

Podcasting and Video Optimization



mcdougall
interactive
search + social + content

About Me

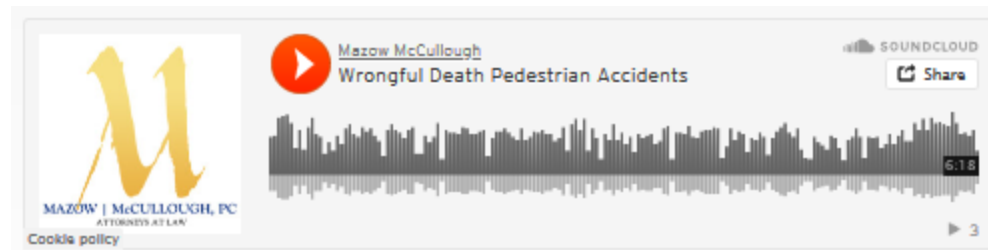


John Maher

VP Multimedia and Digital Marketing
McDougall Interactive

- Over 15 years experience in SEO and digital marketing
- Recording and podcast engineer
- Video editor and YouTube optimizer
- Musician
- Worked in radio at WEZE in Quincy

How to Use Podcasting To Add Google-Friendly Content To Your Website



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



[Photo](#) by Patrick Breitenbach / [Creative Commons](#)

Why Podcasting?

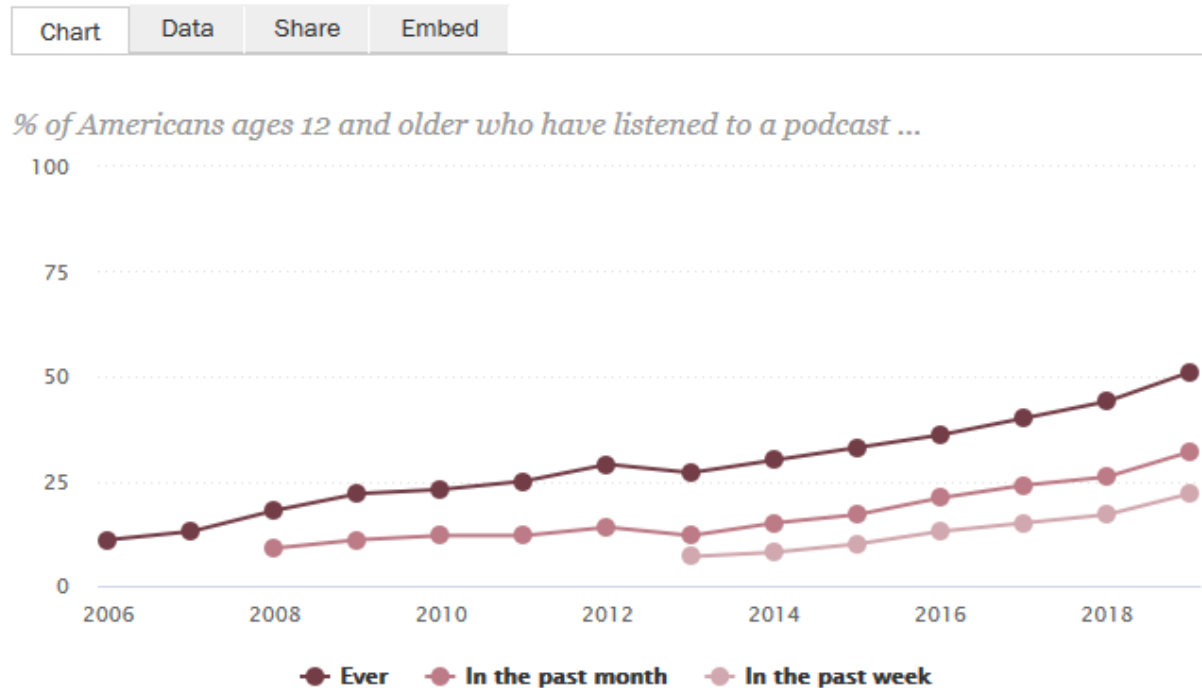
- Less Competition
 - 450 Million Active English-language blogs
 - 100 Hours added to YouTube every Minute
 - Only about 300,000 podcasts
- Smartphones make podcasts accessible to millions of people
- Able to listen while at work, driving, running, at the gym, etc.
- Your voice connects you personally to your audience
- Connects you to experts and influencers



[Photo](#) by [Kai Chan Vong](#) / [Creative Commons](#)

Why Podcasting?

Podcast listenership



Note: Edison Research and Triton Digital's survey is conducted in January/February of every year. Monthly podcast listening data was first reported in 2008; weekly podcast listening data was first reported in 2013.

Source: Edison Research and Triton Digital, "The Infinite Dial 2019."

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?

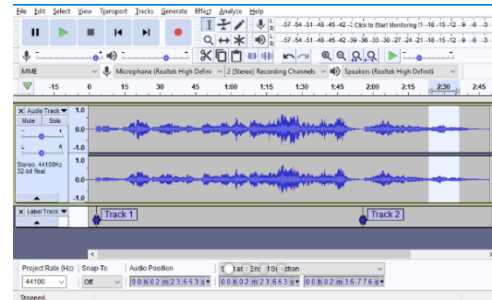
Mackie ProFX 8 Mixer	\$229.99
Shure SM7B	\$349.00
Roland R-05	\$199.00
Heil PL2T Broadcast Boom	\$120.00
Sony MDR-7506 Headphones	\$99.99
Cloudlifter CL-1 Mic Activator	\$149.00
Kopul Studio Elite 4000 6' Mic Cable	\$17.99
Kopul Studio Elite 4000 3' Mic Cable	\$15.99
Two six foot 1/4" to 1/8" cables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

What Equipment Do I Need?

