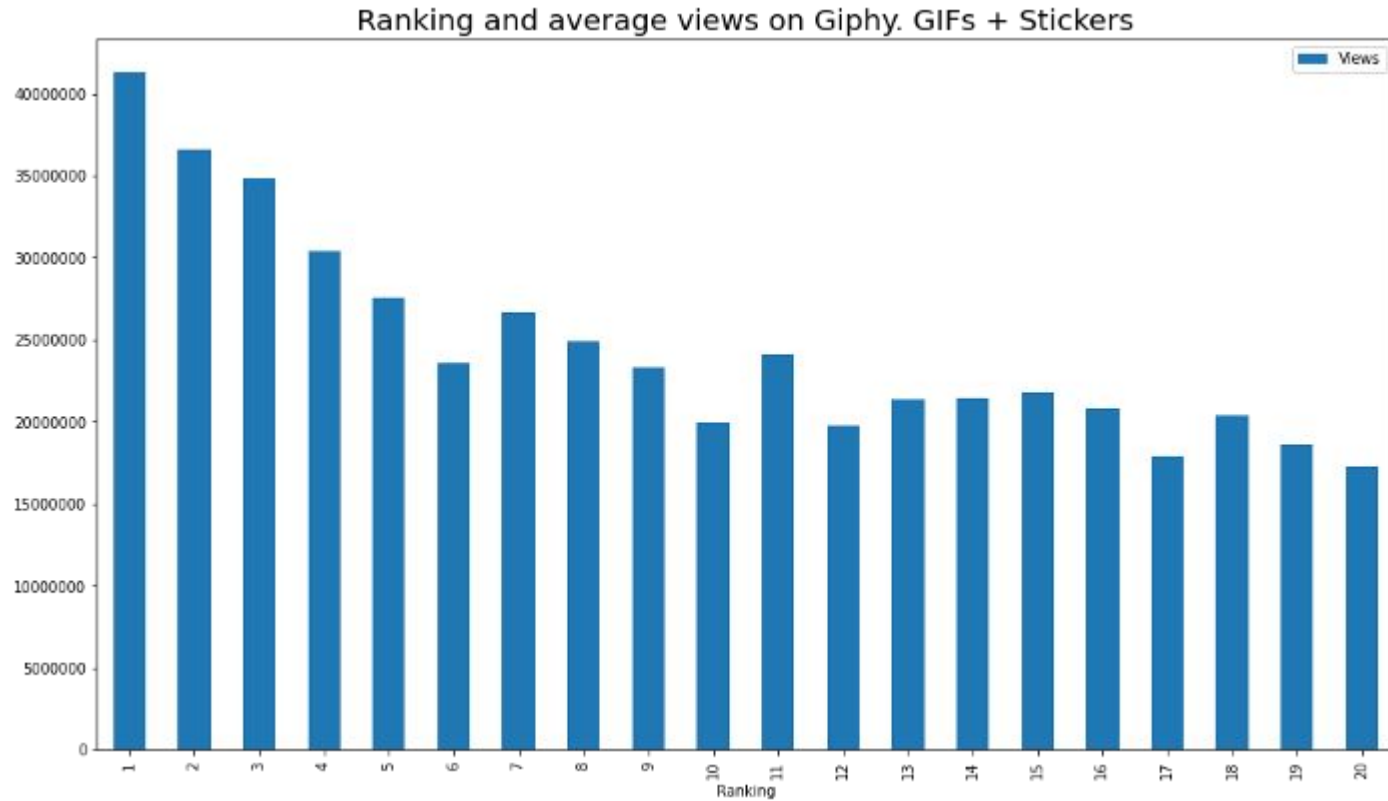
Share the whole thing

# Sticker

Transparent background image

Share it often on top of something  
(Instagram Story, TikTok, ...)

There is correlation of GIF views and rankings in GIPHY's search.



+100k lines of GIF ranking and view data

<https://medium.com/@WillmannTobias/correlation-of-gif-views-and-rankings-in-giphys-search-eb0747270f2a>

# Marketing with GIFs

It's about brand awareness. You get impressions of your GIFs and your brand.

Thinking about preconditions:

- 1) You (as a brand) want to add some value to people's private conversations and social media activities with the GIFs you create.
- 2) You need to be a cool / loved brand
- 3) ...



