

[00:00:00.670] - Colin Gray

Welcome to this SEO for Podcasting section of the course, also known as 'How to be Easily Found'. Now, SEO gets a bit of a bad rap for being overly technical, being tricky, being kind of, you know, grey area, black hat type of stuff. But actually SEO, when it really comes down to it, is actually very human. It's very much, what are people asking, wondering what those questions that people are asking most are. And then you answer those questions, which makes that content really popular and helps it be found really easily because people are already searching for it.

[00:00:38.100] - Colin Gray

So a big part of it is just figuring out that thing, what are people searching for? What are those big pains that they want answered that you can help them with? Now we're going to go into how you figure out those questions, how you figure out what people are asking so that you can answer them. There'll be human parts to this, but don't worry, we'll get into some tools and some data as well. There are some tools, tips, tricks that you can use to make this more easy for you.

[00:01:03.000] - Colin Gray

And then we'll go into how you use that data once you've recorded it, once you've made sure you're answering the right things, how do you get it listed in the directories? How do you get it listed in those audio directories, particularly Apple Podcasts, Spotify, all those places. What do you do there to really well, optimise the SEO, your episodes, and your podcast to make sure you're really easily found within those directories. And the next level is how you make sure they're really easily found on the web. More generally, the much wider audience of text search, Google search, and other areas too, that we'll explore.

[00:01:40.220] - Colin Gray

So that's what SEO and how to be easily found is all about. That's what we're going to cover in this part of the course.