



# iProspect<sup>®</sup>

PODCAST SEO

---

Amsterdam, 2020

# | Contents

1. Introduction to podcasts 3
2. What is podcast SEO? 9
3. How can iProspect help? 13
4. Next steps / contact your consultant 21

# Introduction to podcasts

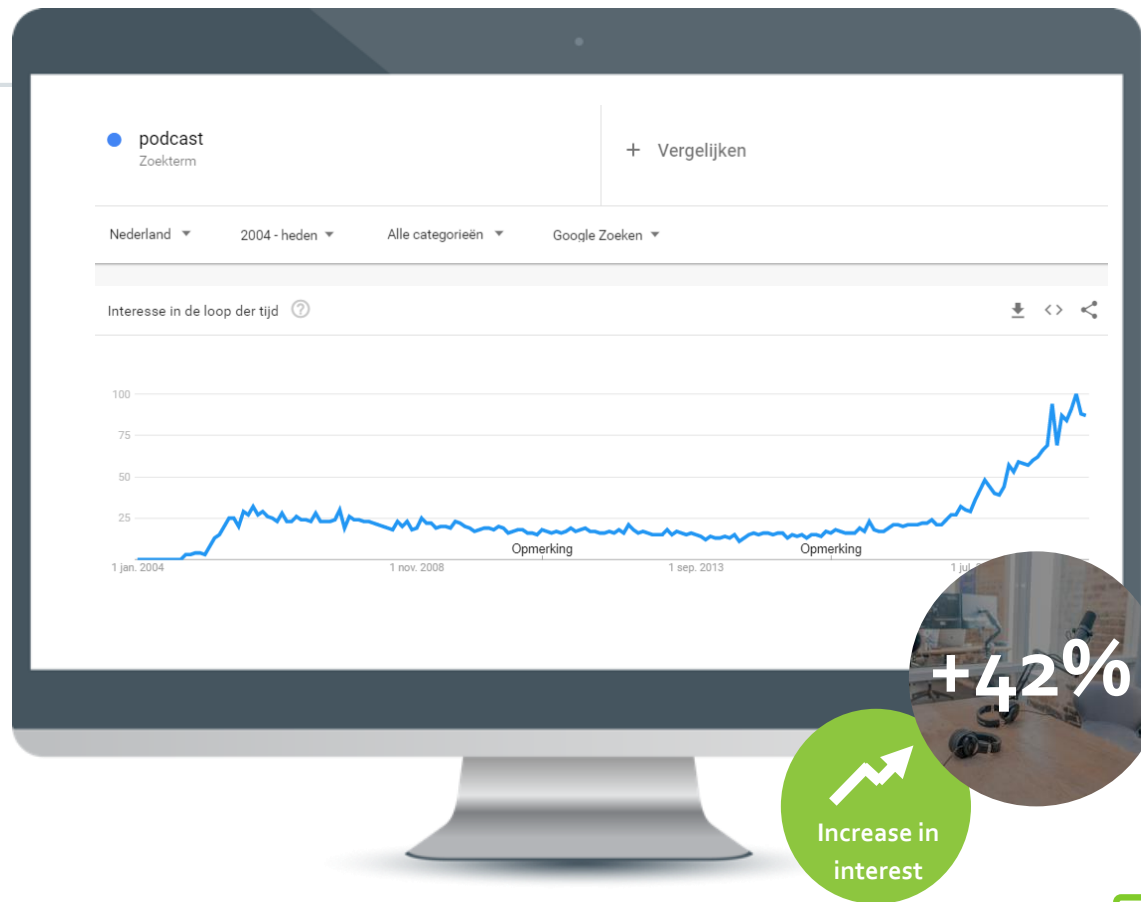


# Podcasts are increasing in popularity

## The number of podcast listeners is growing.

Podcasts provide many benefits for users such as

- Availability on **multiple platforms** including iTunes, Spotify, Soundcloud, YouTube
- They come in both **audio and video format**
- They are **easy to consume**, it requires low effort to engage with a podcast
- It's a **mobile friendly** content-type:
  - 69% of all podcast listeners are on their mobile device



# Increasing search volumes in the Netherlands

- In the Netherlands, **over 2.2 million people** listen to podcasts each month and this figure is rapidly growing.
- All podcast-related queries combined have an **aggregated monthly search volume of +38K**.
- Branded search volumes **are high** and non-branded search volumes are **growing**.