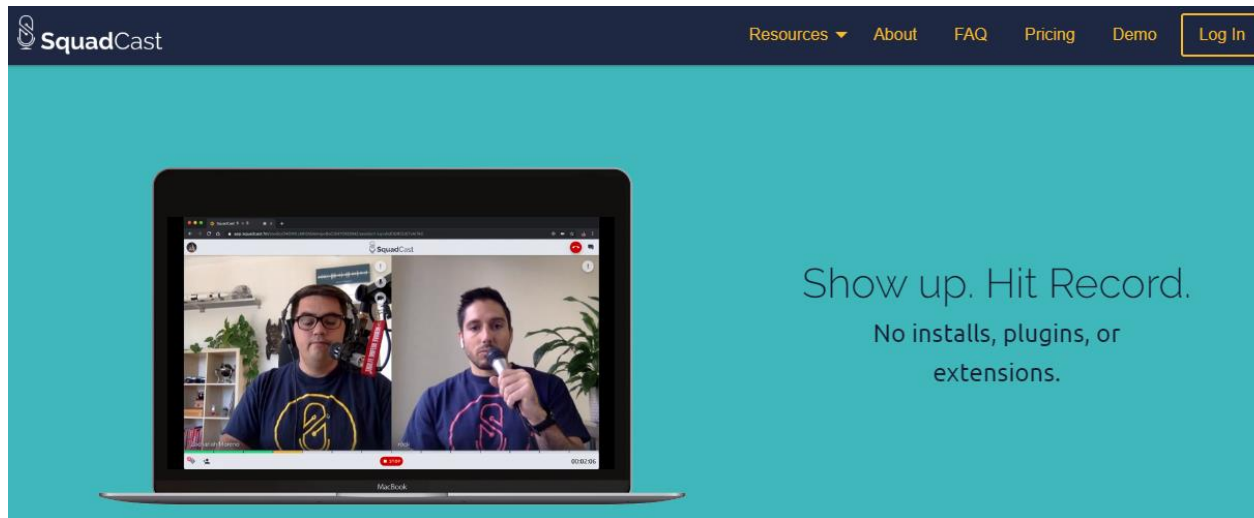
- **Alternative: USB Microphone & Software**



RODE Podcaster



Audacity

A banner for the SquadCast website. The background is teal. On the left, a laptop screen shows a video call between two men. The man on the left is wearing a blue t-shirt with a yellow logo, and the man on the right is wearing a blue t-shirt with a red logo. On the right side of the banner, the text reads: "Show up. Hit Record. No installs, plugins, or extensions." The SquadCast logo is in the top left corner, and navigation links (Resources, About, FAQ, Pricing, Demo, Log In) are in the top right corner.

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 / Adobe Audition CC
 - 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





Wrongful Death in Pedestrian Accidents (Podcast)

Posted August 29, 2019 by [Kevin McCullough](#) & filed under [Car-Pedestrian Accidents](#), [Wrongful Death](#).

Pedestrian accidents are especially deadly due to the nature of a car hitting an unprotected individual. Attorneys Robert Mazow and Kevin McCullough, with Mazow McCullough law firm, discuss the steps to take after a loved one is killed in a wrongful death pedestrian accident.



John Maher: I'm John Maher and I'm here today with Robert Mazow and Kevin McCullough of the law firm Mazow McCullough, a personal injury law firm with offices in Massachusetts and New Hampshire. Today, we're talking about wrongful death cases involving pedestrian accidents. Robert and Kevin, welcome.

Robert Mazow: Thank you, John.

Kevin McCullough: Thanks, John.

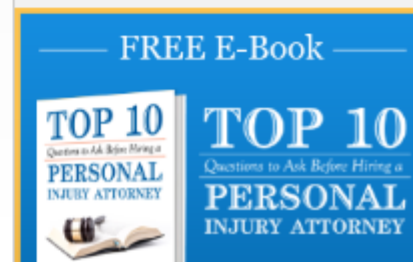
John: How common are fatal pedestrian accidents in Massachusetts and New Hampshire?

FEATURED VIDEO

About Mazow | McCullough, PC



FREE EBOOK



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Robert Mazow: Thank you, John.

Determining Fault in a Pedestrian Accident

John: Who is usually at fault in a pedestrian accident?

Kevin: John, determining "at fault" can be extremely difficult after the fact, as Rob alluded to a moment ago.