# Where to start your GIF research

# Trending GIFs and searches



tenor

Search for GIFs

Trending Tenor Searches

- spoon ↑ 1%
- dame time
- fall guys ↑ 19%

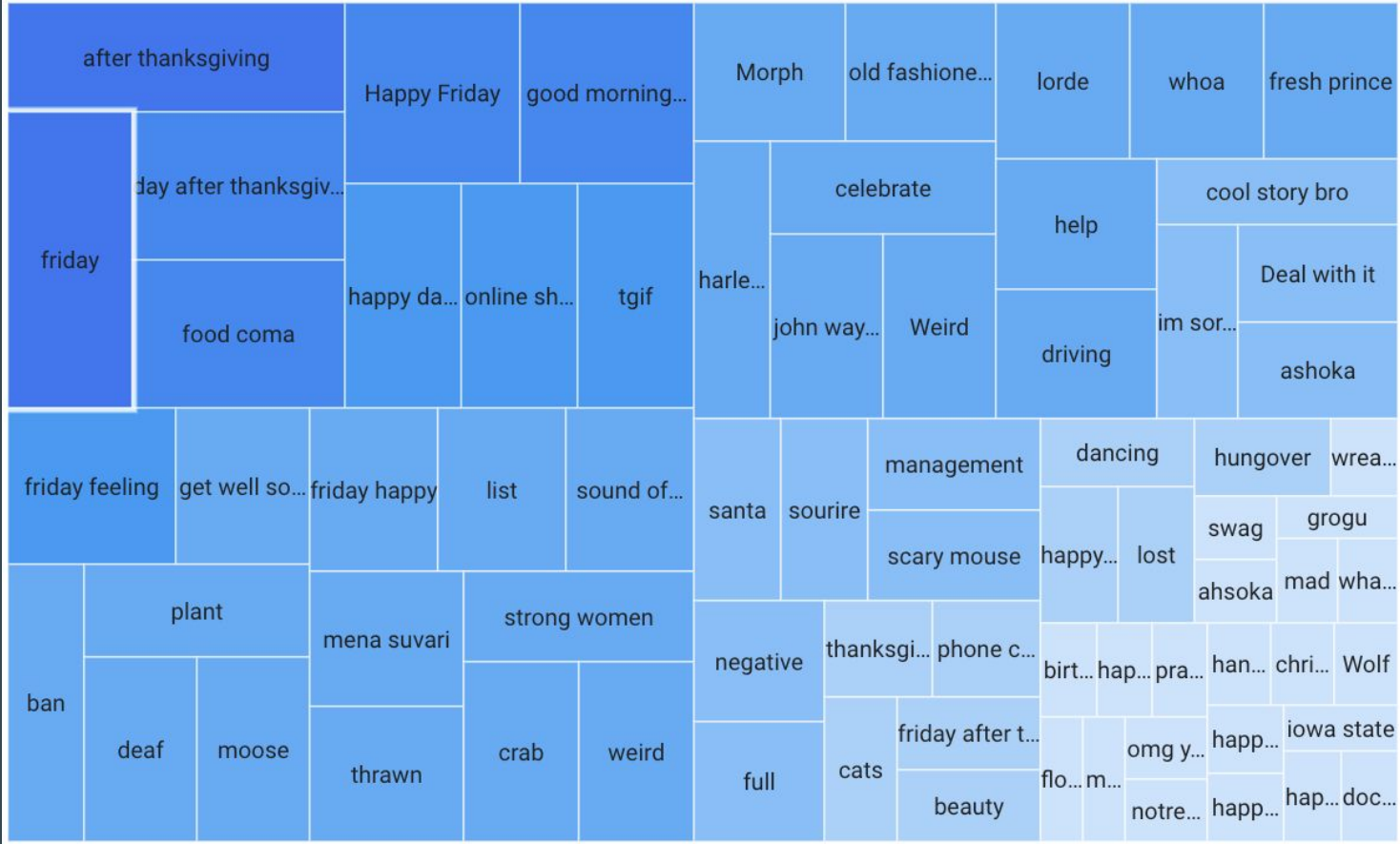
**GIPHY** Reactions Entertainment Sports Stickers

Search all the GIFs and Stickers

Trending GIFs

- allure: You're hot stuff.
- booksmart
- I don't know, man.