Podcasts can **increase visibility** by reaching a potential audience that is currently on a platform you are not active yet.

## Branded

Search term	Monthly search volume
Jensen podcast	3.600
BNR podcast	1.900
Joe rogan podcast	1.900
Man man man podcast	1.900
NPO podcast	1.300
NOS podcast	880

## Non-Branded

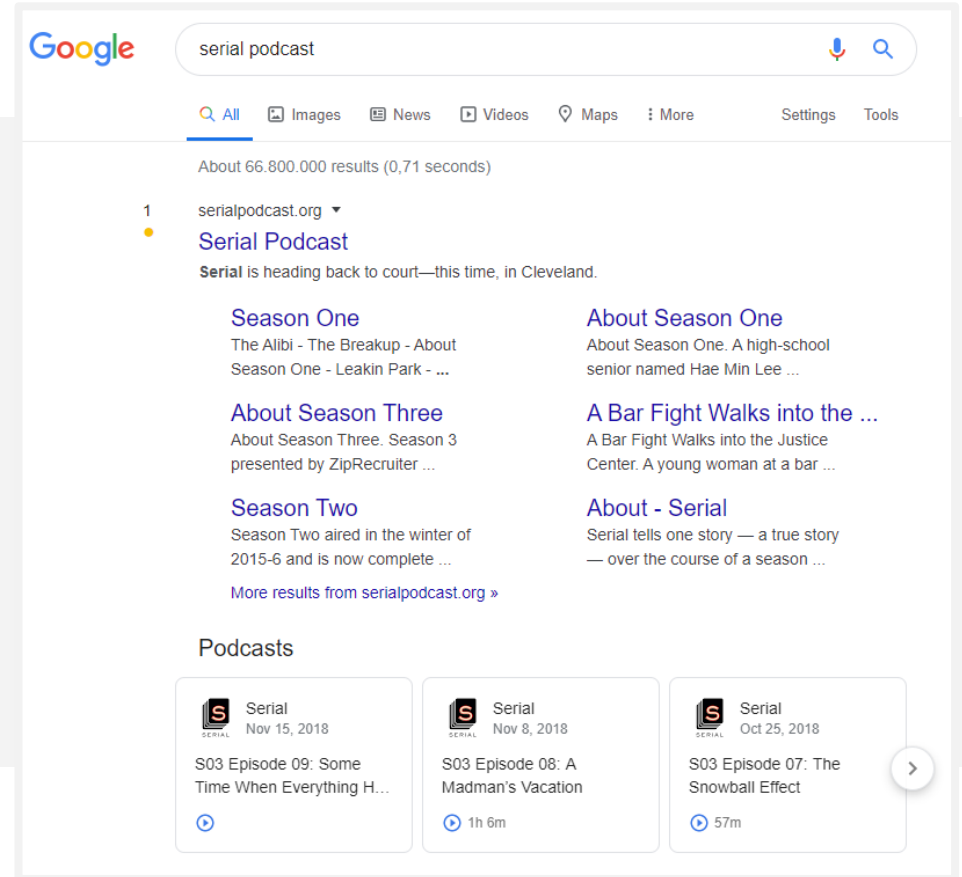
Search term	Monthly search volume
Beste podcast	1.900
Leuke podcast	1.000
Nederlandse podcast	720
Voetbal podcast	720
Podcast geschiedenis	210
Podcast psychologie	210



# Since March 2019, podcasts appear in Google's search results

## Google recognized the increase in popularity for podcasts

- And responded to this by including podcasts in their index
- Now, Google focuses on increasing the number of people listening to podcasts
- Besides Google you can rank in all the other platforms available (Spotify, Google Podcast, iTunes etc.)



# | Podcasts provide opportunities for advertisers

Podcasts have some crucial benefits that makes it an easy channel for new brands to enter and claim their position.



## LOW COMPETITION

Podcasts have low competition compared to other mediums of the same field. For comparison, there are around 80 million Facebook business pages, compared to 1,000,000 podcast shows.



## GET UP & RUNNING QUICK

Podcasts have scalable costs. Like photo and video content, the costs are dependent on the quality. To get started, it quite is easy to record a good podcast episode with relatively cheap equipment.



## ESTABLISH THOUGHT LEADERSHIP

Podcasts provide excellent opportunity for proving the expertise you have as a brand on a certain topic. This in turn builds on your credibility and reputation, which reflects on your overall brand.