H1 Heading

Summary

Audio Player

Transcript

H2 Heading

Podcast Audio Sample

Wrongful Death in Pedestrian Accidents (Mazow McCullough)



Media Hosting

- Some of your Hosting Options:

- SoundCloud (soundcloud.com)

- Like YouTube for audio



- LibSyn (libsyn.com)

- Offers an RSS forward if you ever move your feed



- Blubrry (blubrry.com)



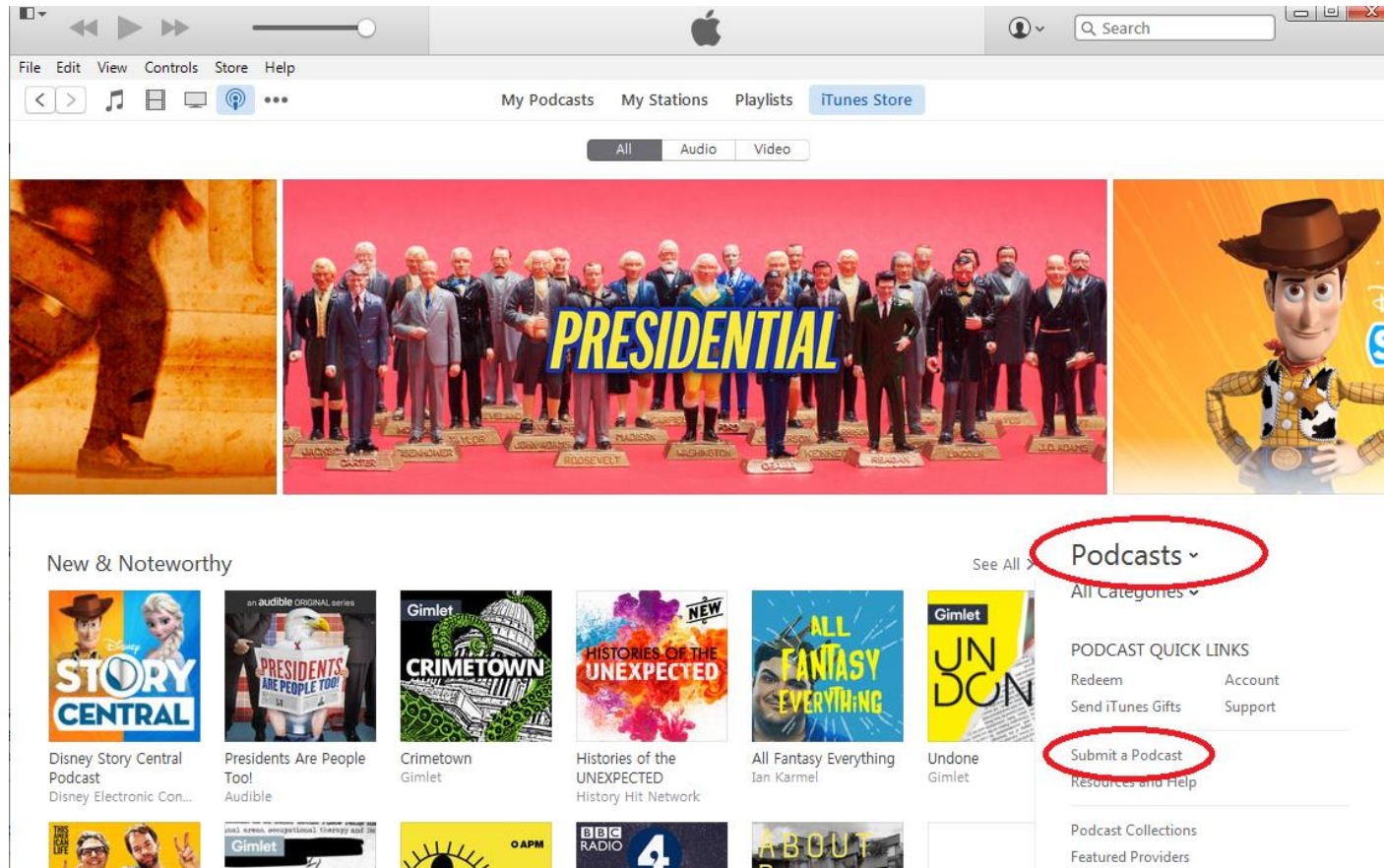
Posting to iTunes



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



Posting to iTunes



Posting to iTunes

The Rug Gallery

By Sam Presnell

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: [Shopping](#)

Language: English

© Copyright 2015 The Rug Gallery

Customer Ratings

We have not received enough ratings to display an average for this podcast.

Links

[Podcast Website](#)

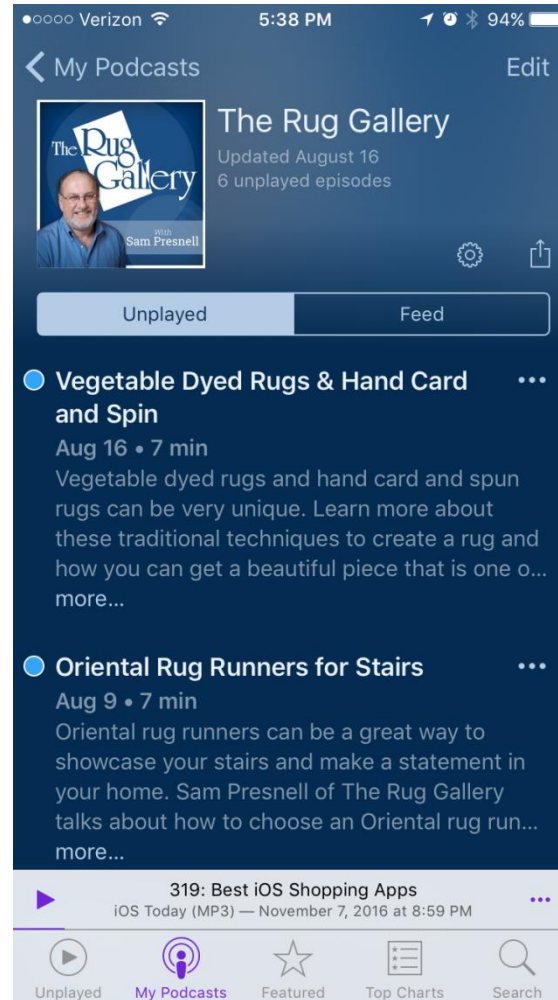
[Report a Concern](#)

Description

Learn all about Oriental Rugs and other types of rugs for your home or business with Sam Presnell of The Rug Gallery, in Cincinnati, Ohio. Sam's expertise in color, design, styles and types of rugs, and his eagerness to share his knowledge in order to help people find the best rug for their home or business, sets him apart from other rug retailers.

