Podcast SEO

A Step-by-Step Guide to Making Your Podcast Rank

Podchaser

SEO Best Practices to Boost Your Podcast's Discoverability and Visibility

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Search engines are constantly rolling out updates you must abide by—if you want your podcast to rank. For example, Google recently announced [Google Search's Helpful Content](#), which organizes content that leaves visitors satisfied and ignores those that don't.

So how do you do your podcast SEO right to get found by web searchers? Think of the first date you were on. To impress your date, you must have thought about your outfit more than once, showered, and maybe thought about some icebreaker questions in advance.

Think of SEO as the date you want to impress. Your podcast should follow SEO best practices to get on the search engine's radar and get rewarded for the effort.

Now, let's look at what our SEO experts have to say about best practices. Know your audience and know where they are.

Farha from the [Academy of Digital Marketing](#) says, "discover who your target audience is and which platforms they use. Then, being in the right place for the right people is half the battle, regardless of the platform — whether it's Spotify, iTunes, Captivate, or another."

Identifying your audience allows you to target a specific set of people who are likely to buy from you. That way, you can generate leads and reduce money spent on marketing.

If you sell gift packages to B2B companies only, targeting both B2B and B2C companies will amount to high advertising costs. Plus, you get many unqualified leads.

Knowing your target audience will also give you enough information for personalization. Then, you see your audience's problem and tailor your show to solve the problem.

- What is your niche?
- What is the topic of your podcast?
- Have you done audience research to know who they are?

These are some questions you must ask yourself. Otherwise, your podcast optimization efforts will attract too many unqualified leads (aka the wrong listeners).

Make a website for your podcast first.

"Having a website improves traffic to your episodes by making it easier for search engines to find them," says Lucas James, CEO of AgencyGo.
Although you don't need a website to launch your podcast, having one will:
- Improve your organic traffic.

- Let the world learn about you.
- Allow you to analyze your journey so far.
- Conduct surveys to hear feedback.
- Use a comment tool to see how well your podcast is doing and get content ideas.
- Finally, organize all podcast-related content in one place.

Add a blog section to your website.

Blogging helps improve SEO quality by establishing your site as a relevant source for web searchers. In addition, it enables you to target a broader number of search terms than you would on your main pages.

HubSpot blogs, for instance, are one of its biggest lead-generation channels.

"A very effective way to boost SEO for podcasts is to write a separate blog post for each podcast episode you release. It'll give you increased exposure for your podcast. Aim to use as many SEO-friendly keywords as possible to drive traffic to the site. Once your audience gets to the blog, they are likely to listen to the podcast," said Wired Clip Head of Content & Marketing Brett Robinson.

Ratings and reviews are vital to your growth.

There are so many good products out there with relatively few sales. It is the same situation with many startups — invest time and money to launch a product, but it can't compete with the established market.

In so many cases, the products are excellent and the right market-fit — and they stack up with competitors. The only problem is that one attracts more customers than the other.

Let's take a real-life example. Say you go to an eCommerce store like Amazon to buy a product. You see two similar products but need to know which to buy. So what is one thing that'll push you to buy from a buyer and not the other?

You'll check the reviews and ratings. Product "A"has 15 reviews and a 2-star rating, while product "B" has 2,500 reviews and a 4.5-star rating. Which will you buy? Product "B," right?

Your podcast is a product, and it competes with others out there. For example, when someone searches for a term, many websites might have content related to the search term, but not all will make it to search engine results pages.

One thing that'll make it stand out is if it has ratings and reviews. The best way to do this is to encourage your listeners/subscribers to leave a review for you. It is like a LinkedIn recommendation—it boosts the credibility of your profile.

However, asking for reviews and ratings from podcast listeners must be seamless. Your listeners are busy like you. [Podchaser](#) does this perfectly. With it, you can access an extensive podcast library and a podcast directory with [500,000](#)+ monthly active users.

Use Cases

- Hosting providers can submit a podcast to Podchaser when a user sets up their podcasts
- Hosting providers can submit episodes or credits to Podchaser when a user adds a new episode
- Podcast players can allow users to leave Podchaser ratings and reviews from within the player
- Podcast players or other apps can allow users to create and edit Podchaser lists
- Podcast players can show users similar podcasts and other podcasts that guests have appeared on
- Services can load podcast insights to be able to review audience size, demographics, and more
- And much more!

For listeners, Podchaser makes it:

- Seamless for them to review and rate your episodes.
- Easy to discover podcasts tailored to their particular interests.

For Podcasters:

- As a creator, you can have a "creator profile," like a resume, that contains all your information and the episodes you have produced.
- Find curated playlists, ratings, and reviews.
- See your activity feeds that allow listeners and podcast creators to interact with one another.

