

[00:00:00.730] - Colin Gray

Next we have question research. So in the last section we looked at keywords quite specific little sets of one, two, three words. Now we're looking at full questions. What are the full questions people ask? And again you should have an idea of, of this to start with from your audience research in sections one and two of this course.

[00:00:20.280] - Colin Gray

But now we're going to get some data. Again, we're going to ask the computer now for some data. There's a few great tools here that can unearth some of the most common questions in your area. The first one I'm going to look at is an oldie but a goodie and that is Quora. So Q-U-O-R-A Again, all resources in the description below and if they change we'll update them there as well.

[00:00:40.570] - Colin Gray

But Quora is a website just for questions people, real humans type in questions into Quora and then other real humans answer them. We can type in our keyword here. So if I type in podcast or podcasting, we'll see all the questions that anyone has ever asked on Quora about podcasts or podcasting and you can spend 20 minutes, 30 minutes just browsing through here, unearthing the most common ones, unearthing the really kind of more specific obscure ones that can be really valuable too. This is important actually at this point because the keyword data in the previous section and the previous part of the course that tells you what are the most popular things people are searching for. But actually you can offer a lot of value by answering really well some of the less popular questions, some of the more specific questions.

[00:01:31.120] - Colin Gray

This is called long tail. Short tail is the more popular short ones, short keywords, short keyword phrases and the long tail is the big questions like how do I grow my audience on Spotify? So it's not just how do I grow my audience, but how do I grow my audience on Spotify? Getting specific that's long tail and that's what this kind of research can help you with. Quora is the first place to start.

[00:01:56.930] - Colin Gray

The next is a place called AnswerThePublic. It's just on Answerthepublic.com. Go there, type in your main keyword, your topic. Again, I would say podcasting. Podcast.

[00:02:08.880] - Colin Gray

And it shows you just reams and reams of questions. It's absolutely brilliant. It'll group them into why questions, what questions, how questions you can get in here and you can note down dozens of questions around your topic and the bigger your topic, the better the questions are as well. So if you've

got a topic that's pretty broad like sport or health and fitness, something like that, it will give you tonnes of really great questions. So that's a great one to pop into as well.

[00:02:35.960] - Colin Gray

Okay, number three, another one is BuzzSumo, Buzzsumo.com. Now this is an interesting one because it's more about showing popularity. BuzzSumo will show you what blog posts, what social posts, what public content has done well, it shows you shares, retweets, all that kind of stuff. So really this is more about finding popular questions. It doesn't necessarily tell you more related stuff so you have to be quite specific about what you're searching for.

[00:03:04.640] - Colin Gray

But if I type in podcast, podcasting again, it will show me all the content that has come out recently that has been really popular, that has been well shared. So this is once you've got an idea of a bit more specifics, you can pop it into BuzzSumo and start to prioritise those questions because you'll see which ones are particularly popular. Now the final one, number four is Twitter. So Twitter that source of all knowledge and everywhere that everyone fights all the time, but you can be quite specific. Twitter has some good search tools in there if you type in your keyword.

[00:03:37.550] - Colin Gray

So podcast, podcasting and then a capital A N D, and podcasting and then a question mark, that search will actually go off and find any tweets that includes the word podcasting and a question mark. So questions about podcasting that will surface, questions that include the word podcasting. You can use that with your topic as well. Just use your main topic keyword and capital A N D and question mark and that'll surface all the questions. You can go broader, just type in podcasting, podcast or your main topic, whatever it might be, but it will tend to surface a whole bunch of stuff you have to surface through.

[00:04:15.760] - Colin Gray

So that question mark tends to filter it down really effectively. Your task for this topic is pick one, two maximum of these tools and go deep on it. Spend an hour okay, so maybe I'll choose Quora and spend 30 minutes delve in there and pick out as many questions as you can. Note down 20,30,50 of these questions that'll be your list, maybe pop into Answer the Public as well, Answer the Public is really good so you could pop in there and note down another few dozen okay. And then just spend 10 to 20 minutes going through and seeing how that correlates with the data you got from the humans in the past, the audience that you spoke to.

[00:04:55.110] - Colin Gray

And that should give you a list of 10,15,20 questions that you can start prioritising, that you can start creating content around, make sure you're including in your podcast name, episode titles, descriptions

again, that is gold, that is data based and it's qualitative based as talking to humans. You know you're going to be answering are in the right questions that will be found easily and that's your podcast going to be really well optimised at that stage.