

043 - SEO for Podcasters

Gert Mellak 0:00

SEO for podcasters doesn't only treat with the actual representation of an episode, but starts much earlier. Before we actually record an episode here, and this is also what I recommend my clients to have podcast is that we already start with the research. Because we know that not only do we want traffic from people subscribing to our podcast, or someone finding us on iTunes, we also want traffic from people who want the information. So we have a valuable piece of content on our blog that our target audience can consume afterwards.

SEO Leverage Podcast Intro Music 0:39

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:49

Hello, and welcome. This is Gert Mellak from SeoLeverage.com. And today I would like to talk in this episode number 43 about SEO for podcasters. If you're a podcaster, I'm sure you don't only want to get traffic from iTunes, SoundCloud, Spotify and download from there. But you also want your content you prepare with so much work be found organically on the internet. So a podcast about a certain topic should also show up in Google search. So people searching for information about this topic should be able to find the recording you have about it. At least this is what podcasters tell me what their ultimate goal is. The problem with SEO and podcasting is that many podcasters are too focused on the actual audio recording. The audio recording is great and for people searching for podcast episodes, specifically, is probably the best resource. But if you think about an average Google user who might be in line at Starbucks, checking the phone searching for something they want to know more about, they're not really in the position of actually listening to a podcast to get the information. Even if they're researching something about a person and define this person is on a show as a guest and being interviewed, et cetera, they might not be able to spend 40 minutes listening to this show to get to know what this person thinks about a certain topic. They want really a quick summary they can consume, they can digest, and then decide whether they want to really spend the time and listen to an entire episode. What this means is that very often podcast episodes are not by definition, the best search result Google could come up with, because Google knows that the 40 minute audio recording might not be the best search result in many, many cases. It's different if someone searches specifically for podcast episodes, if a search for a podcast on SEO and I find podcasts is fine, but it is really only search intent probably where the search query contains podcast specifically. All other search intents the more generic, searching for the topic, searching for information, searching for an answer to a certain question, probably also are going to need a textual representation. Something I can read, I can consume, I can skim, I can jump directly to a specific section. And I can read, not only listen to it, because I might just not be as a Google user in an environment where I can consume this information as an audio recording. My recommendation here really, and this is what we also do with our podcast is that we want to

have in full featured article presenting the same information as on the audio recording and it might even a little bit more just to treat the ideally with the topic independently of the podcast. For me, a podcast recording from an SEO perspective is an add on, because there might be some people really preparing to lay back, take a sip of coffee, and listen to the answer to their question. But out of 10 people, I would argue it's probably not more than one or maybe two, probably one in a position. And with a desire to really do that. All the others are going to search for quick information, quick way to consume the information, copy paste something etc. And the audio recording is a nice to have, but they might not be willing to consume it. So if you have already recording on a blog post, for example. And this is really the main piece of content, there are just a couple of lines below describing what this is about. It's probably not something Google would want to rank. Why? Because Google wants to make users happy and Google users might not be happy if they land on a page with an audio recording, because they might not want to consume it this way. And what are they going to do? They're going to hit the back button and click on a different result that might have this textual representation or this easy way to consume the content or find the answer they're looking for. SEO for podcasters doesn't only treat with the actual representation of an episode but starts much earlier. Before we actually record an episode here, and this is also what I recommend my clients to have podcast is that we already start with the research. Because we know that not only do we want traffic from people subscribing to our podcast, or someone finding us on iTunes, we also want traffic from people who want the information so we have a valuable piece of content on our blog that our target audience can consume afterwards. So before recording this show, for example, we were doing some research. We are doing research about what kind of content comes up when someone searches for SEO for podcasting. And then one make sure that in the notes, I prepare for every episode, we talk about the topics that people apparently want to consume just based on the plain Google research. So type in, think about what keyword you want to rank in that episode for you're going to record. Check out Google. Check what is coming up in terms of information, topics, what topics are being talked about, and what kind of vocabulary might people be looking at. And just make sure you make a few notes. And it should be these things are being dealt with on your podcast, but also in a written article on this topic. So think always about the readers not only about the listeners when you record a podcast and when you prepare for a podcast, and make sure that the episode is not only presented as an audio file, but also as a full featured article, as if the podcast didn't even exist. SEO in general, contains multiple parts. Mostly we talk about technical SEO, this is really the site and the internal linking. The coding of the template. You might be using the theme, you might be using on mostly WordPress page probably. But also there is an off page part. Off page really means links coming from other websites to a specific page on your site transmitting authority. So if a high authority site links to an article I have on my blog, this site transmits authority to my page. And Google is going to be well aware of this other site actually endorsing my content, and is going to treat my content, better rank my content, better if this other source is really relevant in my space. So the local plumber endorsing my SEO Services is not going to have as much importance as a big brand like HubSpot, for example, talking about SEOleverage.com, and endorsing our services. There's going to be a much stronger authority being passed down to us. And this is what you also need to consider that only having the blog or the podcast episodes, the recording the article on your site alone is probably not going to get you very far unless someone else in your space endorses

you links to this content, and makes sure that Google and other users take a note of it and see this is really relevant in your industry or around a certain topic and a certain context. Those links should exist for most of your episodes, because it would just be natural, if some one really likes your content that they eventually this content also attracts links. You don't want to force it, but really keep in mind that episodes, especially the important ones really should get some feedback from other websites as well. Comlinks coming in, some comments, maybe etc, some engagement. We really want to make sure that Google takes a note of this content being really important and relevant in your industry. So if we wrap this up, podcast, recording, actually, with SEO in mind starts in the research phase already. We want to know what this content should be ranking for. We want to do research, find out which kind of keywords, which kind of topics should be mentioned and talk about on the podcast. And then know and acknowledge that in order to rank on Google, a podcast recording is not enough. We are going to need a full featured blog post and article. We're going to take into account SEO best practices and make sure that this article could also exist on its own, deal with the podcast recording rather as an add on for SEO purposes, than the actual content element. And just really focus on this article as if the podcast didn't exist. This way, we are going to ensure that everybody coming to this page, whether they want to listen to the show or they want to consume the content in a written format are going to be satisfied with what they find. Now if you have a podcast and you feel you're not getting traction, or you would want someone to take a look at your website, if you're doing everything right, if there's something you could improve with your podcast in order to get more traffic to your site, definitely reach out to Seoleverage.com. My email address is on our website. Head over to our website, get in touch and we are happy to take a look at your site and give you a few suggestions or directly get a quick audit for your website on the site and we can take a closer look and analyze your site with the tools we have at hand. This was it for Episode 43, my name is Gert Mellak. If you want to see a written format of this show, head over to Seoleverage.com/podcast find Episode 43 and you'll see what this looks like in practice. You're listening to Seoleverage.com Thank you.