

[00:00:00.430] - Colin Gray

Now you've got your episode title, your show notes page title sorted. The next part is the rest of that page. So that show notes page. How do we optimise our Show Notes page to be most easily found in Google and potentially in Apple Podcasts, Spotify as well? Because you can add that into your description, which will contribute to how easily you're found less important in Apple podcast Spotify.

[00:00:25.450] - Colin Gray

I'd suggest not too much data on that, but usually it's the episode title shows up most, but certainly including that key phrase in the description. That question in the description in Apple Podcasts and Spotify too, can be helpful. But I mean, good show notes are good show notes, they're helpful for your listeners. So once we've created them on a proper Show Notes page on the web page on our podcast website, you can copy a kind of simplified version of that into your podcast description so that it all appears there and people can look at it inside the podcast app. So how do we do this?

[00:00:58.770] - Colin Gray

Okay, so there's a few different things we want to do here. The content in your page in the Show Notes needs to be significant to be picked up by Google. If you want Google search to find your podcast Show Notes pages to attract new listeners and to listen to your show, then it needs to be significant in terms of length. So Google is looking for 500, 600 words, really at a minimum, you can go even longer.

[00:01:23.320] - Colin Gray

Most of our posts on the podcast host are 800 words plus, 1000 words plus you don't need to go that long. That is pretty long. 600, 700 words, though will do the job nicely. So, first of all, thinking about that length, we've got a great guide, I won't go too much into what you can put in show notes. We've got a great guide on that, but called the Podcast Show Notes Cookbook, which comes along with this.

[00:01:46.360] - Colin Gray

I'll link to it below. It's in our academy as well. So you can have a look at that for the different types of things you can include in show notes to make them valuable and to get that length up as well. So that's the first thing, that length. Now the main thing beyond that, within that length is you want to include the keywords, the key phrases and the question a few times within that show notes page.

[00:02:10.580] - Colin Gray

Okay? And maybe some related ones as well. So you want to include the exact question, the exact key phrase at least once or twice, and then a few related ones, some similar questions, similar phrases. That's what Google likes to see. It likes to see you answering that question, stating that question, so it knows what the page is all about.

[00:02:28.880] - Colin Gray

So include it in the content. Now, one of the most important elements of the content is the headers. So we've already done the page title, but below that, you then have section headers within your show notes. To create good show notes, you should be breaking it up into sections within H2 header. If you need to know what that is, we'll link to details on that below.

[00:02:49.460] - Colin Gray

But you can look up what HTML headers are. With WordPress, you can do H2s, H3s, H4s really easily in their editor, but your H2 headers are the main subheadings within a post, try to include the question and at least one of those headers, and maybe some related questions, related key phrases, and other headers. That's a really big signal to Google about what your post is about. The other one is the images.

[00:03:14.490] - Colin Gray

So every time you post an image, you need to make the alt tag relevant to the image, because that is an accessibility thing. It makes sure people with visual impairments can tell what that picture is about. But if you can make that alt tag descriptive of the image, but include the key phrase, the question, which is generally quite easy because the image is going to be related to the topic, then that makes a difference too. Those alt tags can be quite powerful for google search. And then again, just to reiterate, the actual body text of the post should include some variations of the question, some variations of the key phrase. Make sure you cover it plenty within the content itself.

[00:03:51.890] - Colin Gray

If you're using WordPress, one tip is to use a tool called Yoast SEO. There's a plugin called Yoast SEO, which we use for a lot of our SEO work, and it will give you a score essentially for your show notes page. It will say, it'll ask you what the keyword is that you're targeting, and then it will score your page based on how well you've optimised for that keyword. It'll check the title, it will check the headers, it will check how many times you've mentioned the keyword or something similar in the content, and it'll tell you anyways you can improve. That's a really good way of making sure your posts are always well optimised for whatever keywords you're targeting.

[00:04:28.250] - Colin Gray

And the last one, if you're in WordPress, make sure you fill out the meta description. It's a kind of technical thing that goes behind the scenes, but it's actually the little block of text that appears underneath your search result in google. So if somebody finds your page, it will show the page title, but there will be a little couple of lines below that which can describe what's in it. That's the meta description. It might not be too valuable in terms of Google's eyes, but they're actually quite valuable for users, because if you tell the user what it's about, you put something compelling in there that says what you're solving.

[00:05:01.740] - Colin Gray

It can really help with click through and make people click through on your result from the search results rather than other people's. Okay, your task for this lesson is, let's go back and look at a recent podcast episode. Maybe a popular one that you want to try and ramp up a little bit. So find that page, find the show notes for it, and think about all the things I've talked about here. Can you get the length up to 600, 700, 800 words?

[00:05:27.350] - Colin Gray

You know, we're not padding it out here. You want to add valuable content again, go to the Podcast Show Notes Cookbook within the Academy or description below to find more tips on what to include in show notes. So get that length up. Make sure the title, the podcast title, is optimised. You should have done that in the previous task.

[00:05:43.530] - Colin Gray

Then start to make sure the headers are at least including the question in some way. There's at least a few instances of that question that key phrase or related ones in the content, the body content itself. See if you can add an image that's related to the topic, which means that you can make the alt text something similar to the question too. And then that will do it. That will make sure that page is really well optimised for Google Search.

[00:06:09.310] - Colin Gray

If you want to, you can go ahead and get Yoast SEO too, and that will give even more tips around this and make sure that you're doing it really well every single time. Now, this type of SEO is a slow burn. This is not going to have an effect tomorrow. Your traffic is not going to ramp up straight away. It's a slow burn over months.

[00:06:28.170] - Colin Gray

But you do this with a few your posts from the past and do it with every post from now on, every show notes post from now on. And it's going to have a huge effect on your traffic in the long term. Trust me, it worked for us. It will work for just about anyone.