A Podchaser listing allows you to encourage ratings and promote yourself to your audience and others who may be interested in your content.
Use keywords in the transcript, title, meta description, and strategically.
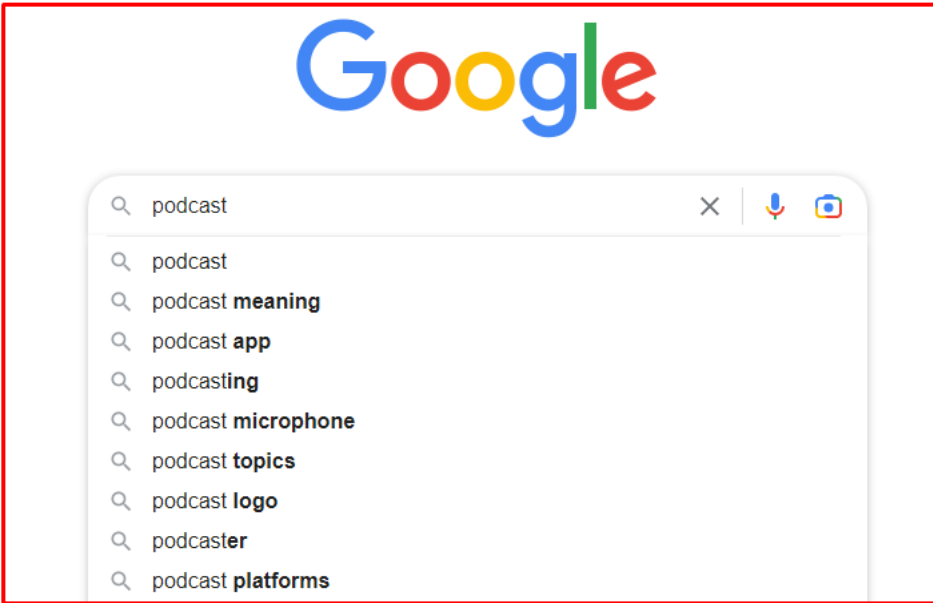
Source:

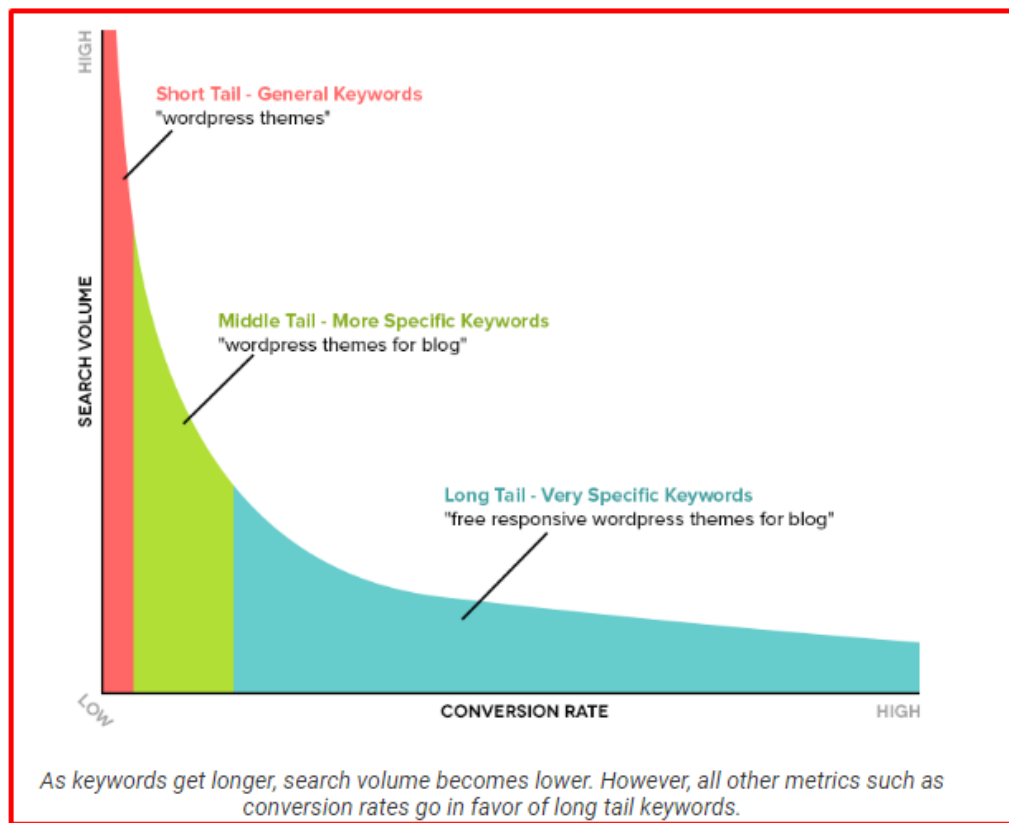Can you see how Google came up with keywords for some key phrases? Keywords help:

- Your podcast answers the queries your target audience is searching for.
- Provides search engines with information about what the content on your website is about.
- Describe the words and phrases searchers type into search engines to find information.