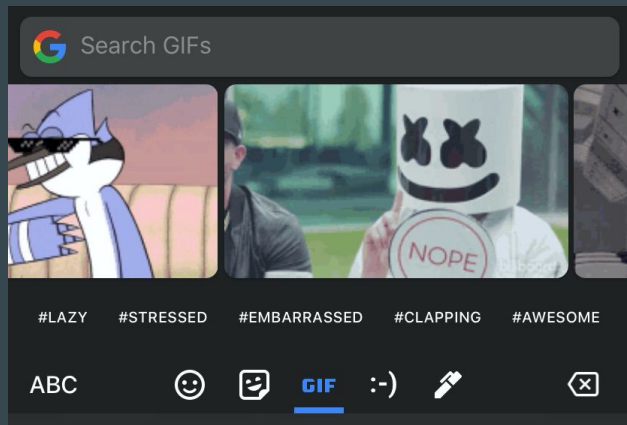
# GIF Search Trends last 12h, which weren't trend the last 24h before



# GIFs categories

actions  
adjectives  
animals  
anime  
art & design  
cartoons & comics  
celebrities  
decades  
emotions  
fashion & beauty  
food & drink  
gaming  
greetings  
holiday  
identity  
interests  
memes  
movies  
music  
...

Gboard GIF recommendations are mainly in **reactions, emotions** and/or Tenor categories



Keyword	Category
surprised	emotions
stressed	emotions
scared	emotions
sad	emotions
nervous	emotions
love	emotions
hungry	emotions
happy	emotions
embarrassed	emotions
bored	emotions
angry	emotions
thank you	greetings
congratulations	greetings
bye	greetings
confused	memes
wow	reactions
whatever	reactions
sorry	reactions
smile	reactions
sleepy	reactions
please	reactions
oops	reactions
omg	reactions
ok	reactions
hello	reactions
good luck	reactions
awesome	reactions
ouch	TENOR categories
your welcome	#N/A
lazy	TENOR categories
clapping	TENOR categories

Category	COUNTA of Keyword
	0
emotions	11
greetings	3
memes	1
reactions	12
TENOR categories	25
#N/A	4
<b>Grand Total</b>	<b>56</b>





# Keyword Research: Competition, “Search Volume” and hashtags

cooking



## Tenor Insights for Cooking

Top 10,000 Tenor search term

Past 30 Days ▾



100  
10.000  
or empty

The image shows a screenshot of the GIPHY website interface. At the top, the GIPHY logo is on the left, followed by navigation tabs: Reactions, Entertainment, Sports, Stickers, and Artists. To the right are buttons for Upload and Create, and a user profile for 'zrce.eu'. A search bar contains the text 'cooking'. Below the search bar, the results are for 'cooking' with 13,003 GIFs. There are tabs for 'GIFs' and 'Stickers'. A row of hashtag filters includes #cook, #kitchen, #chef, #baking, and #dinner. A 'Sort: Relevant' dropdown is visible. The main content area shows three GIF thumbnails: a chef puppet, a dog in a chef hat, and a person in a kitchen. Two yellow arrows highlight the #cook hashtag and the 'GIFs' tab.

**GIPHY** Reactions Entertainment Sports Stickers Artists [Upload](#) [Create](#) zrce.eu

cooking

**cooking** 13,003 GIFs

[GIFs](#) [Stickers](#)

[#cook](#) [#kitchen](#) [#chef](#) [#baking](#) [#dinner](#)

Sort: **Relevant** Newest

cooking



Source

[www.youtube.com/watch?...](http://www.youtube.com/watch?...)

Natalie Desselle Reid Cooking GIF ...



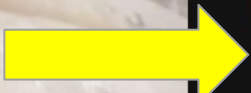
Create A Gif



GIF Maker

Create animated GIFs from video files and YouTube links

Create your own



Favorite

Copy link

Media

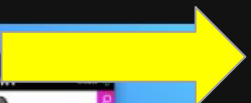
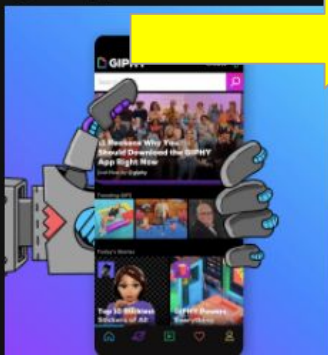
Embed

Share It!