	Name	Description		Released	Price	
1	Vegetable Dyed Rugs & H...	Vegetable dyed rugs a...	i	8/15/2016	Free	View in iTunes >
2	Oriental Rug Runners for ...	Oriental rug runners c...	i	8/8/2016	Free	View in iTunes >
3	Big Brands vs. Your Local ...	There are many benefi...	i	8/1/2016	Free	View in iTunes >
4	Why all Wool Rugs Are No...	Not all wool rugs are ...	i	7/21/2016	Free	View in iTunes >
5	Oriental Rugs – Try Befor...	When shopping for Or...	i	7/4/2016	Free	View in iTunes >
6	Choices in Oriental Rug P...	There are many differ...	i	6/27/2016	Free	View in iTunes >
7	Oriental Rug Pet Stain Re...	Pets can really wreak ...	i	6/20/2016	Free	View in iTunes >
8	Latest Oriental Rug Mark...	Learn about the latest...	i	6/14/2016	Free	View in iTunes >
9	Tribal & Navajo Rugs	Tribal rugs and Navaj...	i	5/10/2016	Free	View in iTunes >
10	Old Hook Rugs	Old hook rugs are a ti...	i	5/3/2016	Free	View in iTunes >
11	How to Get a Reasonable ...	Learn how to get a rea...	i	4/26/2016	Free	View in iTunes >
12	Contemporary Abstract R...	Contemporary abstrac...	i	4/19/2016	Free	View in iTunes >
13	Antique Rugs	Antique rugs can be a...	i	4/13/2016	Free	View in iTunes >
14	Transitional Rugs	Transitional rugs are ...	i	2/16/2016	Free	View in iTunes >