# | How podcasts can benefit your business



## Increased brand engagement and loyalty

Podcasts can help **build a community**. Podcast listeners are loyal users, there is usually a real connection between the listeners and the hosts. Research shows that this reflects onto other marketing channels, as podcast listeners are 20% more likely to **connect with brand on social media** for example.



## Increased revenue

Reaching a wider audience can be capitalized by connecting this audience to your domain. Directing your podcast listeners from the podcast to the domain can lead to **increased traffic** and ultimately, **sales**. Another effective method of increasing revenue through podcasts is **by selling advertisement space** in the podcast audio, website, social media mentions, blog posts e-mails or events. Last but not least it's possible to build some everlasting **partnerships** through your podcast.





# What is podcast SEO?



# Strengthen your overall SEO performance

With podcast-pages it is possible to utilize your website and pages to strengthen your overall SEO performance, examples include:

- Transcribe your episodes into tekst (multipurpose your **content!**)
- Have your episodes be found for related queries
- Place internal and external links strategically to boost other important pages
- Sponsor a podcast and ask for a link in the description

The screenshot shows a blog post on a website with a dark navigation bar. The post title is "How to Gather 100,000 Emails in One Week (Includes Successful Templates, Code, Everything You Need)". The author is Tim Ferriss, dated July 21, 2014. The post includes social sharing buttons for Facebook, Twitter, Email, Reddit, and Print. A highlighted section of the text reads: "Specifically, it will explain how they gathered nearly 100,000 email addresses in one week (!). This post includes all the email templates, open-source code, and insider tricks that you can use to replicate their success. It's similar in depth to my previous how-to post, [Hacking Kickstarter: How to Raise \\$100,000 in 10 Days](#)." Below this, there is a paragraph about the author's personal interest in the topic and a paragraph about Harry's, a men's grooming brand. The post is attributed to Jeff Raider, Co-Founder and Co-CEO of Harry's. On the right side, there is a dark sidebar with a search bar, a newsletter sign-up form, and social media icons for Twitter, Instagram, Facebook, YouTube, and LinkedIn. At the bottom of the sidebar, there are buttons for "Apple Podcasts", "Spotify", and "Overcast" under the heading "POPULAR PODCASTS".

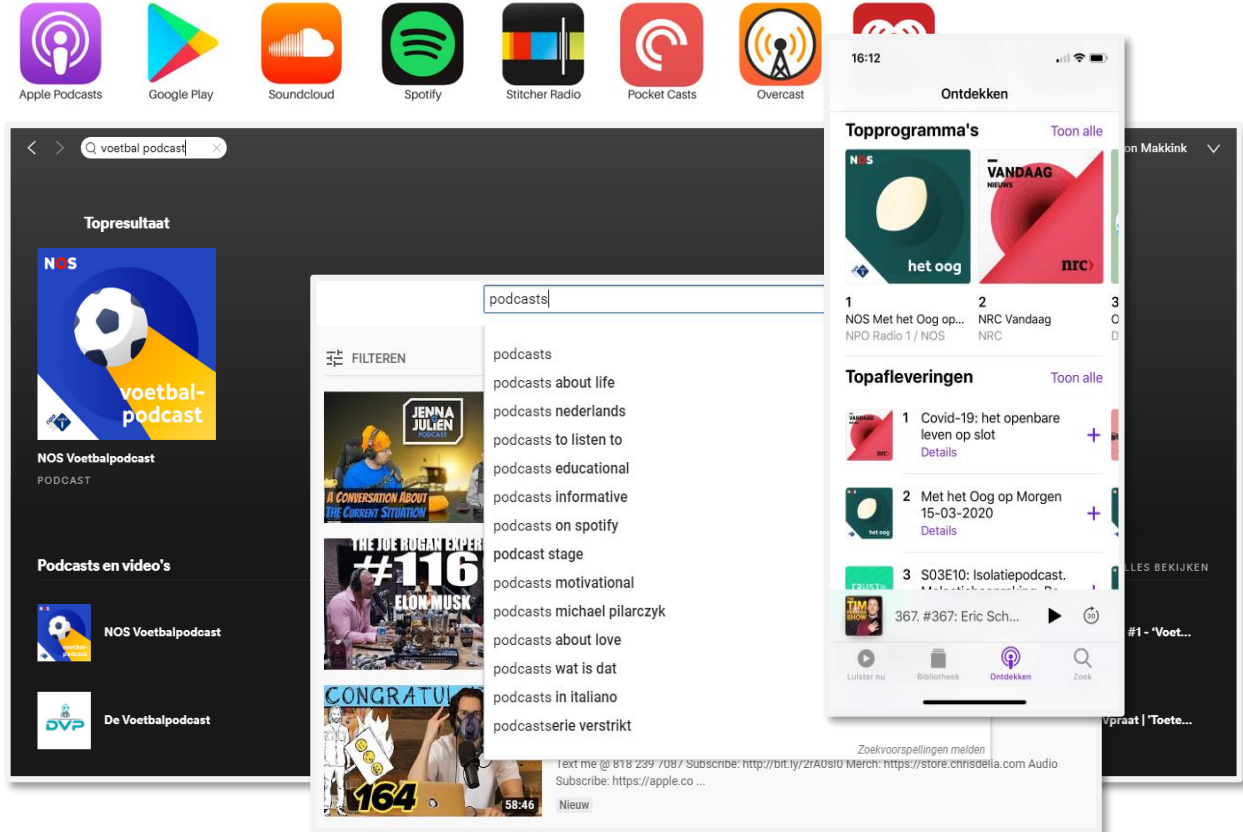
source: [tim ferriss blog](#)