"Make sure you make the podcast's description as genre-friendly as possible. Use keywords relevant to your podcast's niche and genre. And ensure that you do the same with each episode you create. Ensure you include your audience's most likely search terms in the title and description." Chris Myles, CEO and Content Director of Golf Cart Go, told Podchaser.

How to pick search terms you should focus on

Knowing keywords is not enough. You need to know which keywords to choose for better results. Here are three key things to keep in mind when doing keyword research:

I.   Short-tail and long-tail keywords

As keywords get longer, search volume becomes lower. However, all other metrics such as conversion rates go in favor of long tail keywords.

Source: [seopressor](#)

Long-tail and short-tail keywords often come up when talking about SEO. Short-tail keywords comprise one or two words like "shoe,"... while long-tail keywords comprise three to five or even more words like "running shoes for women." Long-tail keywords are direct search queries, rank easier, and usually convert better.

For example, it is easier to search for "shorts for men in their forties" rather than the broader term "shorts."

Where to insert keywords
● Headings

- Episode titles
- Subheads
- Captions
- Meta description
- In the transcript

"Add keywords to each episode's title. It might be a guest's name, a trending topic, or a helpful tip related to your zone of genius. Focus on being clear vs. being clever. People want answers to their questions. And if you show up & deliver that—they'll stick around & listen a little longer." Brittany Herzberg, co-host for [The Simple & Smart SEO Show](), said.

II.   Use their language

Speaking your audience's language is effective in all forms of content marketing. And in performing keyword research, knowing some of their words can give you an edge. Also, it shows you what phrases they search for.

Google's "People also ask section" is an untapped way to see phrases your audiences search for.
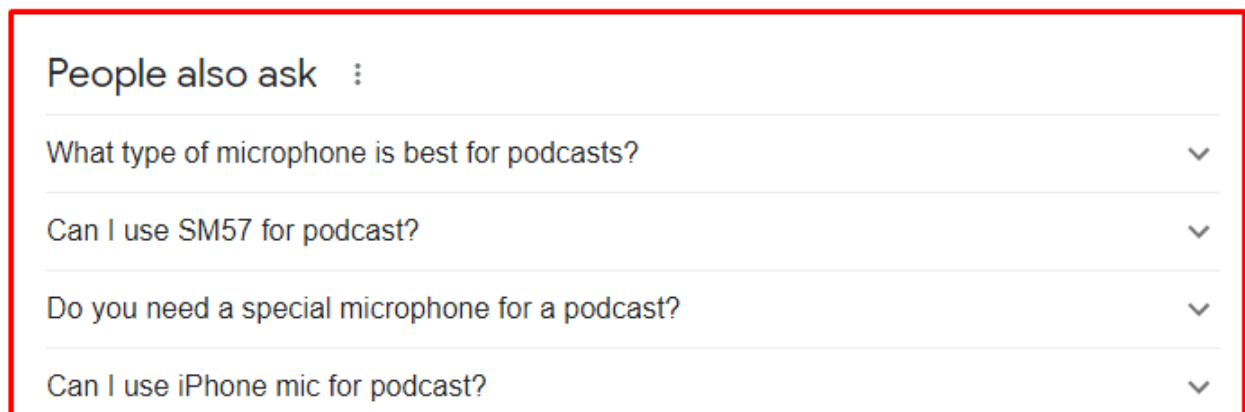
Source: [Google]()

III.   Use SEO tools

Tools will help you stay productive. [Some of the SEO tools]() to get keyword ideas are:

- [Ahrefs]()

- [Google Trends](#)
- [Keyword Explorer](#)
- [Semrush](#)
- [AnswerThePublic](#)
- [SEOWind](#)

