

How To Start a Successful Podcast and Optimize your YouTube Channel



About Me



John Maher

VP Multimedia and Digital Marketing
McDougall Interactive

- Over 16 years experience in SEO and digital marketing
- Recording and podcast engineer
- Video editor and YouTube optimizer
- Musician
- Worked in radio at WEZE in Boston

How to Start a Successful Podcast



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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RSS = Really Simple Syndication
A web feed that allows users and applications to access updates to websites

["rss"](#) by [TEIA MG](#) is licensed under [CC BY 2.0](#)

Why Podcasting?

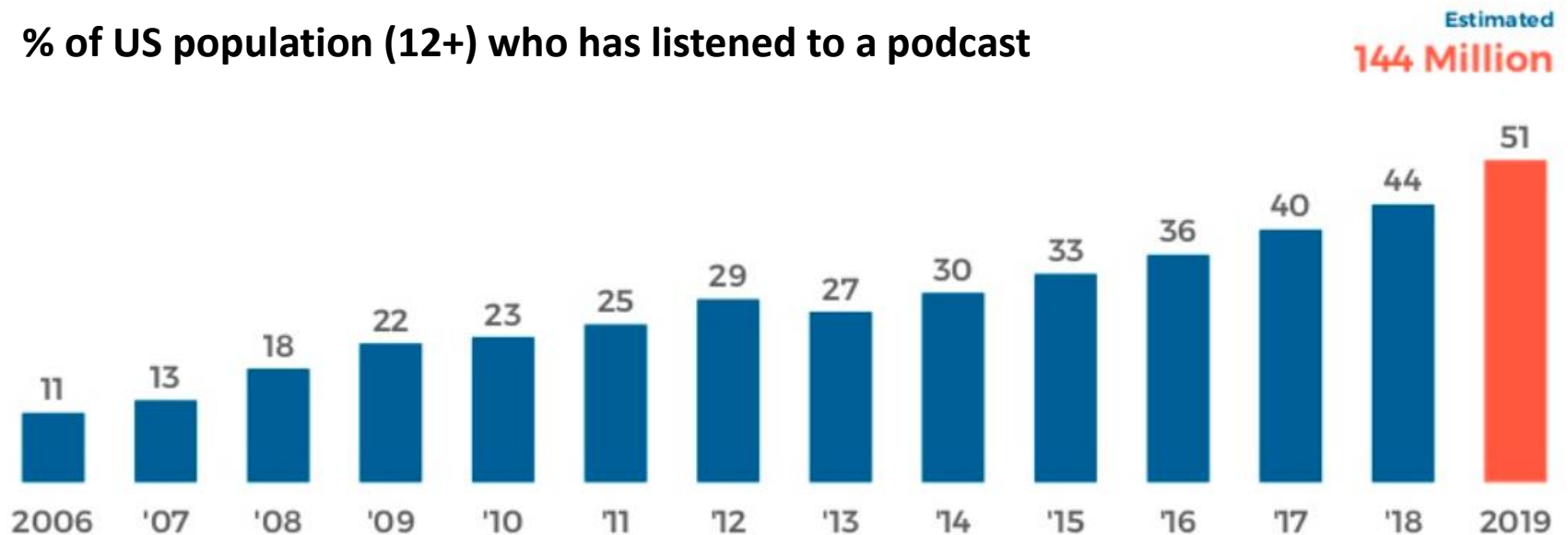
- Less Competition
 - 570 Million blogs (7M posts daily)
 - 500 Hours added to YouTube every Minute
 - Only about 850,000 podcasts
- Smartphones make podcasts accessible to millions of people
 - 32% of Americans listen at least monthly
- Able to listen while at work, driving, running, at the gym, etc.
- Your voice connects you personally to your audience
- Connects you to experts and influencers in your industry



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

Why Podcasting?

% of US population (12+) who has listened to a podcast



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

Why Podcasting?

www.simplelegal.com › [blog](#) › [20-best-legal-podcasts](#) ▼

[The 20 Best Legal Podcasts to Listen to in 2020 | SimpleLegal](#)

Apr 17, 2020 — Best **Legal Podcasts**: Professional Development. **LAWYERIST**. Every week, hosts Sam Glover, Aaron Street, and Stephanie Everett invite a successful lawyer onto the show to talk about the future of practicing **law**. **UNIBILLABLE HOUR**. **I AM THE LAW**. **NEW SOLO**. **THE HAPPY LAWYER PROJECT**.

lawyerist.com › [Law Firm Strategy](#) ▼

[Best Legal Podcasts \(2021\) | Lawyerist](#)

Sep 14, 2020 — There are hundreds of **legal podcasts** out there, covering topics from **legal** news to technology trends, **law** firm marketing, and **legal** ethics.