24.693.005 Views

Try our app



#movie

#90s

#cooking

#cook

#baps

#natalie desselle reid



⚡ Quickstart

∞ Endpoints

Search

Trending GIFs

Categories

Search Suggestions

Autocomplete

Trending Search Terms

Register Share

GIFs

Random GIFs

Anonymous ID

⚙ Custom APIs

📦 Response Objects & Errors

# Endpoints

Search



GIPHY Developers

▼ Docs

Dashboard

FAQs

Blog

Create

Design Guidelines

GIPHY API

[API Quickstart Guide](#)

▼ API Endpoints

Search Endpoint

Trending Endpoint

Translate Endpoint

Random Endpoint

Action Register Endpoint

Random ID Endpoint

Get GIF by ID Endpoint

Get GIFs by ID Endpoint

Upload Endpoint

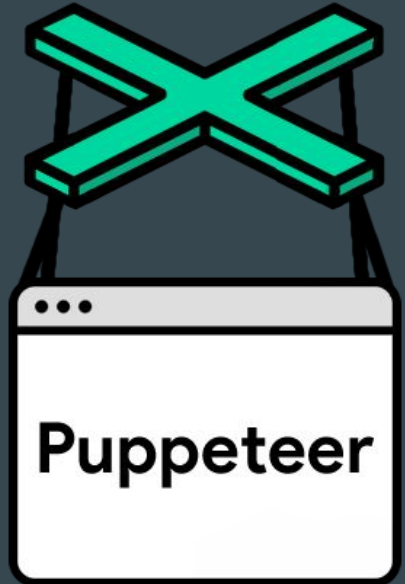
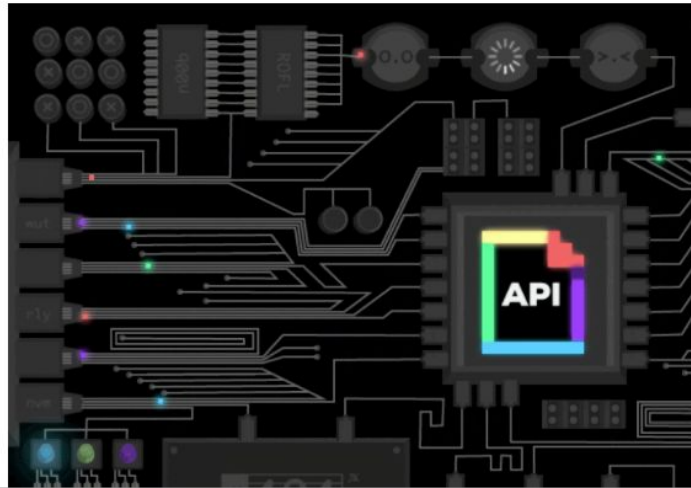
Categories

Autocomplete

Search Suggestions

Trending Search Terms

## API Quickstart Guide



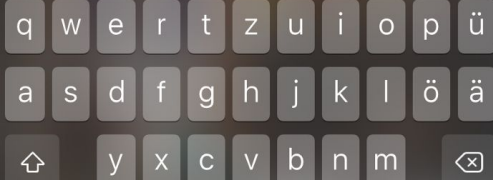
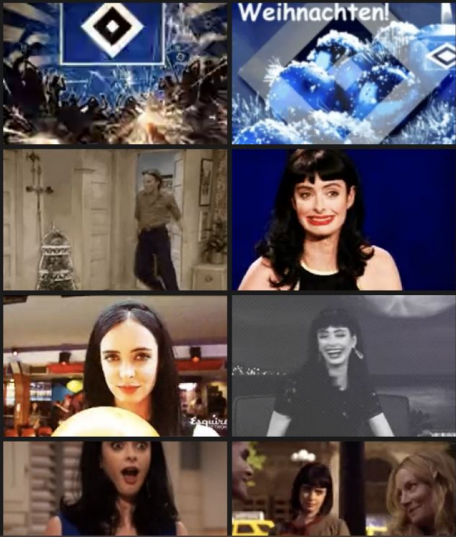
Search Related Search	Level 0=Initial Search	Result On Giphy	Result On Giphy Stickers	Tenor Top X Bucket
chocolate	0	6989	4782	10.000
nutella	0	204	236	10.000
chocolate droppa	1	not valid	0	
twix	1	43	32	10.000
chocolate factory	1	not valid		
kit kat	1	not valid		
i love chocolate	1	not valid		

Search Related Search	Total Views On Giphy
chocolate	59873047
nutella	5009378

# Some hacks to make GIFs findable

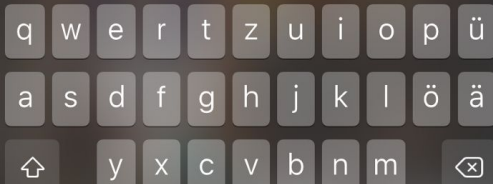
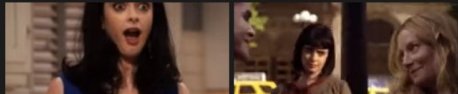
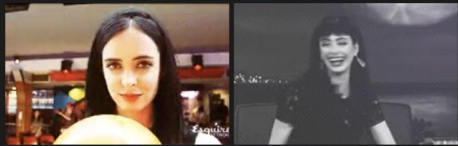