Create evergreen content.
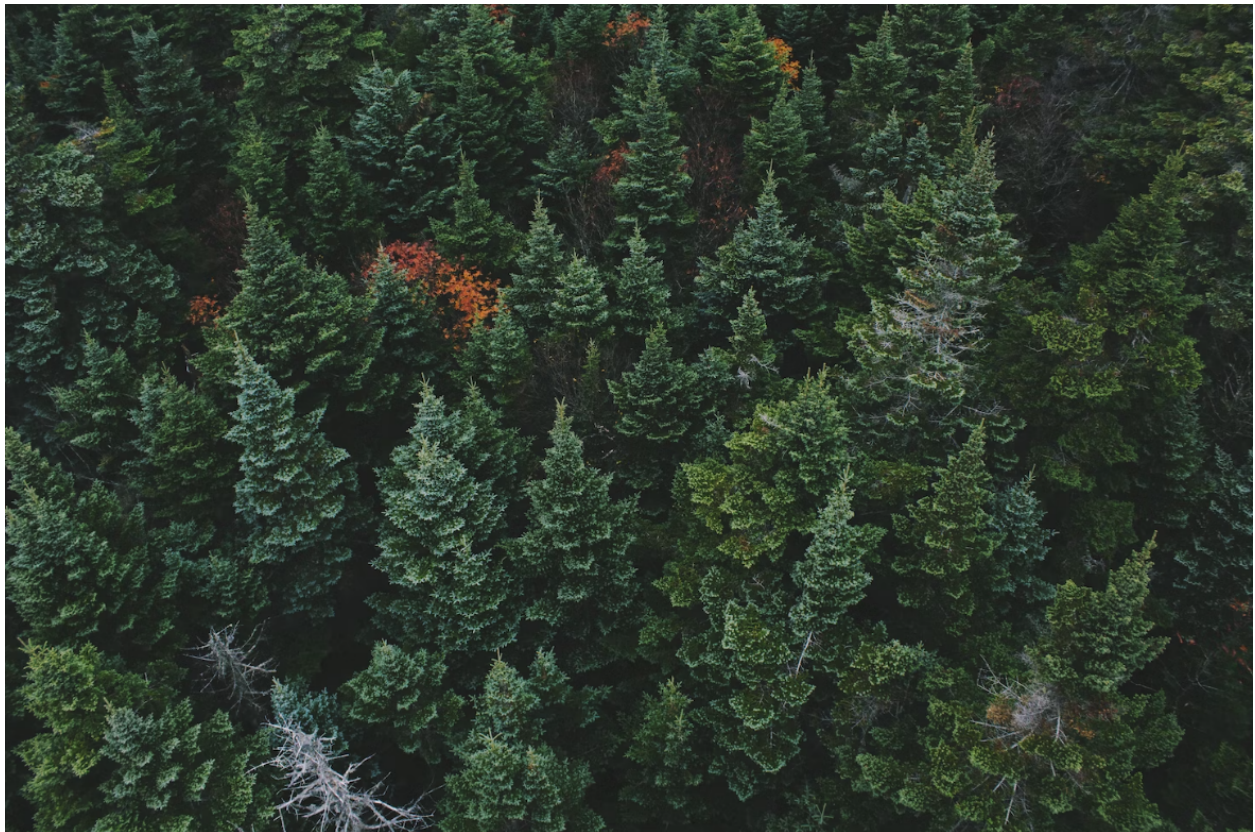
High-quality evergreen content is timeless. In other words, it's still relevant months after publish. But that's not to say you shouldn't refresh this content every few months for optimal performance or if your ranking drops.

Podcast episodes should answer a question—be an asset—not just for the fun of publishing weekly. As some songs are timeless, your content should be too.

"Search engines are there to provide users with the most relevant information and answers to their questions. Even though they occasionally get it wrong, ensuring that their results are accurate and pertinent is paramount. To rank, aim to make podcasts that offer highly relevant, educational, and valuable information. "— Hilda Wong, Founder of Content Dog

Here are some qualities of top-notch content:

- Understands search intent
- Isn't stuffed with fluff that's irrelevant to the audience
- Has every section required by the audience's search criteria
- The best answer to the search query

Tag and categorize your episodes properly.

Tags make it easy for search engines to classify your podcast. So, for example, when you search for terms like "best culture podcast,"... what Google will show you are podcasts in/related to that category.

According to Andrew, co-founder and managing partner of Kaizenzo Inc. "Tags are a helpful way to boost your search engine rankings. In addition, it helps Google understand what each episode is about so they can add it to their database of podcasts."

Get some quality backlinks.
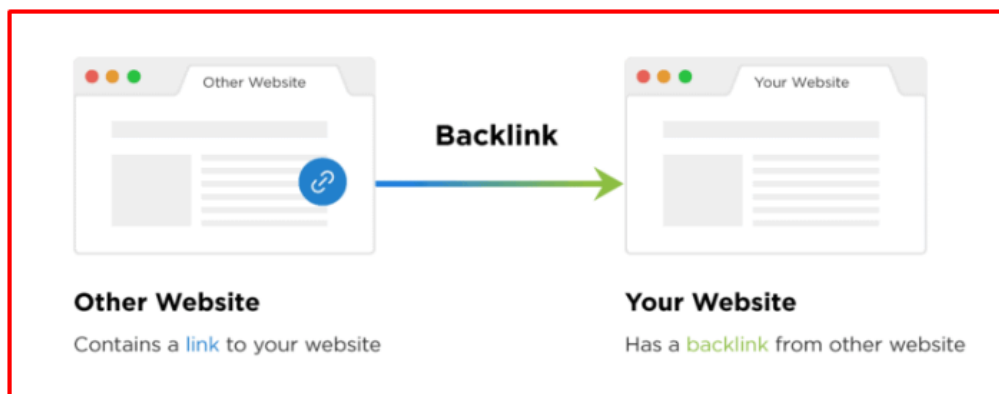
Source: [Backlinko](#)