[Lawyerist Podcast](#) · [Legal Toolkit](#) · [Building NewLaw](#) · [The Gen Why Lawyer](#)


Podcasts



The Hearing – A Le...
3 weeks ago

EP. 68 – Doug Pepe (JHA)


52m



Above the Law - T...
4 days ago

Foley & Lardner's Wild Week

31m



Amicus With Dahlia...
2 days ago

The Predictability is Part of the Tragedy

55m

www.abajournal.com › [magazine](#) › [article](#) › [best_law_p...](#) ▼

[Web 100: Best law podcasts - ABA Journal](#)

Lawyerist Podcast. Sam Glover and Aaron Street of Lawyerist get down to the nuts and bolts of law practice, drawing from guest interviews and their experience with Minneapolis solos and startups. **Lawyer 2 Lawyer**. The Legal Geek Podcasts. **Legal Toolkit**. Maximum Lawyer. New Solo. Reasonable Doubt. Resilient Lawyer.

- Podcasts can now appear directly in Google search results
- They don't have to be on "Google Podcasts" for this to work

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?

- **Basic:** digital recorder w/ external microphone(s)



Zoom H4n



Shure SM57

What Equipment Do I Need?

- Even easier – use your smartphone!



Auphonic Recorder



Hokusai Audio Editor



Lexis Audio Editor

What Equipment Do I Need?

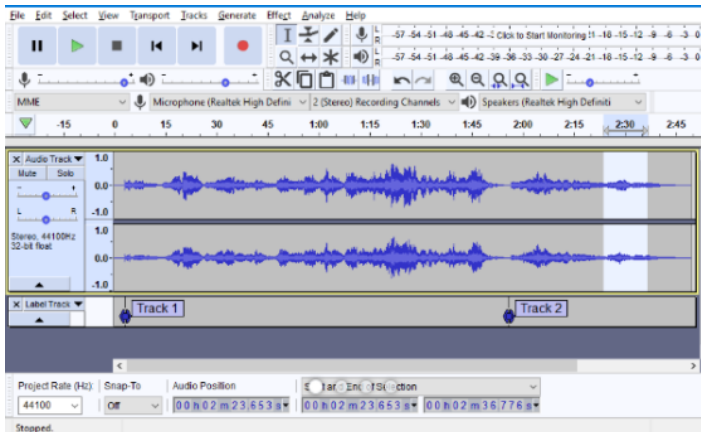
- **Intermediate: USB Microphone & Software**



RODE Podcaster



Focusrite Scarlett Solo



Audacity



SquadCast

What Equipment Do I Need?

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



What Does Equipment Cost?

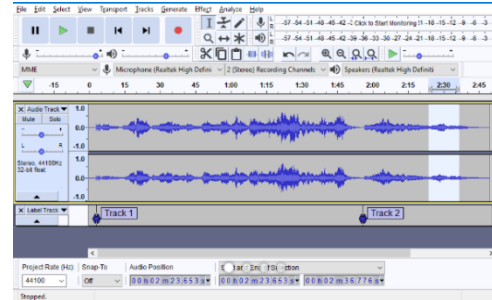
Mackie ProFX 8 Mixer	\$229.99
Shure SM7B	\$349.00
Roland R-05	\$199.00
Heil PL2T Broadcast Boom	\$120.00
Sony MDR-7506 Headphones	\$99.99
Cloudlifter CL-1 Mic Activator	\$149.00
Kopul Studio Elite 4000 6' Mic Cable	\$17.99
Kopul Studio Elite 4000 3' Mic Cable	\$15.99
Two six foot 1/4" to 1/8" cables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



What Does Equipment Cost?



RODE Podcaster
\$229



Audacity
FREE



SquadCast

SquadCast

- **\$9/mo for 2 hours of recording**
- **\$17/mo for 5 hours of recording**

What's The Format?