Ritter sport



WhatsApp iOS

Ritter sport



WhatsApp iOS

Ritter Sport

GIFs

Stickers

Text

#chocolate

#nutella

#saskia keultjes

#i love



Ritter Sport

@rittersport

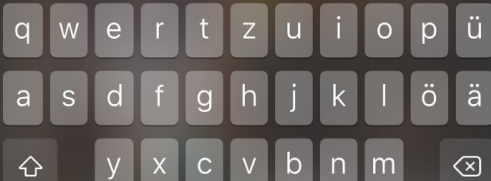
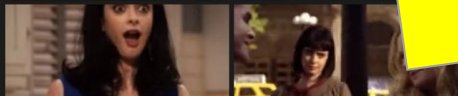
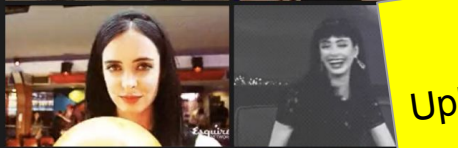


Giphy

17:16

Willmann's family spam

Ritter sport



WhatsApp iOS

17:18

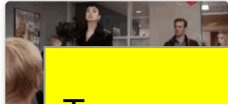
tenor.com/search/ritter-spor...

tenor

UPLOAD SIGN IN

ritter sport

### Ritter Sport GIFs



Tenor

17:18

Ritter Sport

Ritter Sport

GIFs

Stickers

Text

#chocolate

#nutella

#saskia keultjes

#i love



Ritter Sport

@rittersport



Giphy

Provide not just  
GIFs

but Stickers too

Transparent background  
GIFs == Stickers

The screenshot shows the GIPHY website interface. At the top, there are navigation tabs for 'Reactions', 'Entertainment', 'Sports', 'Stickers', and 'Artists'. The 'Stickers' tab is selected. A search bar contains the text 'james bond'. Below the search bar, the results are categorized into 'GIFs' and 'Stickers', with 'Stickers' being the active category. The search results display a grid of various stickers, including a yellow emoji with sunglasses, a man in a Cofidis cycling jersey, a man in a black jacket holding a banana, a martini glass, and a man in a suit. A prominent yellow text box is overlaid on the right side of the grid, containing the text: 'no Stickers => no Instagram Stories, Tiktok, ... search results'. The GIPHY logo is visible in the bottom right corner of the search results area.

# Get the hashtags right. E.g. by using popular ones

Search Related Search	Level 0=Initial Search	Result On Giphy	Tenor Top X Bucket	Total Views On Giphy	Images With Views On Giphy	Images W/O Views On Giphy	Hashtags
Entspannen	0	55	10000	43.214.240			#zdf: 2 #mainzelmaennchen: 2 #entspannung: 2 #summer: 2 #sommer: 2
Danke	0	11552	10000	2152281163	4	1	#thank you: 5 #thanks: 3 #thankyou: 3 #grateful: 4 #iyo: 3 #thank: 2 #thank u: 2 #thnx: 2 #ty: 2

used by top 5 GIFs



**NutellaPR**  
@NutellaPR

¡Nutella® es felicidad en un frasco!  
Más que una deliciosa crema de  
avellanas, es parte del ritual

Read more ▾

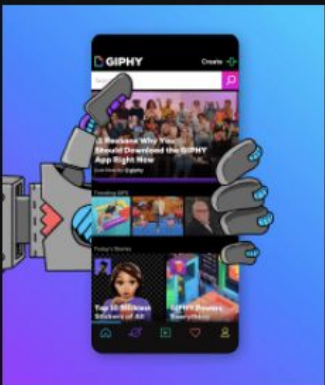
Follow on:



Source

[www.nutella.com/int/en/](http://www.nutella.com/int/en/)

Try our app



Learn More



♥ Favorite

🔗 Copy link

📁 Media

⟲ Embed

Share It!