[Backlinks](#) are all about getting other credible websites to link to some of your website pages. Internal linking refers to pages or articles you've written on your website. For SEO, both are necessary.

It's a way of telling search engines that this is a credible source and that it should make it to the search engine result pages. So how is podcast backlinking done?

- Join as a guest
- Create high-quality content
- Invite guests to your podcast
- Sponsor a podcast

Many [podcasts are looking for guests.](#) So find them and learn [podcast guest etiquette](#) to get the best results.

"Many people still do not see this, but hosting a podcast is a very effective way to build links for your website. If you invite guests to your podcast, they commonly share links to it to share the love. For this to be effective, you need to ensure your podcast is self-hosted on your site or seamlessly integrated into your site through a tactfully built API." — Ryan Jones, SEO Specialist at [Rank Tracker](#), told Podchaser.

Use schema markup.

Schema markup provides a better description for search engines. It displays these as rich snippets in search results.
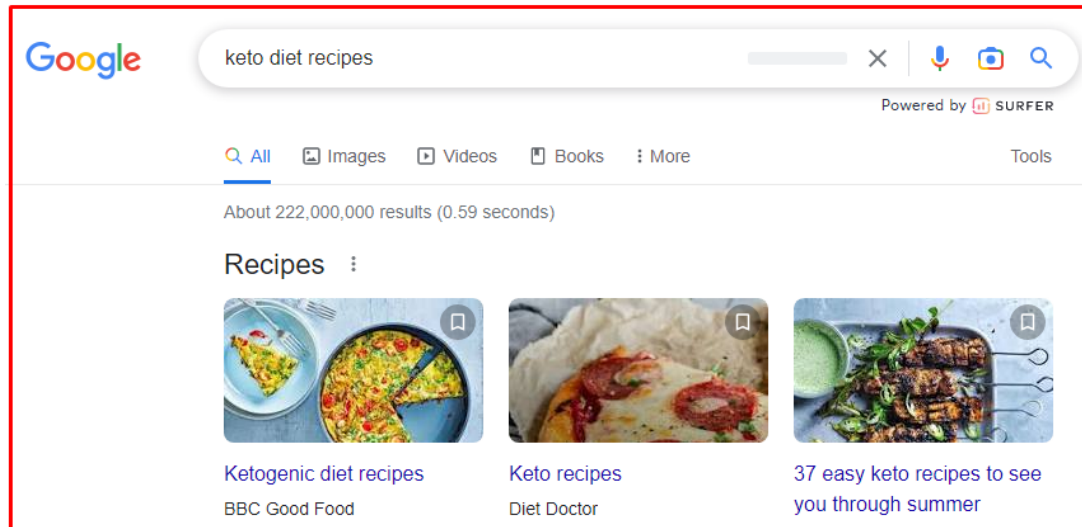
Although there is no data to show this has a direct impact on driving traffic. Nonetheless, more views equals more click-through rates (CTR).

How to generate schema markup

Go to [Google's Structured Data Markup Helper](#)

Step 1: Pick a Data Type

Step 2: Copy/Paste or type in the page URL, then click "start tagging."

Step 3: Mark up every necessary point.

It'll load the content piece by the left and tag options by the right.

Highlight the selection. A pop-up will appear to select the option. For instance, here is how to add the author's name.
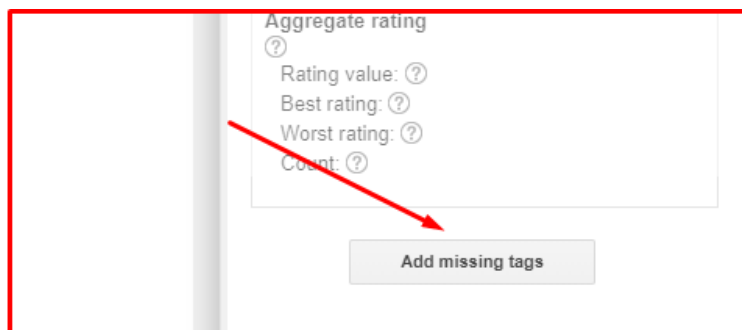