- Solo - pick a topic & talk
- Q&A interview or round-table discussion
- Add music to make it sound professional
 - Can add it “live” using the mixing board (saves some editing time)
 - Can add it in post-production (editing software)
 - Use “Auto Duck” effect to lower the volume of the music when it’s over speaking

Recording with Multiple People



In Person



SquadCast

Recording with Multiple People



Adobe Audition

- Have each person record locally using their equipment
- Use a multitrack editor to edit together the parts

After the Recording

- Once I've done the recording, what then?
 - Edit the file
 - Audacity (PC or Mac) is free
Adobe Audition is paid but more powerful
 - Trim the beginning and end
 - Fix any mistakes
 - Remove “umms”, long pauses
 - Add music to intro / outro

After the Recording

- Once I've done the recording, what then?
 - Transcribe the recording
 - 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.

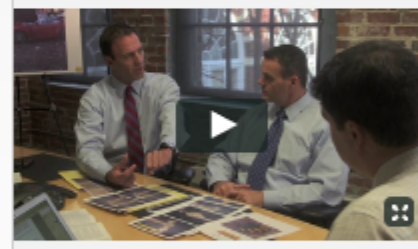
Robert Mazow: Thank you, John.

Kevin McCullough: Thanks, John.

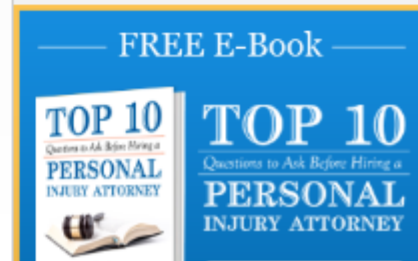
John: How common are fatal pedestrian accidents in Massachusetts and New Hampshire?

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

Create a “Podcasts” page on your site:



Listen to: [What Makes Car Accidents Deadlier than Other Types of Accidents?](#)

Car accidents can be particularly deadly, especially compared to other types of accidents. High speeds, hard surfaces, flying metal and glass shrapnel all contribute to the mortality rates in car accidents.

Listen to: [What are the Most Common Causes of Death in an Auto Accident?](#)

Many car accidents are unfortunately fatal, and many of those deaths occur for the same reasons.

Dog Bite Law



Every year thousands of adults and children are bitten by dogs all across the country. Dog bite injuries can be significant and traumatic. In many of these cases, the person bitten by a dog can take legal action against the responsible party in order to help recover damages. Taking legal action in the event of a dog bite injury, however, can be a complicated and confusing task.

That's why our experienced dog bite law attorneys have recorded the podcasts below to help explain aspects of dog bite law that you might need to know about – such as the extent of the dog owners liability and the importance of documenting the incident – and to outline what legal action you can take to address yours, or your loved ones', injuries.

When a dog bite occurs, certain laws apply as far as the dog owner's liability and where compensation is concerned. But what should you do if the owner of the dog that bit you wants to deal with the situation privately, outside of insurance policies and attorneys?

Listen to: [What to do when a Dog Owner Wants to Handle a Bite Privately](#)

When you are injured, it's important to document as much as you can about the incident, including your physical injuries. The same is true in a dog bite case. Taking photographs is a simple yet effective way to clearly illustrate the severity of the injuries caused by the dog for future reference.

Listen to: [The Importance of Photographs in a Dog Bite Case](#)

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



Media Hosting



Other Options:

Buzzsprout / Captivate / Transistor

Castos / Podbean / Simplecast

Resonate / Spreaker

Posting to Podcasts Apps



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



Apple



Stitcher



Spotify

Posting to Podcasts Apps

[Submit to iTunes](#)

[Submit to Stitcher](#)

[Submit to Spotify](#)

[Submit to Google Podcasts](#)

[Submit to TuneIn](#)

[Submit to Pocket Casts](#)

