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## PODCASTING AND SEO: ID3 TAGS SOM (3 OF 3) #118

**Smarter Online Marketing Podcast with Vickie Siculiano,  
Online Marketing Coach, Best-Selling Author, Speaker**

This is Podcasting and SEO, on ID3 tags, the third in a three part series. It's all coming up. Stay tuned.

Hey everybody. Thank you for joining me today for the final post in this series on Podcasting and SEO. Today I'm going to talk about ID3 tags and I've really done a lot of research on this because I wanted to make sure that I really understood what ID3 tags were, not just as a podcaster, but how they came about, and what's the purpose for them and can we really use them for SEO. And the answer is – yes.

I'm going to break it down for you really simply. I'm going to go through a brief history of SEO, what is an ID3 tags, and what are the categories you need to know. I'm going to give you the 8 categories I recommend you use. You don't need to know all of the ID3 tag fields and possibilities. We're just going to focus on what's going to help you as a podcaster.

First, ID3 tags, if you're not sure, they're really an SEO storage house for your podcast episodes, which are MP3 files. This metadata commonly contains the Artist name, Song title, Year and Genre of the current audio file. There are additional metadata that you apply to your MP3 file. It's what you need on the screen if you're riding along in a car and see the screen or you're listening to an MP3 player. You have Sirius XM, something like that. Some digital streaming music service will have ID3 tags so you can know a little bit more about what you're listening to. There's no more liner notes, so we have the metadata that applies to your MP3 file in an MP3 tag.

Now if you are editing your own podcasts, as I am, you can attach the ID3 tags before you click "save." It's very easy, you just have to know the relevant keyword phrases that you want to apply to the podcast episode. You already did them with your podcast title and description in your episode as I showed you in the two previous Smarter Online Marketing shows, 116 and 117.

We'll just go over a little bit the history of the ID3 tag because I kind of like to know where I start so I can get an idea of how I can use this medium and does it really apply to me.

Originally, they started this system of ID3 tagging system was created in the early '90s when digital music was born. Music started streaming through MP3 players and streaming music services, which decoded the music as it played. It was different from a CD that you would put in and it would just read the data from that. Now it's streaming and it's a tiny compressed file. It decodes it as it's playing it.

Now more fields became added to ID3 tags, which gave podcasters (who use digital streaming services, i.e. iTunes) the ability to embed relevant keywords, that are not as evident as your

podcast title, description, or your episode title and description or forward-facing listener information, and what they see on their podcast players. You have all of that data that's hidden in this code with these fields and categories that ID3 gives you.

ID3 tags give you another chance to be relevant, by helping people find you when they are searching. I'm not big on blackhat SEO marketing tactics. I'm not trying to get you to jam in your keywords. I just want you to know that they're there for you if you want to use them. It's free and it's there for you and worth your investment in time on your podcast.

Your keywords are embedded in the metadata in the MP3 file, that only ID3 tags can offer beyond the very visible fields you are given when uploading your podcast to a podcast directory, feed, or hosting service like Libsyn, which I use to feed my podcast into iTunes and Stitcher. It's not as visible as what the listeners would see.

I made of just how I add keywords to ID3 tags. [https://youtu.be/hN\\_olJIR6dQ](https://youtu.be/hN_olJIR6dQ)

All of these ID3 categories might not match what they contain exactly, however, including your keyword phrases within them where they count, matters. Artist Name, for example, would be you, and all the keywords that you associate with your brand in your podcast. Track Title is the name of the podcast episode. So just because it doesn't say exactly what it should contain, don't worry about it. Just make sense out of the space you are given.

Remember, these ID3 categories were created originally to make sense out of music files digitally, so the category might not seem to match exactly what the contents contain.

Now I'm going to talk about SEOing your ID3 tags

## How to SEO ID3 Tags

There are a lot more ID3 tags that you will never need to use as a podcast show host, but here are the 8 categories I recommend paying attention to for SEO.