Clicking on the name will add it to the section on the right. If there's a mistake, click the [X] to erase it and start again.
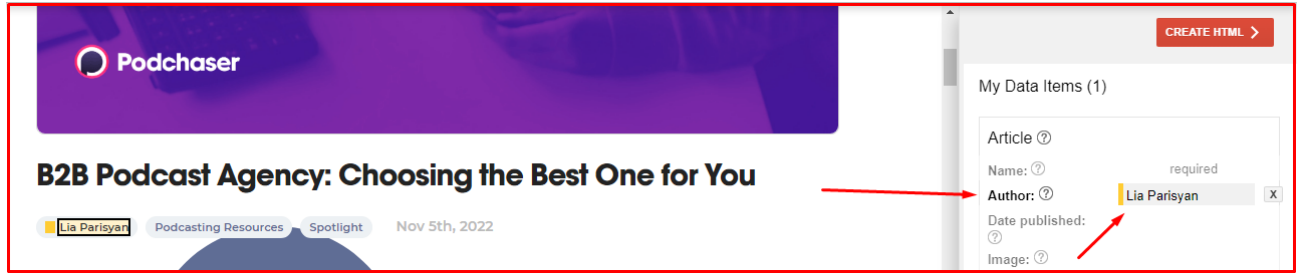
If any tag does not appear in the pop-up list, add it manually by clicking "add missing tags."
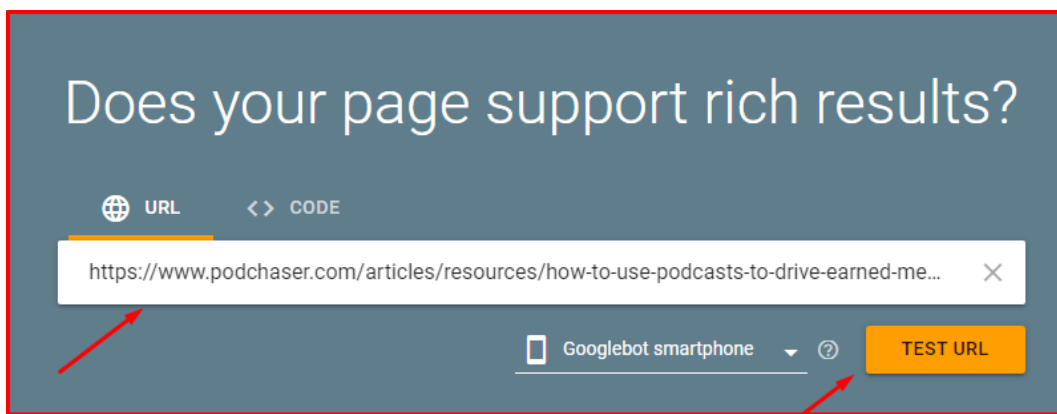

Step 4: Click Create HTML.

Automatically, it generates the code in JSON-LD. If not, select it from the drop-down menu. Next, copy or download the generated code, paste it into your Content Management Service (CMS) then... click finish.

Steph, an SEO consultant at [Steph](#), said, "implement podcast episode schema using micro-data or JSON-LD so that search engines can read and display rich results. If you're using a CMS for your website, plugins may be available to help you implement the schema more efficiently."

Step 5: Test the generated schema markup.

Use [Google's Rich Results Test](#). Copy the URL into the box.

It will display any errors found so you can fix them.

Get podcast distribution right.

There's every chance that many of your listeners and web searchers didn't see your podcast when you first shared the link. Therefore, it would help to take distribution seriously because it will boost your podcast SEO.
Spend as much time as you do on production on distribution. Spending hours/days producing a podcast, only to devote a few minutes to distribution, won't give you the recognition you deserve. But, put in the time, and you'll be able to reach a wider audience and diversify your following.

How it works:

First, you record your podcast; then, edit it. Next is uploading to the hosting platform of your choice. Create a [Really Simple Syndication (RSS) feed](#) and submit it to directories.

Some directories are:

- [Apple Podcasts](#)
- [Spotify](#)
- [Audible](#)
- [Podchaser](#)
- [Google Podcasts](#)

"Most podcast traffic comes from a handful of platforms, so make sure you use the right ones. Then, add those links to a subscriber page on your website so people can easily find and follow you for more informative content." — Andrew Chen, Chief Product Officer for [Videeo](#), told Podchaser.

Here's how to distribute your podcast effectively to improve your ranking:

Be active in online communities.

Another effort that will help your podcast SEO is getting involved in communities. Be an active member; people will get to know you and want to tune in.

