

Podcasting for SEO & Google Hummingbird

John Maher

Authority Marketing

Web & Content Seminar for Search and Social



About Me

John Maher (@johndmaher)

- With McDougall Interactive for 10 years
- Musician
- Worked in radio at WEZE in Quincy
- I have 4 kids!



WHAT IS GOOGLE HUMMINGBIRD?



Google Hummingbird

- Algorithm change
 - launched around Aug 20, 2013
- A brand new algorithm which used parts of the old algorithm, along with new parts



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Google Hummingbird

- Hummingbird affects:
 - “Conversational Search”
 - Searchers typing questions, using mobile/voice
 - People using mobile more, desktop less
 - **“What’s the closest place to buy an iPhone near my home”?**
- Hummingbird understands
 - “Home” = location
 - “Place” = brick & mortar store
 - “iPhone” = electronic device (might be found at BestBuy)
- Takes the whole query into account, not just some words



What Should We Do?

- Continue to have original, high-quality content
- Having some content in Q&A format may help
- Provide content that solves problems and teaches users something



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**HOW TO USE PODCASTING
TO ADD HUMMINGBIRD-FRIENDLY
CONTENT TO YOUR SITE**



What is podcasting?

- Comes from the words “iPod” and “broadcasting”
- An audio recording, like a radio show
- Available for download or streaming from a website
- Usually also downloadable automatically via RSS



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Why Podcasting?

- Less Competition
 - 450 Million Active English-language blogs
 - 100 Hours added to YouTube every Minute
 - Only about 275,000 podcasts
- Smartphones make podcasts accessible to millions of people
- Able to listen while at work, driving, running, at the gym, etc.
- Your voice connects you personally to your audience
- Connects you to experts and influencers



What Makes A Good Podcast?

- Narrow focus



- Great content that adds value



- Good audio quality



Shure SM-7B Microphone

[wetwebwork](#) / [Creative Commons](#)



What Equipment Do I Need?

- Basic - digital recorder w/ built in microphone



Roland R-05



What Equipment Do I Need?

- Even easier – use your iPhone!



What Equipment Do I Need?

- Intermediate - digital recorder w/ external microphone(s)



Zoom H4n



Shure SM57



What Equipment Do I Need?

- More advanced
 - Mixing board
 - Digital recorder
 - Quality mics
 - Shure SM7B
 - Heil PR40
 - Electro-Voice RE20
 - Microphone arm



What Equipment Do I Need?

Mackie ProFX 8 Mixer	\$229.99
Shure SM7B	\$349.00
Roland R-05	\$199.00
Heil PL2T Broadcast Boom	\$120.00
Sony MDR-7506 Headphones	\$99.99
Cloudlifter CL-1 Mic Activator	\$149.00
Kopul Studio Elite 4000 6' Mic Cable	\$17.99
Kopul Studio Elite 4000 3' Mic Cable	\$15.99
Two six foot 1/4" to 1/8" cables	\$20.00
3ft 3.5mm Right-Angle to RCA Cable	\$10.00
Logitech USB Audio Adapter	\$29.99
TOTAL	\$1,240.95



What's The Format?

- Q&A interview or round-table discussion
- Solo - pick a topic & talk
- Add music to make it sound professional
 - Can add it in post-production, but that's a lot of work
 - Easier to add it “live” using the mixing board (saves a lot of editing time)
 - Can do phone interviews via Skype (use the mixing board to send a “mix-minus” out to Skype)



After the Recording

- Once I've done the recording, what then?
 - Edit the file
 - Audacity (PC or Mac) is free
 - Trim the beginning and end
 - Fix any mistakes
 - Transcribe the content
 - Post the transcript to your blog or site
 - Include the MP3 audio file in a player



THE ESSEX ROOM

Classic New England Weddings

Blog

01
Nov

0
The
Wedding
Blog

Wedding Invitations



[Cookie policy](#)

The topic of wedding invitation etiquette is discussed by Maureen Woodman, wedding planner at The Essex Room.