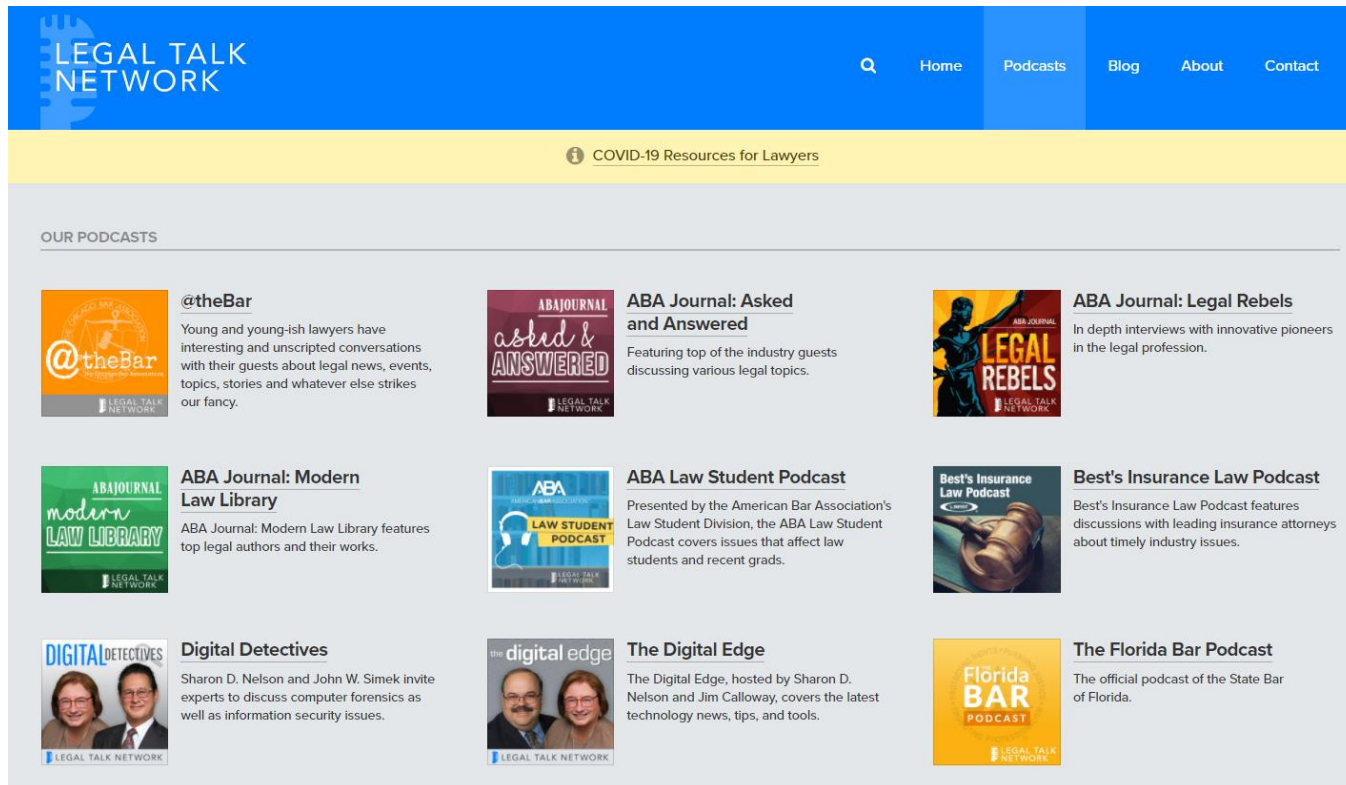
[Submit to Castro](#)

