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Next up is keyword research. Now, this is often what you think of when you think of SEO, you start thinking about looking into keywords. We've talked of humans in the last couple of sections, talk to your audience. Now we're going to talk to the computers, really get into the data. There's a few different tools I'll go into here. We'll always update the tools links in the description below because they can change. But right now, I'm using Google AdWords Keyword Planner. Most often it's a free one. We'll talk about that quite a lot. And then we've got SEMrush as a paid one and ahrefs as another paid one. I use both of them quite often as well. So let's get into it. How does this work? What we're looking for here is when we talk to people, we ask them, what questions are you asking? We get an idea from them, like how often people are searching certain questions. But with Keyword Planner tools, keyword data tools, we can actually get real numbers. Google can tell us how often people are searching for particular keywords. And therefore we can find the right, most popular, most valuable keywords to try and be found for.

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We know what people are looking for because of that. And we can use the other tools to have a bit more data there too. But I'll get into that in a second. So let's get into Google AdWords. I'll give you an example from the stuff we work on. So for example, what you would do is you type in one or two of your big keywords, your topic keywords. So for us at the podcast host that is podcasting or how to podcast, something related to that.

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So let's look at a quick example here. What I've done is I've typed in how to podcast in the top. That's the example I just gave. For start, it gives you some broad searches, some lovely related searches here, some other ideas related to what we're searching for. So I'll give you that for your topic too. And then down here you can see the volume. So the highest volume one is how to start a podcast: 2900 and how to make a podcast: 1000. You can decide whether they are two separate episodes or whether you do them together. Then you go niche. You go how to start a podcast on Spotify: 390, how to start a podcast for free, 90 searches, how do podcasts make money. So that's more of a related one, still 210. So you can see that the volume here, average monthly searches, is giving you an idea of how many people are searching for that, how popular that topic is. And it gives you lots of different ideas around the types of things that you can cover related to that keyword you typed in at the top.

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So that's what you're doing. You're delving in there, you're typing in different combinations of keywords related to your topic. And Google will show you related ones that you might not have thought of, and it will tell you the data, the number of people searching for them, so that you can prioritise and use the most popular ones in your podcast episode titles in your podcast name. That's what we're going for here. We need to know what to put in our titles in our podcast name on the podcast website and our descriptions

and all of that is helping with our podcast SEO. So the Google AdWords Keyword Planner is great for this, but like I said, we use a couple of paid tools too, if you wanted to, if you have the budget, not necessary whatsoever, but SEMrush and ahrefs, two of my favourites just now, obviously check the description below in case that changes in the near future. But they do more, they make it maybe slightly easier to narrow down to the right keywords. They give you things like difficulty rating. So they show, they examine essentially the top ten and see how popular those sites are, how established an authoritative those sites are, to see how hard it might be for you to creep into that top ten.

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They do things like that and they really just help you to unearth the types of language your audience are using to search that is so valuable because that's what you put into again, your episode titles, your podcast title, your description, all of that stuff, and that's how you get found. Okay? So task for today, get into that keyword planner, whether it's the free one with Google and start typing in your keywords, put in somewhere around your topic. Delve in spend half an hour, an hour just trying to find some related keywords. Your questions from the previous sections with humans, with the people, with your audience should have unearthed the kind of starter for that. So use that as a basis and then note down your top 10, 15, 20 keywords that come up that you want to start concentrating on.