John Maher: Hi, I'm John Maher. I'm here today with Maureen Woodman, a wedding planner for on and off-site catered events at The Essex Room in Essex, Massachusetts. Today, we're talking about "Wedding Invitations." Welcome, Maureen.

Maureen Woodman: Hi, John. Thanks for having me today.

John Maher: Sure. So Maureen, what's the timeline for sending out save the date cards and invitations and reminders? How early is too early to send those out?



Free E-book!



Helpful Links

- [Home](#)
- [Weddings](#)
- [Special Events](#)
- [Pricing](#)
- [Accommodations](#)
- [Wedding & Event Photo Gallery](#)
- [About](#)



Podcast Examples

The Essex Room – Wedding Invitations



Bank5 Connect – Debit vs Credit



Media Hosting

- If you just want to post to your blog
 - SoundCloud (soundcloud.com)
 - Similar to YouTube, but for audio
 - Has a good embeddable player
- If your podcast will go on iTunes
 - LibSyn (libsyn.com)
 - Blubrry (blubrry.com)



Posting to iTunes

- Upload MP3 files to libsyn / blubrry
- Copy URL of media file
- Paste to PowerPress plugin in WordPress

Podcast Episode

Media URL

Do not display media links

File Size Auto detect file size
 Specify: in bytes

Duration Auto detect duration (mp3's only)
 Specify: HH : MM : SS
 Not specified



Posting to iTunes



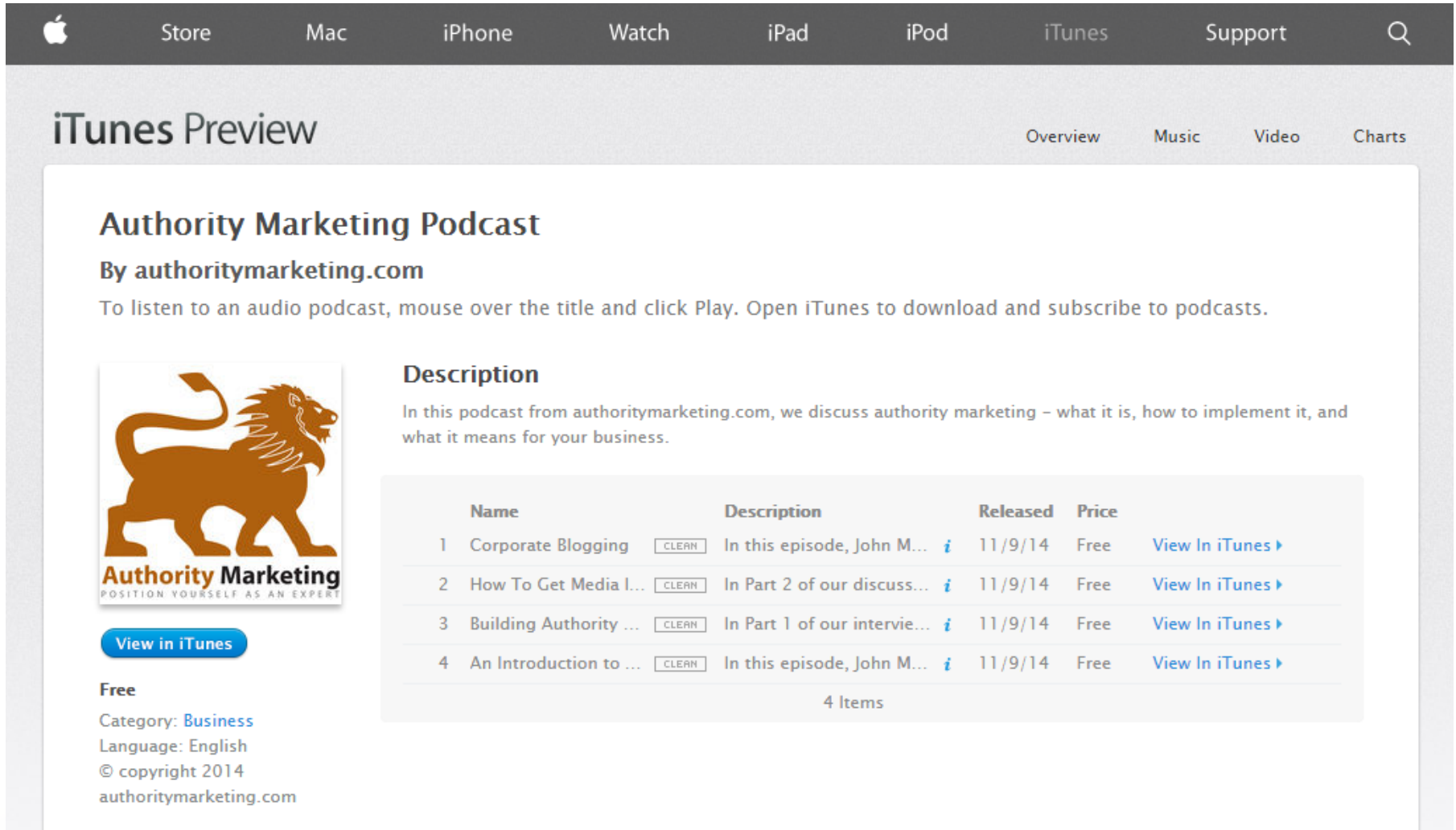
<http://authoritymarketing.libsyn.com/rss>