"Be active in relevant online communities. You can also use this to connect with people who love your podcast and share it with them," said Jennie Miller, co-founder of MIDSS.

Maximize Pinterest.
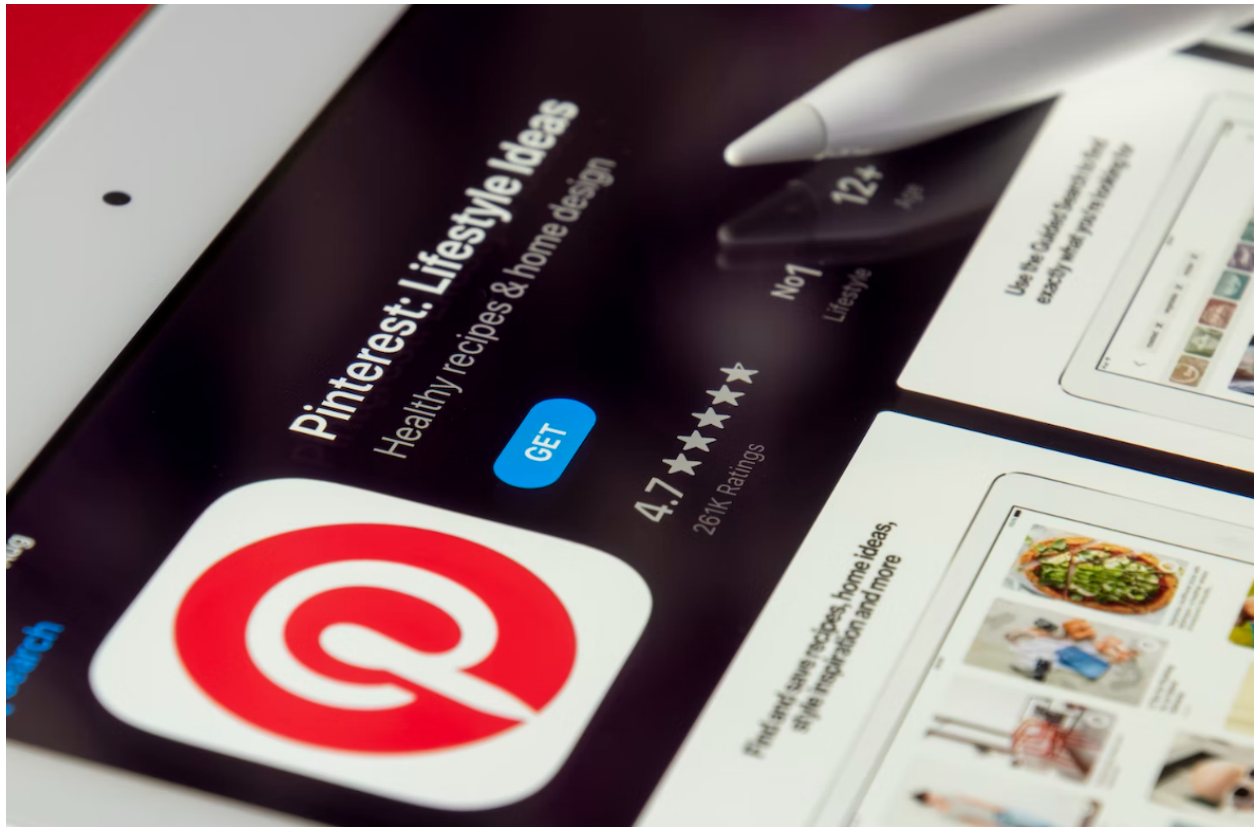
Images work perfectly well on Pinterest, no doubt. But you can:

- Create art for the episode — link back to your website.
- Upload a short clip — link to your website to listen to the entire episode.

Recommended reading: [Podcast Advertiser Tools for Content Design and Video](#)

Jordan Crump of [The Space Social](#) said, "Pinterest is your new SEO best friend for your podcast. Create branded quotes from your podcast and post them on Pinterest, linking to the episode. It will help your podcast get in front of fresh eyes (or ears). This strategy creates longevity because a pin's lifespan can be years. Pinterest and podcasting can be more of a long game. Hand in hand, they provide a powerful tool to reach your audience."

Social media.

Podchaser API helps you repurpose the transcript you created for your podcast after completing it. Social media marketing tools allow you to get content ideas, build relationships, spot trends and take advantage of them.

 Some social media platforms to distribute your podcast:
- Twitter
- Facebook
- YouTube
- Instagram
- TikTok

You can start by using a few platforms. As you gain experience (and a following), you can expand your reach.