Podcast Promotion Tips

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

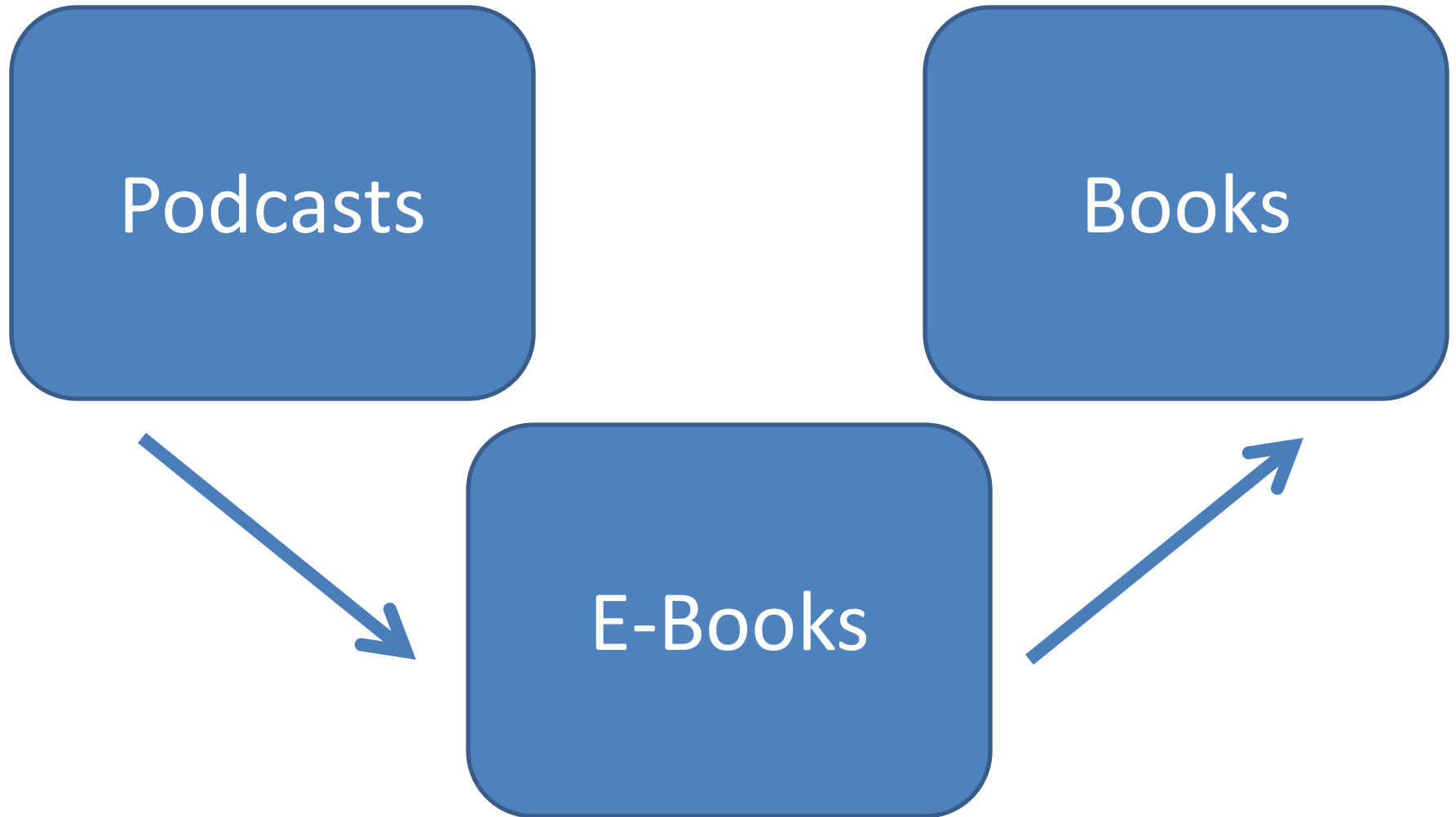
Podcast Promotion Tips

9. Join a Podcast Network



legaltalknetwork.com

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

Questions?



"Big question mark" by [benjaminreay](#) is licensed under [CC BY-NC 2.0](#)

Free Strategy Call Offer

If you want guidance on content marketing and SEO, we have a new course with weekly group coaching calls.

Email or call me to set up a call if interested in learning more about our new method of getting more leads and sales:

john@talkmarketing.com 978-423-4274



Talkmarketing.com (You can book a call through my calendar here)

Looking for 5-10 students at a reduced rate in our launch phase. 50% off this week only.

YouTube Video Optimization



Why Video?


- Google likes video / blended results
- Less competition with video compared to blog posts / pages

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 (and potential clients) & answering questions



Why Video?

- 81% of customers have been convinced to buy a product or service by watching a brand's video
- 97% of marketers say video has helped increase user understanding of their service or product, which increases brand awareness
- 80% say video has increased dwell time on their website, which impacts organic ranks