<http://feeds.feedburner.com/authoritymarketingpodcast>



Posting to iTunes



The screenshot shows the iTunes Preview page for the Authority Marketing Podcast. At the top, there is a navigation bar with links for Store, Mac, iPhone, Watch, iPad, iPod, iTunes, and Support, along with a search icon. Below this, the page title "iTunes Preview" is displayed, followed by navigation tabs for Overview, Music, Video, and Charts. The main content area features the podcast title "Authority Marketing Podcast" by authoritymarketing.com. A brief instruction explains how to listen to an audio podcast. To the left is the podcast's logo, which features a lion and the text "Authority Marketing POSITION YOURSELF AS AN EXPERT". Below the logo is a "View in iTunes" button. To the right of the logo is the "Description" section, which states that the podcast discusses authority marketing. Below the description is a table listing four episodes, each with a "View In iTunes" link. At the bottom left, it indicates the podcast is free, in the Business category, in English, and has a copyright notice for 2014.

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By authoritymarketing.com

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Free
Category: Business
Language: English
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Description

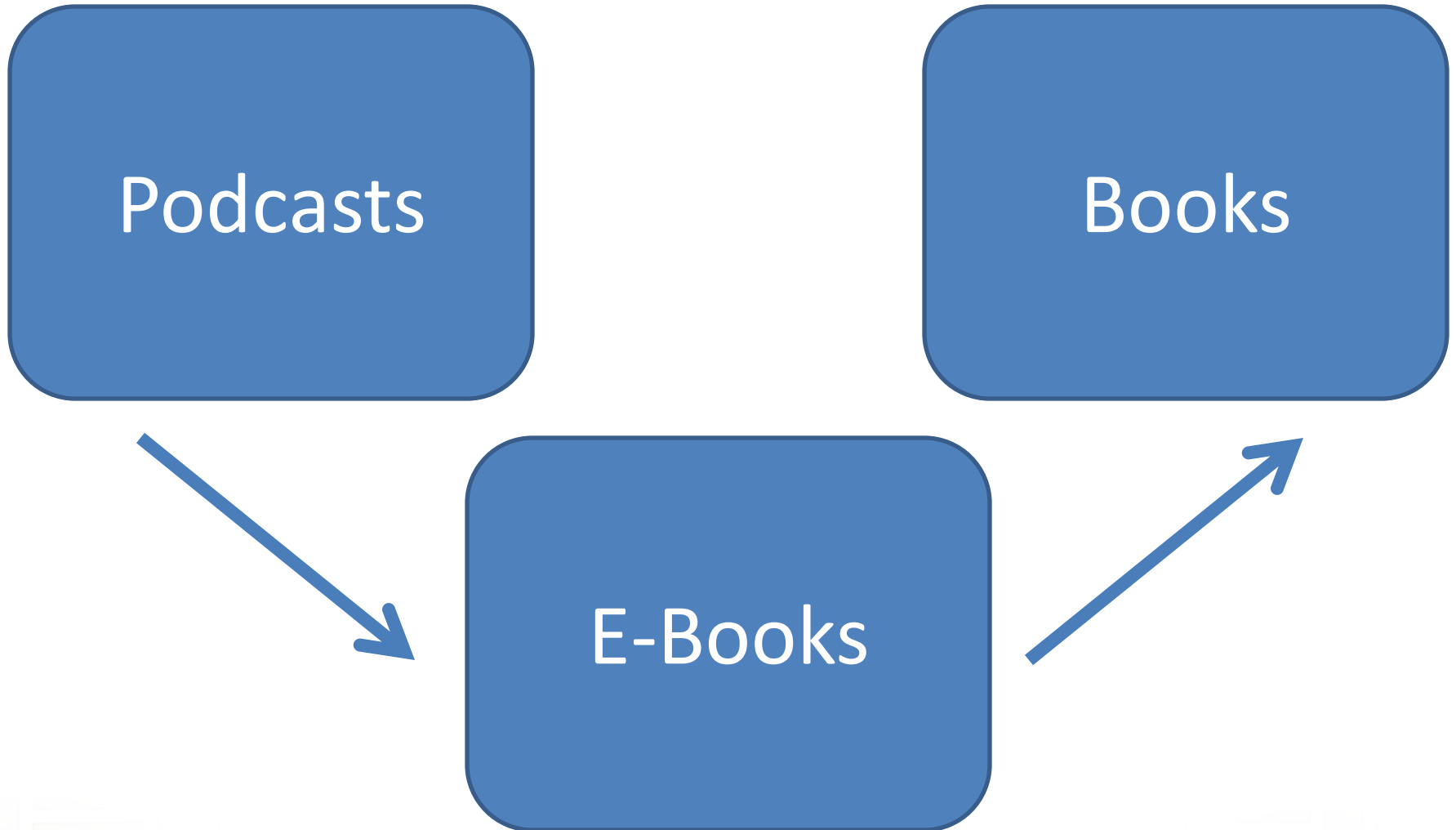