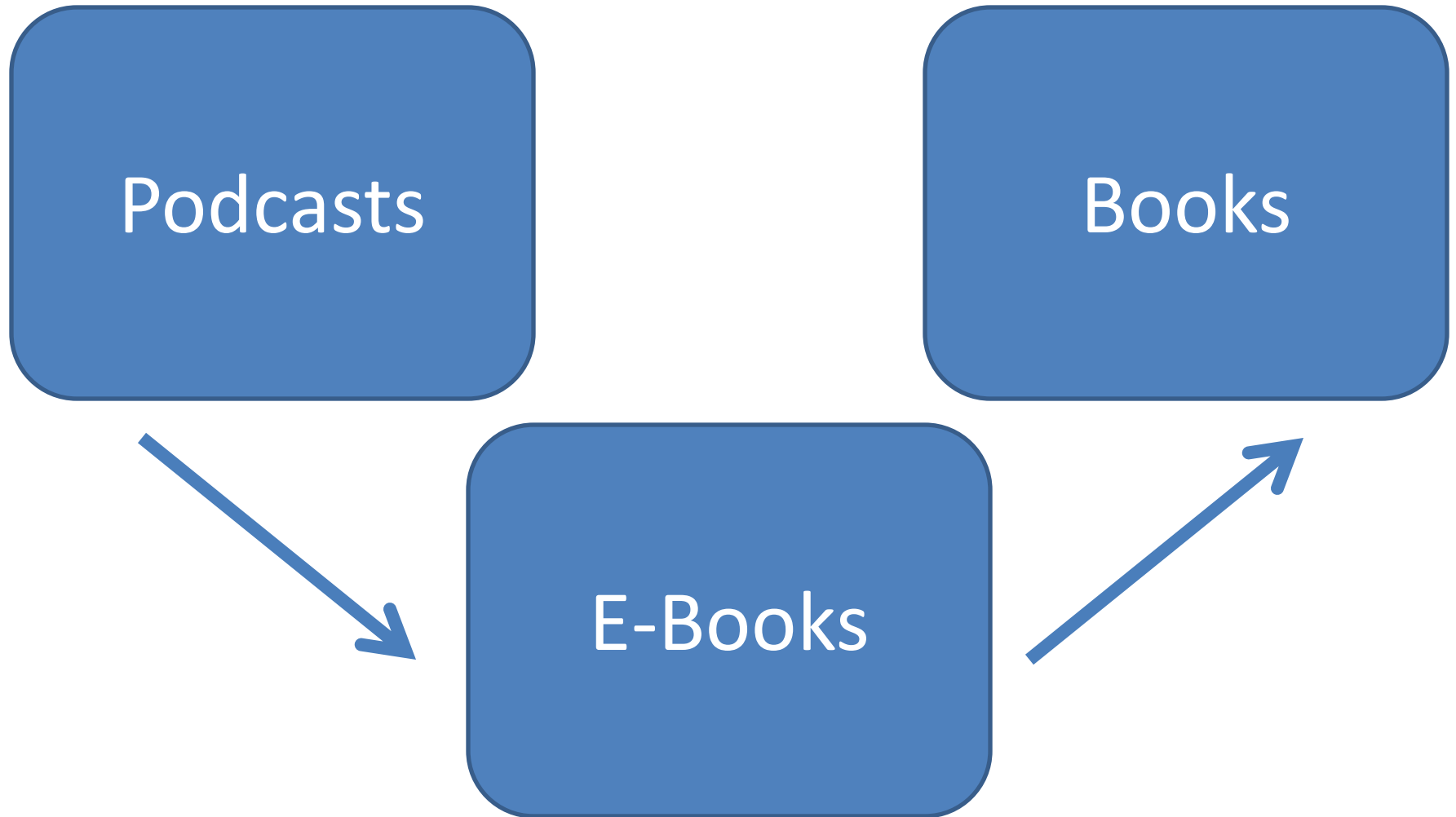
Posting to iTunes



8 Podcast Promotion Tips

1. Submit to iTunes, Stitcher, etc.
 - Have 3 episodes live before submitting
2. Stay consistent (weekly, monthly)
3. Ask your audience to subscribe, rate & review
4. Post your podcast to social media
5. Use Facebook Promoted Posts / Twitter Ads
6. Create a content update email and/or include in your existing email newsletter
7. Interview influencers on your podcast
8. Be a guest on other related podcasts

Content Beyond the Podcast



Takeaways

- Google loves FAQs and Q&A content, and interviews are perfect for that.
- Make sure your content solves problems & answers client 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>

YouTube Video Optimization



Why Video?


- Google likes video / blended results
- Less competition with video

how to tie a bow tie

Web Videos Images Shopping News More Search tools

About 16,900,000 results (0.36 seconds)

Images for how to tie a bow tie [Report images](#)



More images for how to tie a bow tie

How to tie a bow tie - YouTube
www.youtube.com/watch?v=AEjF-MzzqaE
Aug 9, 2010 - Uploaded by charles french
Charles French of Total Image Menswear, LLC Follow me on Twitter @charlesfrench Find me on Facebook ...

How to Tie a Bow Tie | Men's Fashion - YouTube
www.youtube.com/watch?v=wxKA9be_3Gk
Nov 15, 2013 - Uploaded by Howcast
Watch more Men's Fashion Guide videos:
<http://www.howcast.com/videos/514749-...> Learn how to tie a bow ...

Why Video?

- YouTube is the #2 Search Engine in the world
- Great for:
 - increasing brand awareness
 - building conversations around your brand / firm
 - solving problems for your clients & answering questions



Why Video?

- 90% of users say “seeing a video about a product is helpful in the decision process” (Internet Retailer)
- After a video is viewed, 64% are more likely to purchase that product (comscore 2013)
- 50% of users watch business related videos on YouTube once a week
- A third of all online activity is spent watching video

Why Video?

- Video humanizes you and your firm
- People want to work with other people that they know, like, and trust
- 70% of communication is body language, 23% is voice tone and inflection (University of Pennsylvania Study)
- Tester on one of our legal client's sites played the video and said "They seem so nice, and I can tell I'd be comfortable working with them".

Why Video?

- When trying to get PR, local TV wants to see that you are good on camera, and are both knowledgeable and personable.
- National TV wants to see that you've done local TV.



YouTube vs Self-Hosting

YouTube

- Better visibility in organic search
- Visible across the YouTube platform
- Has integration with social media like Facebook and Twitter by default



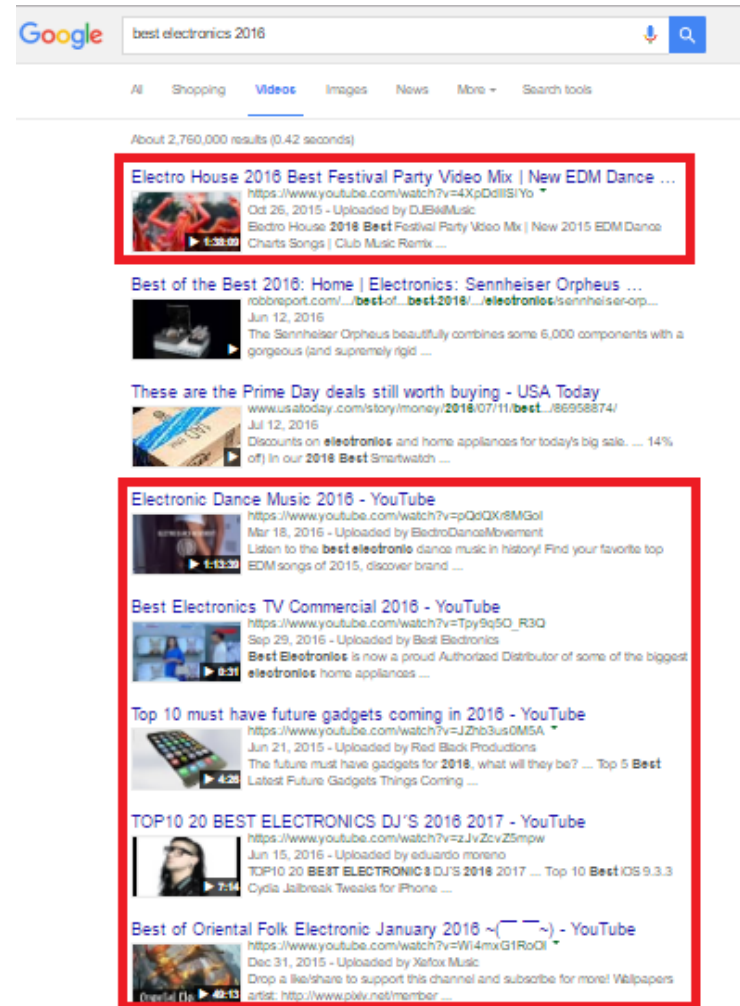
Third-Party Hosting (Wistia)