According to HubSpot

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



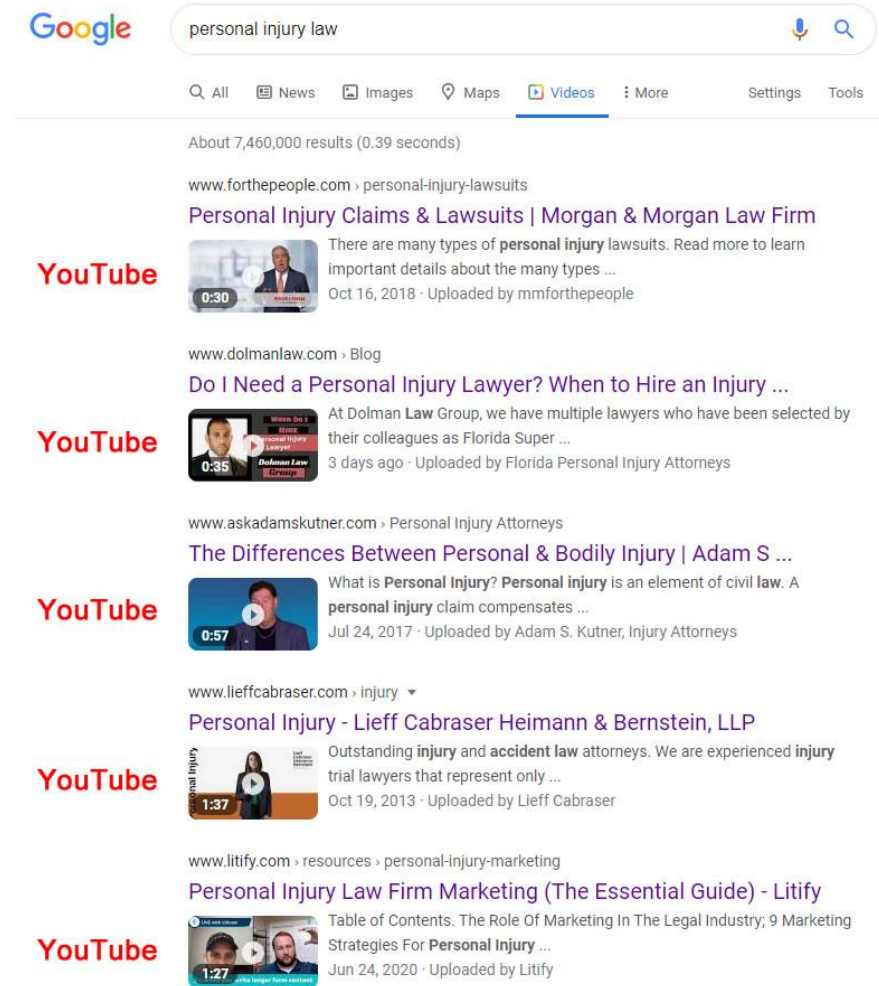
Wistia & Vimeo

- 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

Search Engine Land SEO SEM LOCAL RETAIL GOOGLE BING SOCIAL RESOURCES LIVE MORE EVENTS

Video

YouTube remains dominant source of video in top Google ranking positions

Study found 83% of videos in search results carousel come from YouTube.

Greg Sterling on December 8, 2020 at 9:20 am

There's a perception that Google favors YouTube content above other video sites in search results. A July, 2020 Wall Street Journal [analysis](#) found "Google searches placed YouTube videos first in video carousel results by an overwhelming margin . . . [compared with] other video platforms."

An earlier search ranking [study](#) from 2017 by Perficient Digital concluded, "YouTube videos rank far more frequently in the top 10 than videos that are either self-hosted, or hosted on other video platforms." And now a follow-up [study](#) by Perficient reaffirms these findings.

For its part, Google has repeatedly denied that it gives any preference to YouTube over other sources of video content. Google's Gary Illyes previously [said](#) that YouTube ranks well because they "do good SEO, or their pages are structured in such a way that it's easy for us to understand them and to rank."

Google, YouTube Ranking algorithms 'fundamentally different.' In the current study, Perficient found that YouTube videos continue to "dominate the videos ranking within Google," especially in video carousels. It also found that the ranking algorithms for video in Google search and on YouTube "are fundamentally different."

The research examined Google search and YouTube rankings for the same roughly 6,100 search queries on both sites. The objective was to "evaluate YouTube's dominance in the Google SERPs and how video rankings vary between YouTube and Google." It determined the ranking algorithms of the two sites were quite different and the top ranked videos (from YouTube) in Google results didn't correspond to YouTube rankings.

July 2020 Wall Street Journal analysis shows 83% of videos in the search results carousel come from YouTube,

"Google searches placed YouTube videos first in video carousel results by an overwhelming margin...compared to other video platforms."

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, Brand & Video Marketing Strategist (July 2014)**



(That was 7 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:

Wrongful Death - Auto Accidents and Uninsured Motorists

13 views • Jun 20, 2019

👍 0 💬 0 ➦ SHARE ≡+ SAVE ...



HelpingInjured
32 subscribers

SUBSCRIBE

Kevin McCullough of the law office of Mazow | McCullough, PC – <https://www.helpinginjured.com/> -
- talks about wrongful death cases involving auto accidents with uninsured motorists. How can the family of a loved one get the compensation they deserve in the case where the driver of the vehicle

SHOW MORE

Use **https://** in the URL so it becomes a link, and place it near the beginning so it's before the "Show More" link.