**Artist Name:** (You.) Keywords are yours to use here, after your name. I use Pipes to break up the content, but don't go overboard. If you don't know what I'm talking about, check out that video – it's going to be really really helpful.

**Track Title:** (The podcast episode MP3 file name) Your file name should also match this track title, so you can boost additional SEO into your podcast. Everything counts.

**Album Title:** (The name of your podcast show) Use your keywords here, too. They will show up in search when people search for you, but it never hurts to be the most relevant as possible with your keywords. It doesn't cost a thing but your time!

**Track Number:** (Episode number) Check out my previous post on this – you don't have to include the track number in your podcast title, wasting space for more important keywords – the podcast service will number them for you and give your listeners the convenience of

knowing just where your podcast lies on the listening continuum. Just attach the number for the hosting service and to make sense of it when you need to look for a particular track you did.

Year: I use this field for the year to keep everything chronological, but you could use this field, too, to post more keywords that have to do with the episode. It's up to you. The podcast host is not going to take your episode down, but just make sense of the data for people who are looking at the content beyond just the actual listening platform, like iTunes.

Genre: (Your category and keywords) This is the podcast category for the podcast category that you're on (I'm on iTunes). I am in the online marketing category and I want to be aligned with all other brands who are in that category, as well. I use this category as well as the next two ID3 categories to load my relevant keywords that are specific to the podcast episode. See the video above. I am using "online marketing", ",", and the other keywords that are specific to that episode. For example, for this one I would use "id3 tags," I would use "podcasting" and I would use "SEO." But I definitely have "online marketing"

So I take that string of text for Comments and I simply repeat of the keyword-rich content of Genre, with a control-paste.

Other: (Keywords or URL) This is the last keywords storage container I recommend using within the ID3 tags. This is all of the keyword space you are given in Audacity as your editor, and all I need to use. I like to keep it simple, and it's definitely a plus for smarter online marketing. That's the final ID3 tag category I would use within all the ton of categories there are. Just 8 of them.

This is all the keyword space you're given in Audacity as your podcast editor, and that's all I really need to use. I like to keep it simple and it's definitely a plus for smarter online marketing.

There are other ID3 tag editors that you can use after you record. Look, maybe you have a podcast show and someone else is doing the recording. I don't know what the case is for you. But there are other ID3 tag editors. Since we're on the topic of ID3 tags, you should at least know that there are other ID3 tag editors out there.

I found a great post out there. You can check out Liferhacker which is great for the online space that I use. They give you 6 of top-rated ID3 tag editors:

<http://liferhacker.com/5266613/six-best-mp3-tagging-tools>

Now the future of ID3 Tags is something that I wanted to include.

The latest version of ID3 is ID3v2.4.0 and replaces ID3v2.3.0. To see the document, it's at <http://id3.org/id3v2.4.0-frames>.

To keep on top of future changes, take a peek at <http://id3.org/RecentChanges>. Developers will always be on top of making this global phenomenon make sense as society's needs change, and digital audio formats make improvements. There is always a need to be relevant.

ID3 tags are a global phenomenon and there are developers who are constantly trying to make improvements of the medium that help us to sort, organize and make sense out of our digital libraries and digital world. The crowd-sourcing of ID3 tag improvements will continue to make improvements on all of our lives, especially podcasters, who many, create great content for those who which to consume by ear.

## **Podcast Titles, Descriptions and ID3 Tags, That's a Wrap!**

I hope this 3-part series gave you a different perspective on how you can make your podcast content count with SEO. I have shown you the three most important, yet overlooked, places to include your keyword phrases for the benefit of having people find you when they are searching for that great content you work so hard to create.

From my own experience, it's way more worth it to put in a little extra time to have your content be evergreen, and live on, rather than being time sensitive, and just not relevant anymore. So, make sure your keywords live on with your podcast and make them count. It's really not that hard, just a little work up front!

Good luck and keep me posted on your progress. If you enjoyed this podcast, please post a 5 star review for others to be able to learn more about smarter online marketing, and tell your friends. And leave a comment on this episode's show notes at <http://saywowmarketing.com/episode118>.