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Now, let's put this into action. You've done all the research, you've found the right questions to answer. You've found the key phrases that you need to include to be found well, where do we actually put it? Well, the first one is the episode title.

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This is one of the most most important parts of optimising your podcast for search of being found easily is that episode title. And it goes in a couple of different places for two different purposes because there are two search engines here, really that we are catering to. One is Google text search. Google Text Search, that's going outside of the podcasting world. It's attracting people from everywhere and anywhere.

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It's the big net, it's the massive amount of people that can find your show. And the other is the more specific, it's the podcast search engine. So that could be Apple Podcasts, it could be Spotify, it could be internal apps like Pocket Casts and the like, something like that. So we've got text search with Google and we've got podcast search in whatever listening app your listeners use. So how does this work?

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So what we want to do is try and make it so that it is attractive to both the listener and to the search engines. But we know that Google is smart. Google actually works, thinks very similar to people. They know that people like questions. So what were a few of the ones we found earlier?

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I found podcast apps. So the question there, podcast apps was a really popular key phrase. Google knows podcast apps is popular. So what might I title my podcast episode? I might title it what are the best podcast apps out there?

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What are the best podcast apps? I also found create podcast in my keyword research. So how to create a podcast might go in the episode title. Now, this means that it's attractive to your listeners because they see that question there a question they have that you've discovered they have through your research, how to create a podcast. What are the best podcast apps you know that caters to the people, that is attractive to people, so they're going to click on it and listen to it.

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But you know that it also caters to Google. And if it caters to Google, it's going to cater to Apple Podcasts and Spotify because they work in almost the same way in terms of the questions somebody types in a question into Apple Podcasts or into Spotify, they are going to surface the episodes that answer that question. And the title, the episode title is the most important part of that. So when you're submitting your podcast episode to your podcast host, you create the podcast episode title as that question, what are the best podcast apps? How to create a podcast, that's the podcast title that appears in the RSS feed, in your hosting platform and then importantly on your podcast website.

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So whether you're using a podcast website with your podcast host. Captivate, BuzzSprout, Transistor. They all offer good podcast websites that come with your host for free, whether you're using them or whether you have your own website, which is ideal. And really, if you're thinking about podcast SEO, you should have your own website, WordPress, Wix, whatever it might be. You're creating a page on your WordPress website to represent that episode, and you're going to put the exact same title at the top of that page.

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That page is going to have that title, and then it's going to have some content. We'll go into how you make the page content in the next lesson because that is also important. But the title is the key. That page title is going to match the episode title. It's going to match that question you're answering the problem you're solving.

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And that is how you're found most easily, because it'll show up in podcast search, and it'll show up in Google search. Okay, your task for this lesson is first of all, think in the future. Every single time you create a podcast episode, the question should be upfront. The problem should be upfront. Show the listener what you're solving straight away, and it should match something that you've found through your keyword research, your question research, talking to your audience so you know people are asking this. Next,

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more practically, go back and look at your previous three episodes. So if you already have your podcast launched, you want to grow it. Go back to your last three episodes and see if you can rename the podcast episodes to match the question they're answering. That podcast episode, each of the three of them will be answering a question.

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They'll be solving a problem in some way. Go back and change them so that they reflect that question. Can you include any better keywords? Can you do some keyword research that tells you what the best way of stating that question is to help you reach the largest possible audience? Go back and think with them.

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Play with those three, change them up, and then come back to them in a few weeks and see if you're being found more easily. Your traffic is upon them. And make sure remember to do it in your podcast hosting platform so it's reflected in your podcast feed, but also on your website. So if you have your own website, make sure you go and change that blog post that represents that podcast episode, the one with the show notes on. Change that as well

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so it reflects that question too.