YouTube Optimization

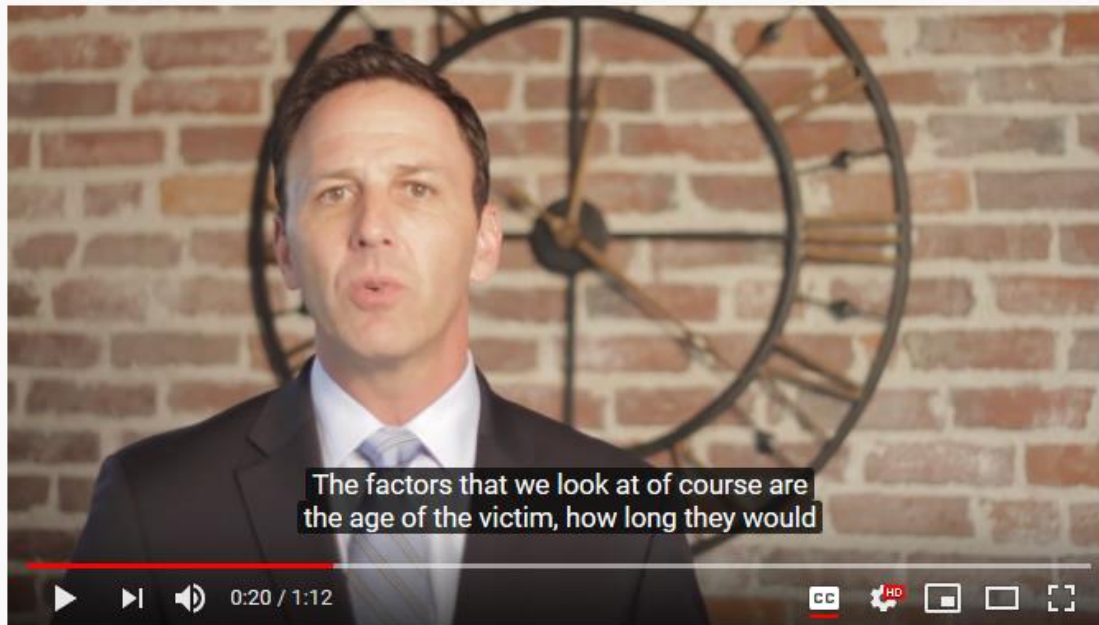
Transcribe The Video's Spoken Content

- 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...



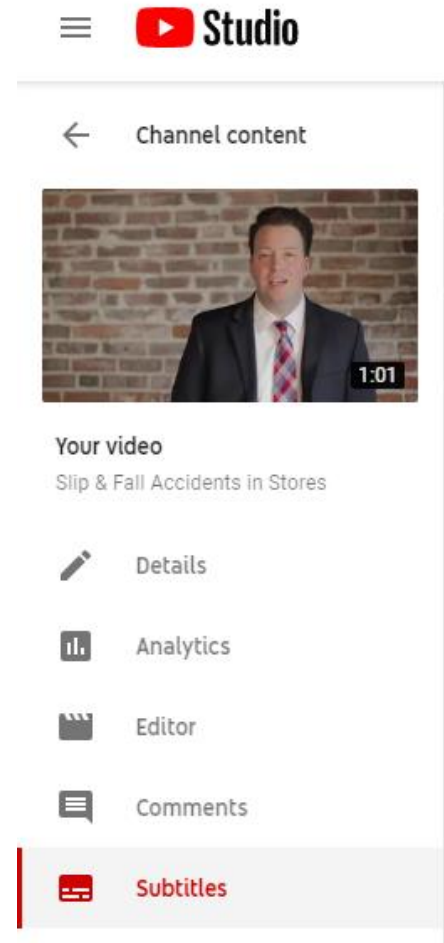
YouTube Closed Captions

- Automatic Closed Captions...