# Claim visibility on multiple platforms

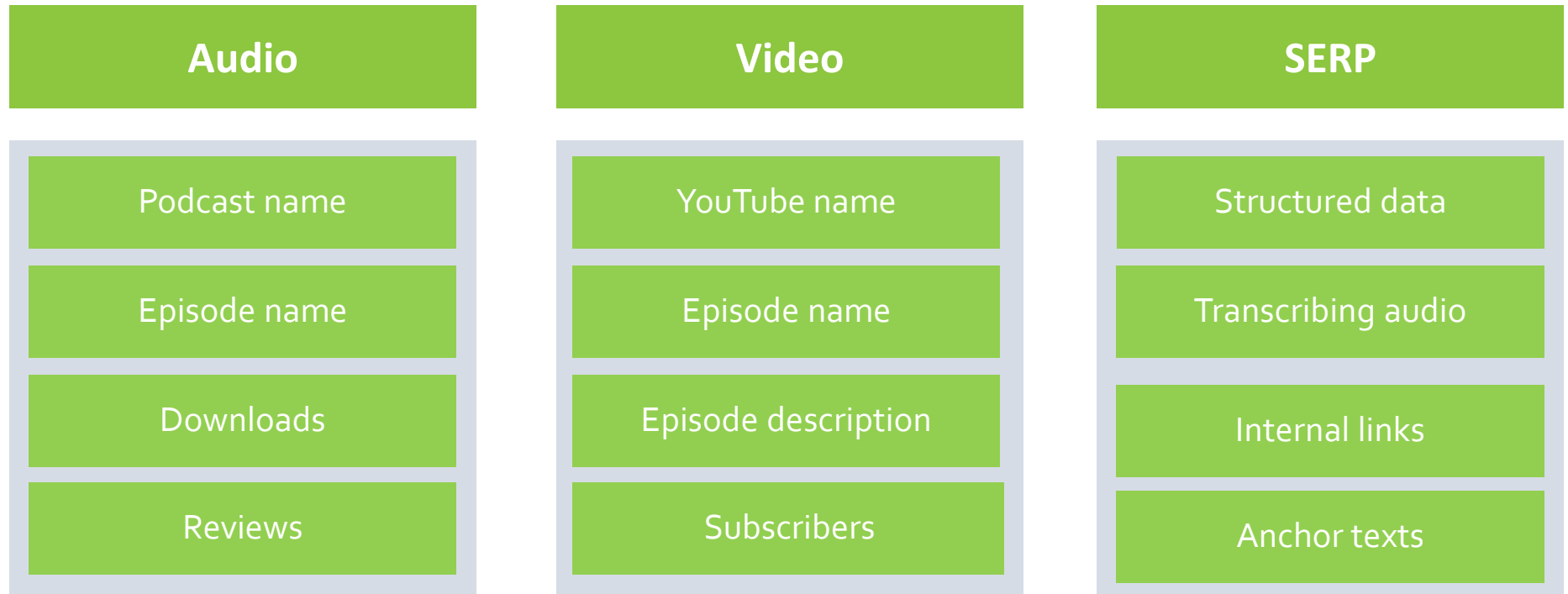
## Ways to grow your podcast audience through different platforms

- Platforms to optimize for include:
  - Spotify
  - Apple podcasts
  - Soundcloud
  - Deezer
  - YouTube
  - Overcast
  - Etc.



