PODCAST SHOW NOTES OPTIMIZATION GUIDE & WORKBOOK

OPTIMIZING YOUR SEO STRATEGY WITH YOUR PODCAST SHOW NOTES

INTRODUCTION

I'm so excited for your journey to optimizing your podcast's show notes for your website's SEO strategy!

Using a podcast as long-form content is valuable for creatives and services providers in building an effective long-term marketing plan. By optimizing your show notes, you've giving your podcast an opportunity to continue to serve you, long-term!

When you're prioritizing search engine optimization in your content creation, you're investing in a long-term funnel for your podcast content or even products and services.

Let's optimize your podcast strategy!

All my best,

HAYLEE GAFFIN

THE BASICS

WHAT IS SEARCH ENGINE OPTIMIZATION

CONTENT YOU'RE CREATING TODAY AND OPTIMIZING FOR SEARCH ENGINES CAN SHOW UP FOR YEARS AND ALLOW YOU DISCOVERABILITY LONG AFTER YOU'VE PUT IN THE WORK FOR IT. ESSENTIALLY, YOU'RE ALLOWING SEARCH ENGINES TO CRAWL YOUR WEBSITE AND WHATEVER OPTIMIZATIONS YOU'VE MADE ON YOUR SITE WILL TELL THE SEARCH ENGINE IF IT'S RELEVANT TO THE PARTICULAR TOPIC OR KEY PHRASE YOUR AUDIENCE WANTS.

BUT WHAT IS SEARCHABLE? CONTENT YOU'RE PUTTING ON YOUR WEBSITE: LANDING PAGES, BLOG POSTS, AND EVEN YOUTUBE VIDEOS.

IN-PAGE OPTIMIZATION

META TITLE - THIS IS WHAT SHOWS UP ON GOOGLE, BUT IT ALSO TELLS GOOGLE WHAT YOUR PAGE IS ABOUT.

META DESCRIPTION - THIS DESCRIPTION FURTHER EXPLAINS WHAT THE PAGE IS ABOUT TO BOTH GOOGLE AND YOUR USER, ESSENTIALLY TELLING THEM WHAT THEY'LL GET FROM READING YOUR CONTENT.

HEADER TAGS - THESE HELP BREAK UP THE SECTIONS OF YOUR CONTENT, BUT ALSO TELL GOOGLE WHAT YOU'RE TALKING ABOUT IN ORDER OF IMPORTANCE TO THE CONTENT.

URL SLUG - IS WHAT'S IN YOUR URL AND ALSO HELPS GOOGLE UNDERSTAND WHAT'S ON YOUR WEBPAGE

ALT TEXT - ADDING ALT-TEXT ON YOUR IMAGES WILL NOT ONLY HELP WITH YOUR SEO, BUT ALSO WITH ACCESSIBILITY.

SEO TOOLS

GOOGLE ANALYTICS

THIS WILL GIVE YOU SO MUCH INFORMATION ON USER ACTIVITY ON YOUR SITE. I DON'T HAVE A TON OF TIME TO GO INTO THIS TODAY, BUT THREE THINGS YOU NEED TO LOOK FOR IN YOUR GOOGLE ANALYTICS WHEN IT COMES TO CONTENT PLANNING IS

GOOGLE SEARCH CONSOLE, YOAST, KEYWORDS EVERYWHERE

SEARCH CONSOLE WILL ALLOW YOU TO SEE WHAT KEYWORDS FROM GOOGLE ARE DRIVING TRAFFIC TO YOUR SITE, SO ESSENTIALLY, YOU'LL SEE BOTH WHAT YOU'RE RANKING FOR AND WHICH OF THOSE KEYWORDS RESULTED IN CLICKS TO YOUR WEBSITE.

YOAST

THIS IS A WORDPRESS PLUGIN FOR SEO, BUT YOUR WEBSITE PLATFORM MAY HAVE AN ALTERNATIVE ALREADY BUILD IN! YOAST ALLOWS YOU TO ADJUST AND OPTIMIZE YOUR META CONTENT OF YOUR SITE AND SEE HOW WELL THE POST IS OPTIMIZED FOR YOUR KEYWORD OR KEYPHRASE.

KEYWORDS EVERYWHERE

THIS IS A CHROME PLUGIN THAT ALLOWS YOU TO SEARCH KEYWORDS AND PHRASES RIGHT IN GOOGLE TO SEE THEIR AVERAGE MONTHLY SEARCHES, BUT ALSO GIVES YOU RELATED SEARCHES AND WHAT OTHERS ARE SEARCHING THAT IS SIMILAR TO YOUR KEYWORD.

MOZ

YOU CAN USE MOZ TO TAKE A LOOK AT YOUR IN-PAGE OPTIMIZATIONS, PLUS TAKE ADVANTAGE OF THEIR OTHER SEO TOOLS TO OPTIMIZE CONTENT, REVIEW RANKINGS, AND MORE.

CREATING CONTENT PILLARS & IDEAS

IN ORDER TO MAP OUT CONTENT BASED ON POTENTIAL KEYWORD OOR KEYPHRASE SEARCHES THAT YOUR AUDIENCE IF SEARCHING, LIST OUT A FEW PILLARS OF CONTENT THAT YOU CAN SERVE YOUR AUDIENCE IN.

ONCE YOU'VE LISTED THOSE OUT, COME UP WITH A FEW ADDITIONAL PHRASES OR QUESTIONS UNDER EACH OF THOSE PILLARS.. YOU CAN USE THE KEYWORDS EVERYWHERE TOOL TO HELP YOU COME UP WITH MORE IDEAS.

CONTENT PILLARS & KEY PHRASES FOR PLANNING

_____   _____   _____

SHOW NOTES PLANNING

KEYWORD/KEYPHRASE:

_____

EPISODE/BLOG POST TITLE

_____

BRAINSTORMING

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PLANNING CHECKLIST

- [ ] TITLE (INCLUDES KEYWORD/PHRASE)
- [ ] UPDATED META TITLE
- [ ] HEADER TAGS (INCLUDE KEYWORD/PHRASE)
- [ ] URL SLUG (INCLUDE KEYWORD/PHRASE)
- [ ] ALT-TEXT UPDATED
- [ ] KEYWORD/PHRASE USED THROUGHOUT COPY
- [ ] LINK TO INTERNAL CONTENT
- [ ] LINK TO EXTERNAL CONTENT
- [ ] OPTIONAL: 1500 WORDS IN BLOG POST
- [ ] TRANSCRIPT
- [ ] CALL-TO ACTION

THAT'S A WRAP!

I hope you've been inspired to try your hand at optimizing your podcast's show notes for search engines so you'll continue to see traffic long after you've hit publish!

There are so many optimizations and improvements that can come over time with podcasting, so how can you keep up with it all? We've created a community and resource hub at Gaffin Creative just for podcasters and those inside the podcast industry! Come check out Mic Check Society and join our community!

Inside Mic Check Society, you'll gain access to:
- My guide to auditing your own podcast.
- New podcast education dropped each month.
- Guest expert trainings.
- Silent co-working sessions.
- Our exclusive private community for networking, pitch connections, and support.
- Discounts on other Gaffin Creative resources & programs.

Mic Check Society is for you if you're looking for support, strategy, and community for your podcast! Come join us inside Mic Check Society today!

JOIN NOW

ENROLL NOW IN
MIC CHECK SOCIETY
A COMMUNITY FOR PODCASTERS