

[00:00:00.790] - Colin Gray

Thanks for following me through this SEO for Podcasting course, all about how to be easily found in search engines, whether that's text search like Google or whether it's podcast search like Apple Pods and Spotify. So some of this is quite a slow burn. The SEO, the optimising the pages, optimising the content on your show notes, that kind of thing, that's going to attract people in the long term, create a huge asset for you if you have those great show notes pages that are well optimised. All based around those questions we found at the start. But some of it is quite a quick burn as well, actually.

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If you answer the right questions, you put a podcast episode tomorrow answering just the right question that you've found through spending time speaking to your audience, finding people who are your ideal listener, looking into the data to really prioritise which ones are genuinely the most searched, the most strong pains for people in your audience right now. If you do that, if you put an episode out about those tomorrow, that will get traction because people will see that that will be released, they'll pop up an Apple Podcasts, people will be searching that tomorrow and it will pop up for them. So some of it can be quick, but a lot of it is for the long term. So I hope you can get into this, I hope you find it useful, I hope it helps you optimise your podcast for search and your audience is going to grow as a result.