# Optimizing for audio, video and SERP

There are known ranking factors\* that influence the visibility of a podcast in Google's search results and within other platforms. These include:



Note\*: Only the important ranking factors are mentioned here, for the full scope of ranking factors please contact your SEO-consultant.

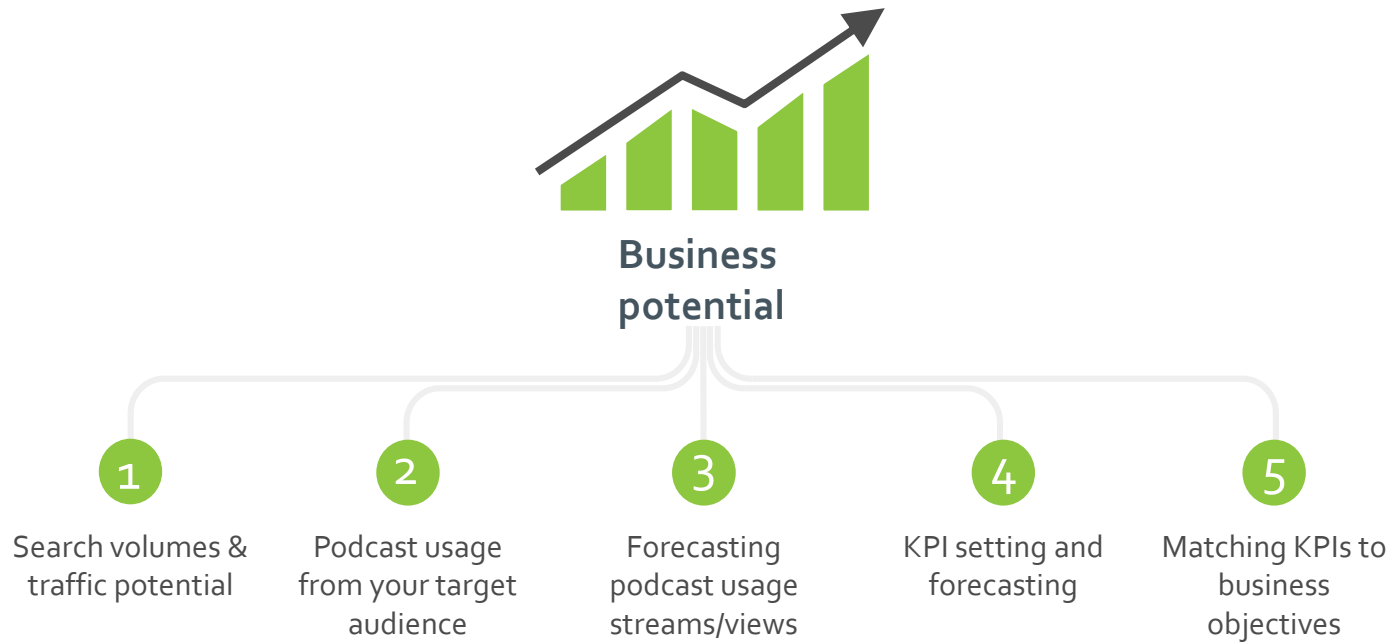


How can  
iProspect  
help?



# Don't have a podcast yet?

iProspect can help determine whether a podcast is beneficial for your business.