- Better analytics, tracking and integration with marketing software e.g. Hubspot, Marketo
- More customizable video players and CTAs
- Ensure links and social shares point back to your site to drive traffic and improve overall site SEO



YouTube vs Self-Hosting

- Google has “whitelisted” YouTube videos, resulting in it being harder for sites to get self-hosted videos in search results
- Most other sites are news sites and sites with largely video content



YouTube vs Self-Hosting

“As of now, if you have an SEO strategy that doesn't include YouTube, you're doing it wrong.”

- Phil Nottingham, Distilled
July 2014**



(Hint: that was almost 6 years ago...)

Does this video make sense
if viewed outside of the context
of a page on your website?

No
→

Yes
↓

Is this video valuable or
entertaining for an audience
unfamiliar with your brand?

No
→

Yes
↓

Is distribution of this video to as
wide an audience as possible
more important than acquiring
traffic to your website?

No
→

Yes
↓



Secure hosting
solution e.g.



distilled 

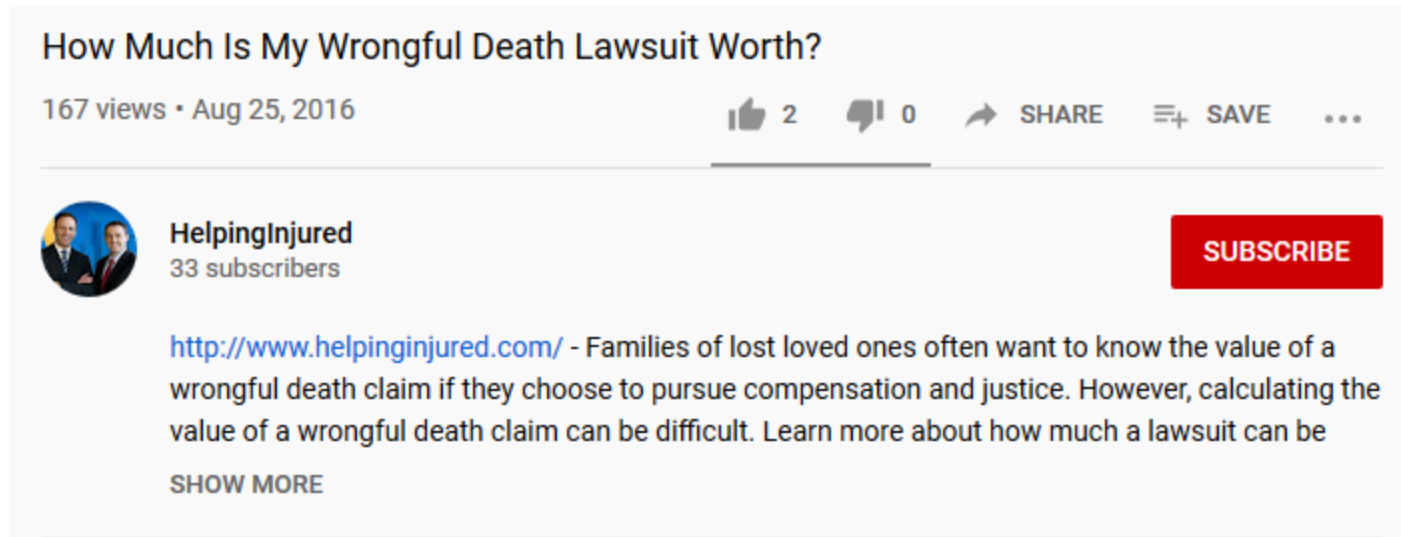
YouTube Optimization

Use keywords
in the Title



YouTube Optimization

Use keywords and your full URL in the description:



Use <http://> in the URL so it becomes a link, and place it near the beginning so it's before the "Show More" tab.