In this podcast from authoritymarketing.com, we discuss authority marketing – what it is, how to implement it, and what it means for your business.

Name	Description	Released	Price
1 Corporate Blogging <small>CLEAN</small>	In this episode, John M... <small>i</small>	11/9/14	Free View In iTunes ▶
2 How To Get Media L... <small>CLEAN</small>	In Part 2 of our discuss... <small>i</small>	11/9/14	Free View In iTunes ▶
3 Building Authority ... <small>CLEAN</small>	In Part 1 of our intervie... <small>i</small>	11/9/14	Free View In iTunes ▶
4 An Introduction to ... <small>CLEAN</small>	In this episode, John M... <small>i</small>	11/9/14	Free View In iTunes ▶

4 Items



Content Beyond the Podcast



Takeaways

- Google Hummingbird affects conversational search – add FAQs and Q&A content
- Make sure your content solves problems & answers client/customer questions
- Podcasting is far less competitive than other types of content & connects you directly to your listeners in a personal, intimate way
- Use podcasts to generate e-books and books



Resources

- Podcast Answer Man
 - <http://www.learnhowtopodcast.com>
 - <http://podcastanswerman.com/equipment/>
- PowerPress Plugin for WordPress
 - <https://wordpress.org/plugins/powerpress/>
- iTunes
 - <https://www.apple.com/itunes/podcasts/>
- Stitcher
 - <http://www.stitcher.com/content-providers>