👁 107.644 Views

#love

#nutella

#nutellalover

#nutellapr

Nutella not using  
#Chocolate



i love chocolate|

**i love chocolate** 66 Stickers

GIFs **Stickers**



Search Related Search	Level 0=Initial Search	Result On Giphy	Result On Giphy Stickers	Tenor Top X Bucket
chocolate	0	6989	4782	10.000
nutella	0	204	236	10.000
chocolate droppa	1	not valid	0	
twix	1	43	32	10.000
chocolate factory	1	not valid	39	
kit kat	1	not valid	43	10.000
i love chocolate	1	not valid	66	
bonbon	1	126	151	10.000
chocolate day	1	not valid	152	10.000
nutella	1	204	236	10.000



Follow on:



Source

[pizzahut.com/](https://pizzahut.com/)

Try our app



Learn More



#pizza

#dominos

#pizza hut

#papa johns

#pizza box

#cheese pizza

#pizza recipe

#meatlovers pizza

#veggie love

Competitor's  
hashtags ....



dominos

# dominos

383 Stickers

#dominoes

#pizza

#piece of pizza

#dominoe

## 5 channels



**Domino's Pizza**  
@dominos



**Domino's Pizza**  
@dominospizzaes



**Domino's Pizza India**  
@DominosIndia\_



**Domino's Pizza México**  
@dominosmexico

GIFs **Stickers**

Sort: **Relevant** Newest



# Some tests + reporting

6



**2.263.869** Views

Your content was engaged with the most when users searched for [Herbst](#)

7



**2.064.618** Views

Your content was engaged with the most when users searched for [Thu](#)

8



**1.835.528** Views

Your content was engaged with the most when users searched for [Wed](#)

9




**1.365.916** Views


Your content was engaged with the most when users searched for [Thu](#)




# 226


GIF & Sticker Uploads 


# 152.4M


GIF & Sticker Views 


Change Avatar


 Dashboard

 Settings

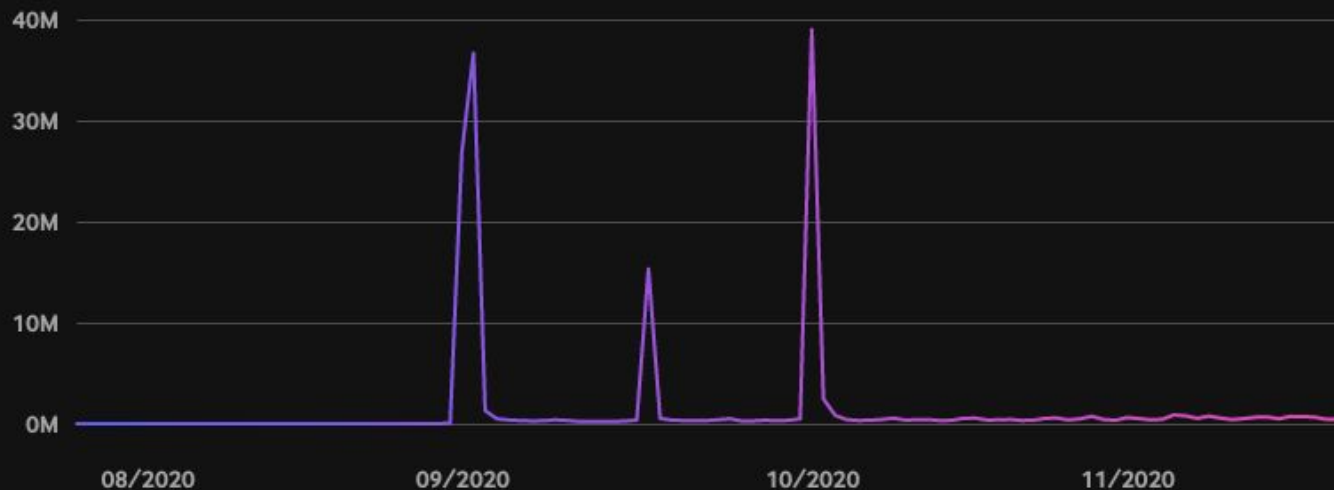
 Password

 Favorites

 How to GIPHY

 Go to Channel

## Total GIF & Sticker Views



# Notifications

TODAY



Your GIF was shared over 10 times!

13 h

YESTERDAY



Your GIF has its first share!

20 h

EARLIER



Your GIF has its first share!

3 d

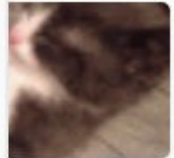


Your GIF was shared over 200 times!

5 d



hellsing



# Thanks

[https://twitter.com/tobias\\_willmann](https://twitter.com/tobias_willmann)

<https://www.linkedin.com/in/tobiaswillmann>