YouTube Optimization

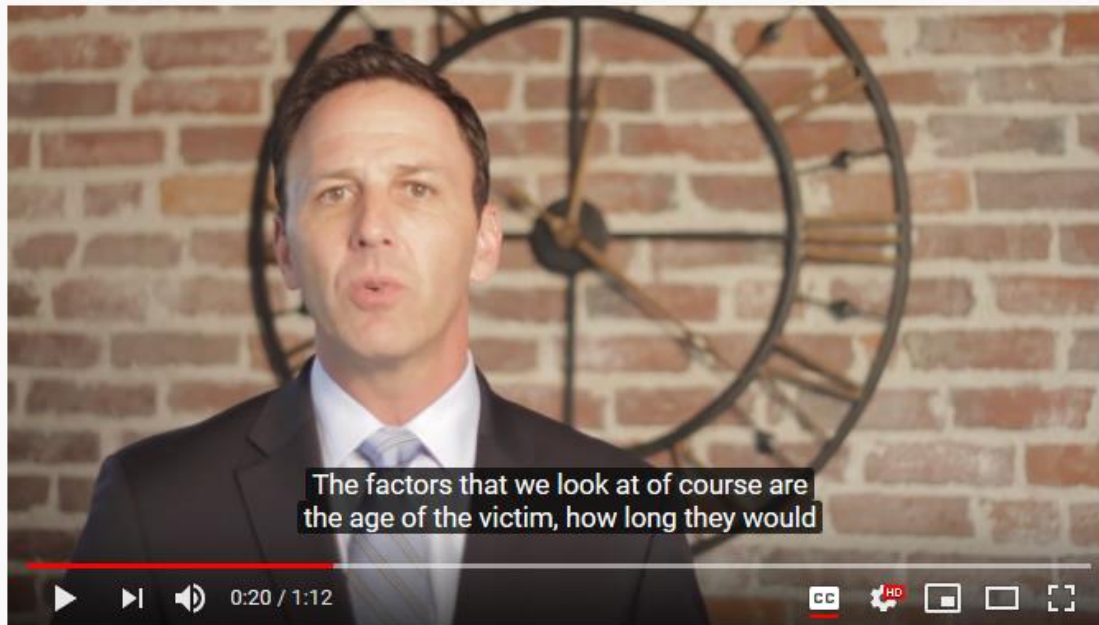
Transcribe The Video's Spoken Content

- Upload the transcript to the closed captions
- Post the transcript to your blog

(This is NOT duplicate content, because the closed captions are in a different format and serve a different purpose than website text)

YouTube Closed Captions

- Good for users with sound turned off
- Good for the hearing impaired
- Indexed by Google as the text version of what is being said in the video



YouTube Closed Captions

- Automatic Closed Captions
are not indexed by Google...

YouTube Closed Captions

- Automatic Closed Captions
are not indexed by Google...

...because Google knows they suck!

YouTube Closed Captions

- Automatic Closed Captions...



YouTube Closed Captions

- Automatic Closed Captions...



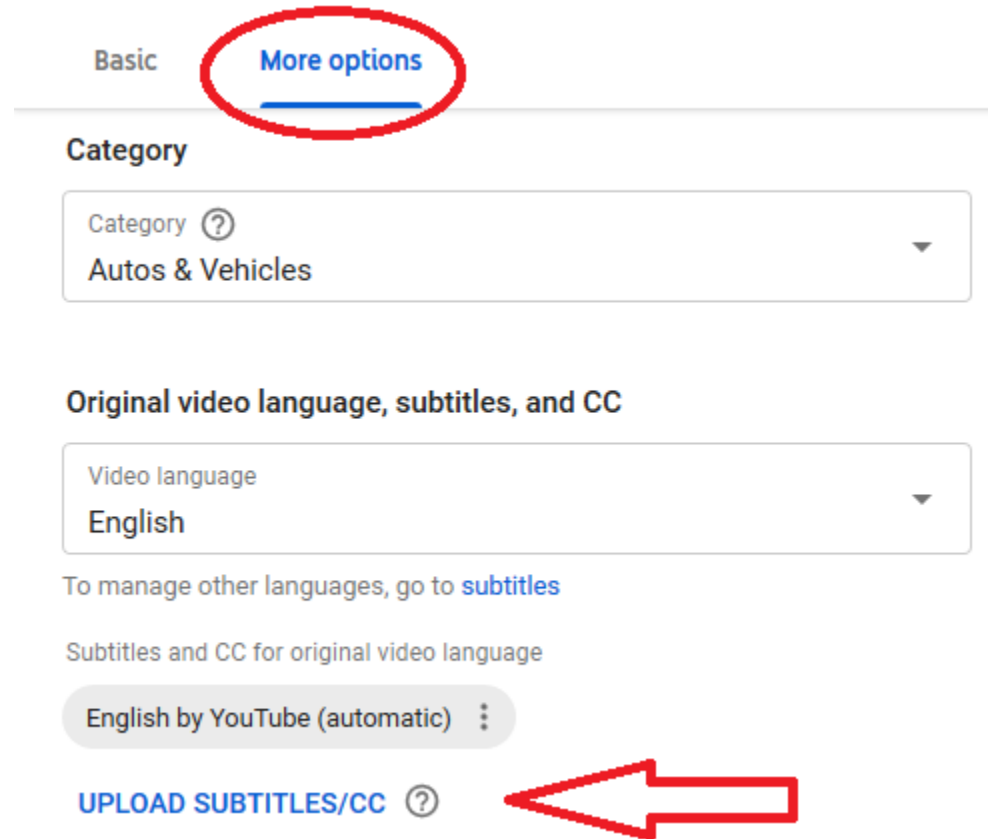
YouTube Closed Captions

- Automatic Closed Captions...



YouTube Closed Captions

- Editing the Closed Captions
 - Go to your YouTube Studio
 - Click “More options”
 - Click “Upload Subtitles/CC” to upload a file...



The screenshot shows the YouTube Studio settings interface. At the top, there are two tabs: 'Basic' and 'More options'. The 'More options' tab is selected and circled in red. Below the tabs, the 'Category' is set to 'Autos & Vehicles'. Under the heading 'Original video language, subtitles, and CC', the 'Video language' is set to 'English'. Below this, there is a link to 'subtitles'. Under the heading 'Subtitles and CC for original video language', the current setting is 'English by YouTube (automatic)'. At the bottom, there is a blue link 'UPLOAD SUBTITLES/CC' with a question mark icon, which is pointed to by a large red arrow.