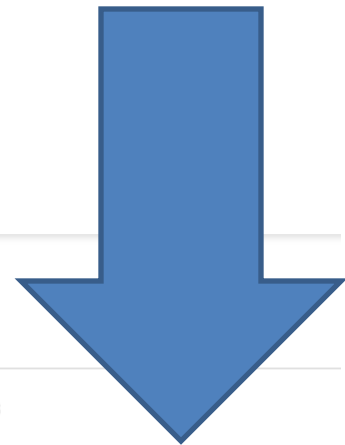
YouTube Closed Captions

- Editing the Closed Captions
 - Go to your YouTube Studio
 - Click the “Subtitles” menu



YouTube Closed Captions

- Editing the Closed Captions
 - Click “Duplicate and Edit”



Video subtitles

Language	Modified on	Title & description	Subtitles
English (Automatic)	Dec 13, 2020		Published Automatic DUPLICATE AND EDIT

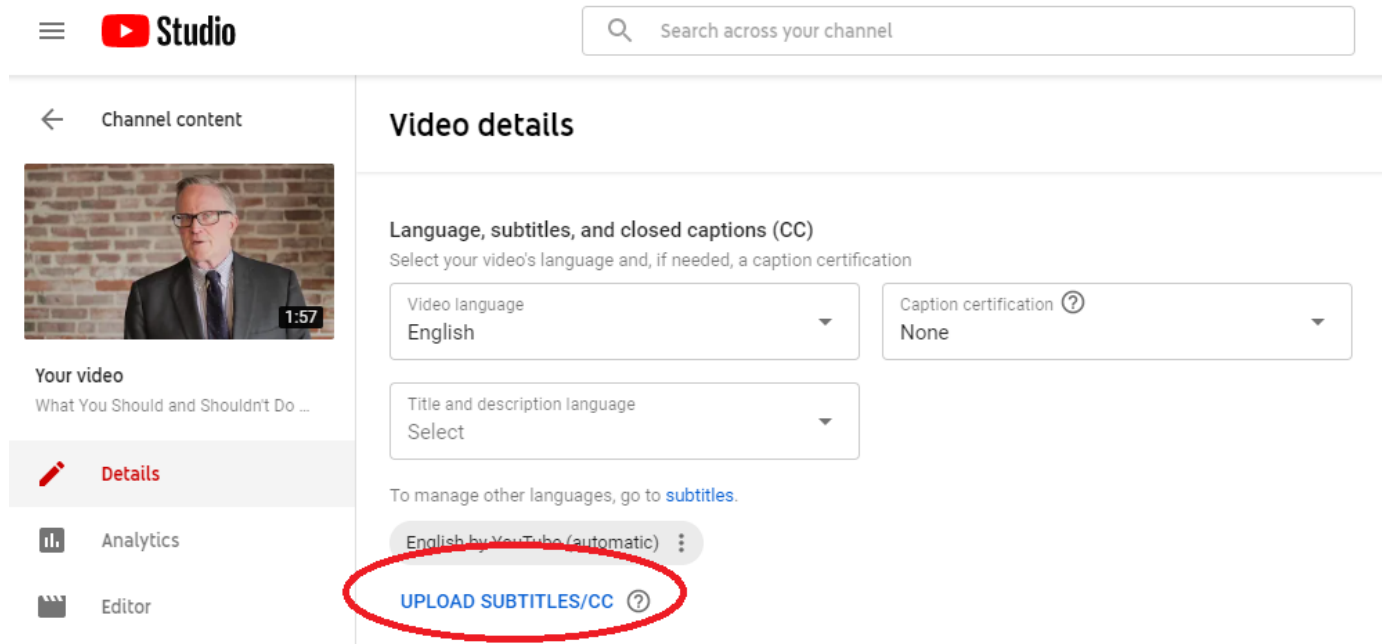
YouTube Closed Captions

- Edit the text
- Click “Assign Timings” to adjust the details
- Click “Publish”
- Delete the old “Automatic” Subtitles

The screenshot shows the YouTube Closed Captions editor interface. At the top, there's a language selector set to "English" and buttons for "SAVE DRAFT" and "PUBLISH". Below this, the "ASSIGN TIMINGS" section is active, displaying a video player on the right and a text area on the left. The text area contains a paragraph about slip and fall cases, with a red line indicating the current subtitle position. The video player shows a man in a suit speaking. Below the video player, there's a checkbox for "Pause while typing". At the bottom, a timeline shows the video's duration from 0:52:00 to 0:57:04, with a blue bar indicating the current subtitle's timing.

YouTube Closed Captions

- If you have a transcript already, under “Video details” you can also click “Upload Subtitles/CC” and upload a transcript file



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 still hard to get listed in Google search results with non-YouTube videos
- But if your content only makes sense in the context of your site, use Wistia/Vimeo for hosting your video files
- Go fix your closed captions today!

Questions?



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Twitter: @johndmaher

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