
SEO and Podcasting: Podcast Description (2 of 3) SOM 117 Smarter Online Marketing Podcast with Vickie Siculiano, Online Marketing Coach, Best-Selling Author, Speaker

This is episode 117, SEO and Podcasting, your podcast description, part 2 of a 3 part series. It's all coming up. Stay tuned.

Hey everybody, thank you for joining me today. We're going to jump right into it and talk about your podcast description and why your keywords are so, so important for this piece of the podcast puzzle.

Now the text in your podcast description is also really crucial place to be found on not only search engines, but podcast search engines like iTunes and all the others that serve your amazing content to your listeners' ears. Remember, it's all about being relevant, so use that podcast description to include your keywords.

Now I just want to be clear. There are two podcast descriptions

You have two descriptions that help people find your relevant content – your podcast description, and your individual episode description. This episode will focus specifically on your strategy for your podcast episode description. Because the podcast description that you worked so hard to create with your relevant keywords that make you an authority in the podcast world, episode 117 will focus specifically on the strategy you need to focus and optimize your podcast description for your weekly episodes.

You have to change it up every week. Your podcast description for the whole show will just stay there.

I will share with you some of the rookie mistakes I've made, and what you need to do to do it right. It will make so much sense, you're not even going to have to think about it.

I looked up iTunes's Apple's Guide to Best Practices. In iTunes' guide to podcast best practices, they confirm that the description tag is very important in bringing your audience to your podcast. It not only informs them, but the search engines will give you more keyword juice if you've taken the time to write your description carefully. And I'll tell you a little bit more by taking a quote from what it says:

Take advantage of the `<itunes:summary>` tag. The `<itunes:summary>` tag (or the `<description>` tag if `<itunes:summary>` is not present) allows you to inform users about your podcast. Describe your subject matter, media format, [episode](#) schedule, and other relevant

information. The iTunes Store removes podcasts that include irrelevant words in the `<itunes:summary>` or `<description>` tags.

Basically put, Apple confirms the importance of your description keywords, in both your podcast summary description and your episode descriptions. So load them both up, but in a way that makes sense to your listeners – relevancy.

I'm going to go into it a little bit further by going into a particular type of podcast that you might have, podcast interviews .

When interviewing special guests, don't just include their names in the title, but also repeat them in the description. A good example of this would be, "NAME of the guest on whatever TOPIC it is." Quite simply put, the name and the subject matter. You could delve into it a bit more than the title, but increasing the SEO of the podcast and getting more listeners is what you really want for your esteemed guests. you want to multiply that and get them to bring their audience in to your podcast.

Don't waste time. Before I realized just how important the description was in being found. That was a huge mistake. I was just so interested in creating the content for my blog and I was like, "Oh, I have another platform. And then I can repurpose it for my podcast. Or if I had a video I could repurpose it for a podcast. But what I did in each podcast, I would start each podcast description with a template, "In this episode, you will learn..." Looking back now, isn't it obvious that the listener is going to learn something from the episode? Why else would they be listening if not to be just a little more knowledgeable before tuning in to you?

I did this for about the first 100 or so episodes of my podcast, Smarter Online Marketing, and now I'm cleaning up shop to reap more subscribers and downloads. This of course translates to more visitors to my website. So don't tell your audience, "I'm going to share in this episode," or "you will learn..." Just get to the point of your podcast! Use your description wisely. There is a 255 character limit to a podcast episode description before it truncates or shortens. So make sure to make the front of that description count. This is further proof that you shouldn't waste characters on telling your audience that you're going to teach them something.

And save the end of the podcast description for your show notes link.

I do include the link (made with the prettylink plugin on my blog), for the episode in the podcast description. For that link it's in the shownotes under resources. This helps to build some traction that you are beyond just a podcast and are serious about your knowledge and your subject matter, and your website and blog.

Now a rookie mistake, another one that I'm going to share with you, I would entitle my podcast titles with the episode number up front, thinking that it would be easier for people to see things

in a logical and chronologic order. The truth of the matter is, your listeners won't come to appreciate all the juicy juicy content and wealth of knowledge any more than what the actual podcast is about.

Think of it this way, do you look for an episode number on a favorite weekly television show of yours? Do you really care if it's out of chronological order? Most likely not. So, don't waste the front part of your episode description on numbers.

Try to load your keywords up front as much as possible so that you can gain the value of podcast SEO.

If you want to learn more, I'm going to share with you a blog post that I found, in doing research for this particular episode. Dan Shure, SEO expert, has an awesome blog post up at <http://MOZ.Com>, one of the most comprehensive that I've seen, with lots of research and resources. I encourage you to learn more about podcast SEO and check it out. Big shout out to Dan.

Do you use your product description to the max 255 characters or less? Do you load in your keywords? Please share your comments below so others can see what might work for them, as well.

I really appreciate you being here today. If you want to join the conversation with me, you can join me on Facebook at <http://facebook.com/saywowmarketing>, or you can post a comment below this blog post, which is the show notes, <http://saywowmarketing.com/episode117>.

Please share a 5 star review forme on iTunes. It really helps us out and lets people know that you value our brand and hopefully they'll join on and value our brand, as well.

Thank you so much again, I appreciate you being here. I'll see you next time for the third part in this series on Podcast SEO.