Basic **More options**

Category

Category ?
Autos & Vehicles

Original video language, subtitles, and CC

Video language
English

To manage other languages, go to [subtitles](#)

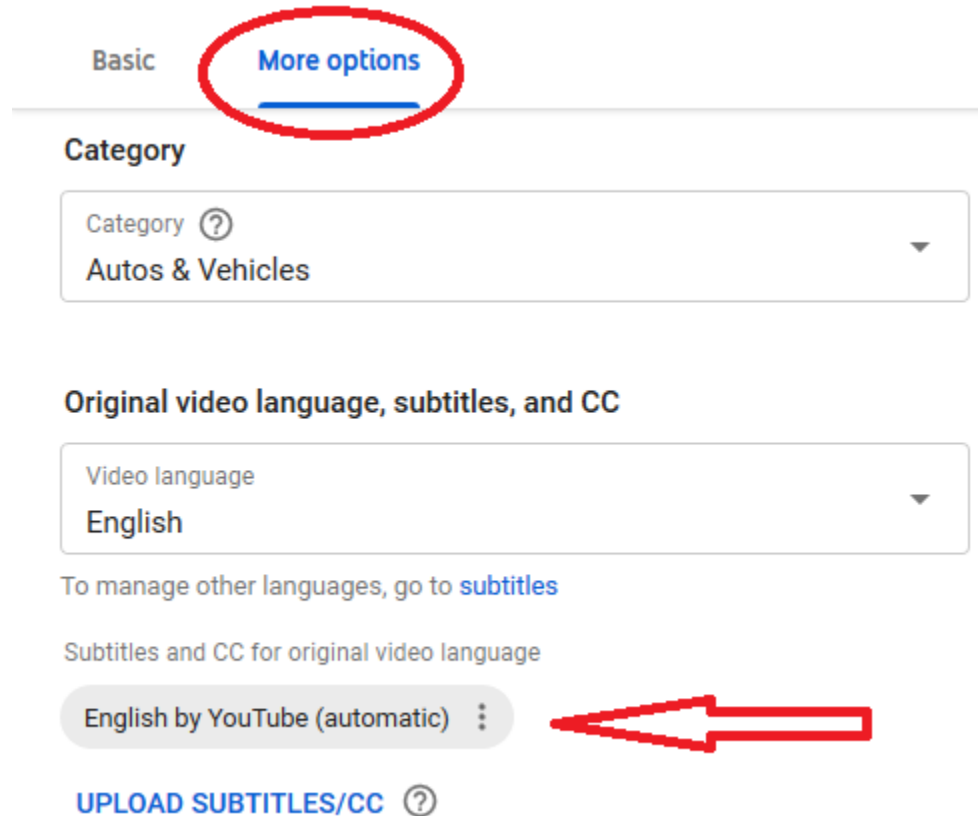
Subtitles and CC for original video language

English by YouTube (automatic) ⋮

[UPLOAD SUBTITLES/CC](#) ?

YouTube Closed Captions

- Or click the “automatic” transcript, and choose “Edit” to make changes.



The screenshot shows the YouTube video settings interface. At the top, there are two tabs: 'Basic' and 'More options'. The 'More options' tab is selected and highlighted with a red circle. Below the tabs, there is a 'Category' dropdown menu set to 'Autos & Vehicles'. Underneath, there is a section titled 'Original video language, subtitles, and CC'. It contains a 'Video language' dropdown menu set to 'English'. Below this, there is a link that says 'To manage other languages, go to subtitles'. Further down, there is a section titled 'Subtitles and CC for original video language'. It shows a button labeled 'English by YouTube (automatic)' with a three-dot menu icon to its right. A red arrow points to this button. At the bottom, there is a link that says 'UPLOAD SUBTITLES/CC' with a question mark icon.

Basic **More options**

Category

Category ?
Autos & Vehicles

Original video language, subtitles, and CC

Video language
English

To manage other languages, go to [subtitles](#)

Subtitles and CC for original video language

English by YouTube (automatic) ⋮

[UPLOAD SUBTITLES/CC](#) ?

YouTube Closed Captions

View published subtitles and CC: English (Automatic)


Subtitles/CC source: Automatic

EditUnpublish

Actions ▾

0:04.5	hi I'm Don View Miller I'm a lawyer here
0:10.3	at mezzo McCullough and I've practiced
0:10.3	law for 35 years I've only practiced law
0:16.6	in Essex County I've had cases other
0:16.6	ways other counties of course but mostly
0:21.6	Essex County I know that all the courts
0:21.6	I know all the court personnel along the
0:26.3	way in my career I've served as
0:26.3	president of the Essex County Bar
0:31.1	Association and I've served on the State
0:31.1	Bar Association representing the
0:35.6	interests of Essex County about a year
0:35.6	and a half ago I got the opportunity to
0:40.0	join the North Shore's premier personal

Introduction to Don Bumiller



president of the Essex County Bar Association and I've served on the State

0:29 / 1:08

0:30 0:31 0:32 0:33 0:34 0:35 0:36 0:37 0:38 0:39 0:40

ty Bar on the State Bar Association representing the interests of Essex County about a year and a half ago I got the opportunity to join the North Shore's premier personal injury where

Post To Your Site

- Heading with video name
- Summary / Intro / Description above the video
- Embedded Video
- Transcript under the video (okay to use same transcript as closed captions)

Takeaways

- YouTube is the #2 search engine in the world
- Video humanizes you for potential clients
- Video is the first step to local & national TV
- It's harder than ever to get listed in Google search with 3rd party hosted video
- If your content only makes sense in the context of your site, use Wistia for hosting your video files
- Go fix your closed captions today!

Thank You

Twitter: @johndmaher