Build an email list.
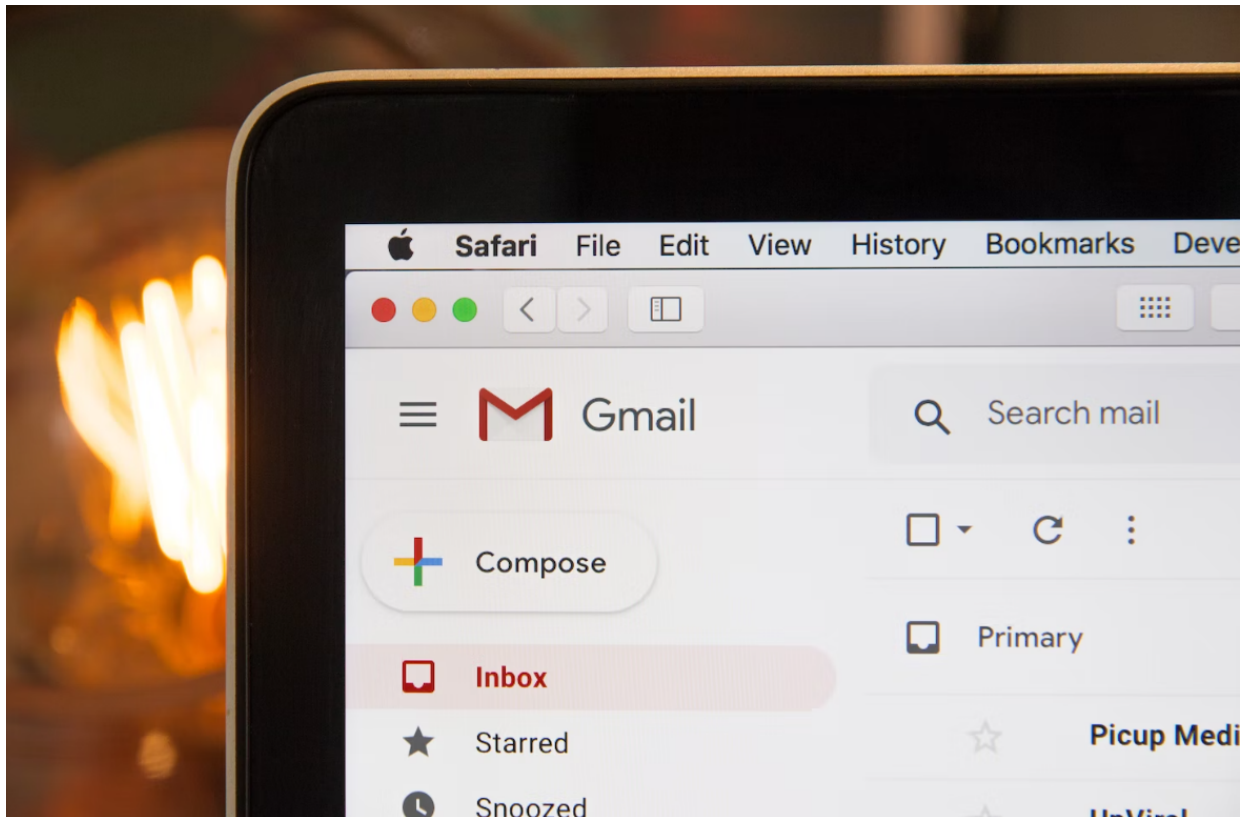
Building an email list makes sense if you have a website. It can be anything like a pop-up form or a content upgrade. For instance, if your podcast episode is about "8 Best Podcast Microphones," you can create a checklist.

When you have the list, write a short and compelling email with the checklist and link to your podcast to drive more listens. Use email marketing tools to stay productive.

Optimize your website for speed.

Search engines take page load speed into account when determining SEO rankings. Web visitors leave slow websites. A fast-loading website will bring a better user experience for your visitors, and search engines will rank those sites higher.

So what does all this mean?

Podcast SEO is an excellent way to step up your podcast game. It is a very effective way to build an audience and increase downloads.
"Search engine optimization is crucial for the success of any online content creator today. With so much content on the internet today, creators must work towards optimizing content to get noticed. As a result, it will expand the visibility of your podcast and attract new listeners," says Angel Martins, marketing specialist at Finsbury Media Digital Marketing Agency.

Remember to:

- Optimize for people searching, not optimize for search engines.
- Create timeless (evergreen) content.
- Avoid stuffing your content with keywords. That might bring traffic, but those visitors aren't likely to engage with your podcast or recommend it.
- People are looking for something that will help them. Your content should help them find solutions to what they're searching for.

PS: The right resources can make it easier for you to market your podcast successfully. Luckily, with our marketing tips, you'll always be up-to-date. Check out our articles for more insights.

To learn more about the world's most comprehensive database, visit Podchaser Pro.