# Leveraging your podcast to reach a bigger audience

**Keyword research**

Define hot topics for niche podcasts

**Content plan**

Align keywords with overarching terms

**Titles Aligned to Queries**

Optimize titles and descriptions

**Audio transcribing**

Transcript audio of the podcast and implement keywords

**Create a page for podcasts to be housed**

Add page per episode with keyword focus

**Implementing structured data**

Analyze and monetize structured data

**Monitoring and reporting**

Report on engagement and social KPIs

**Review management**

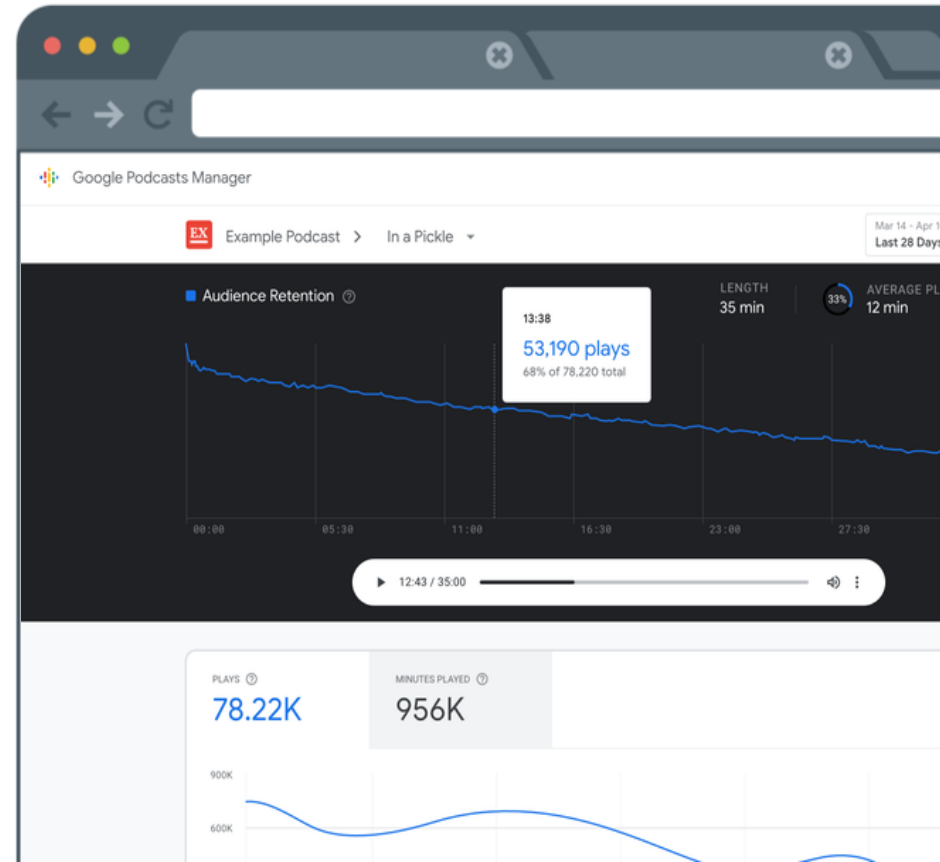
Manage negative comments and answer FAQs

# | A data driven approach

Google recently added [Google Podcast Manager](#) with the redesigning of Google Podcasts.

This way we can utilize podcast data in your advantage:

- Better understanding of your audience
- Device analytics
- Understand changing listening behavior



Source: [Google blog](#)



# Reporting for podcasts

The KPI depends per client but in general iProspect provides data and insights in the following topics for a data driven approach:

- Podcast
- Traffic Source
- Episodes breakdown
- Type of platform
- Geographical location

Podcast:	Traffic source	Episodes breakdown	Type of platform	Geographical location
Listens	Website	How long	Mobile vs desktop	Part in the world
Downloads	Social media	Best performing	Apps vs browser	Country
Subscribers	Platform	Content breakdown	Type device	City



# Interested?

## Podcast SEO

The screenshot displays a user interface for podcast discovery. At the top, a row of icons represents different podcast platforms: Apple Podcasts, Google Play, Soundcloud, Spotify, Stitcher Radio, Pocket Casts, Overcast, and iHeart Radio. Below this, a section titled 'Podcasts' features three search results for 'NOS Voetbalpodcast'. Each result includes a thumbnail, the episode title, the date it was published (e.g., '1 week ago'), and a play button icon with a duration of 36m. A right-pointing arrow indicates that more results are available. The bottom section, 'Podcast series / politics', shows five featured series: 'The NPR Politics Podcast', 'Pod Save America', 'Slate Political Gabfest', 'The Daily', and 'Talking Politics', each with its own cover art and title.

For more information including cost outlines, please connect with your SEO consultant.

# Thank you!

iProspect Netherlands  
Moermanskkade 91  
1013 BC Amsterdam

[iprospect.nl](http://iprospect.nl)    +31 (0)88 11 89 300  
[netherlands.seo@iprospect.com](mailto:netherlands.seo@iprospect.com)

