



Podcast & Audio Search Optimization

Amanda G. Watlington, Ph.D., A.P.R.
Owner
Searching For Profit
www.searchingforprofit.com

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Search Engine Strategies
New York, NY



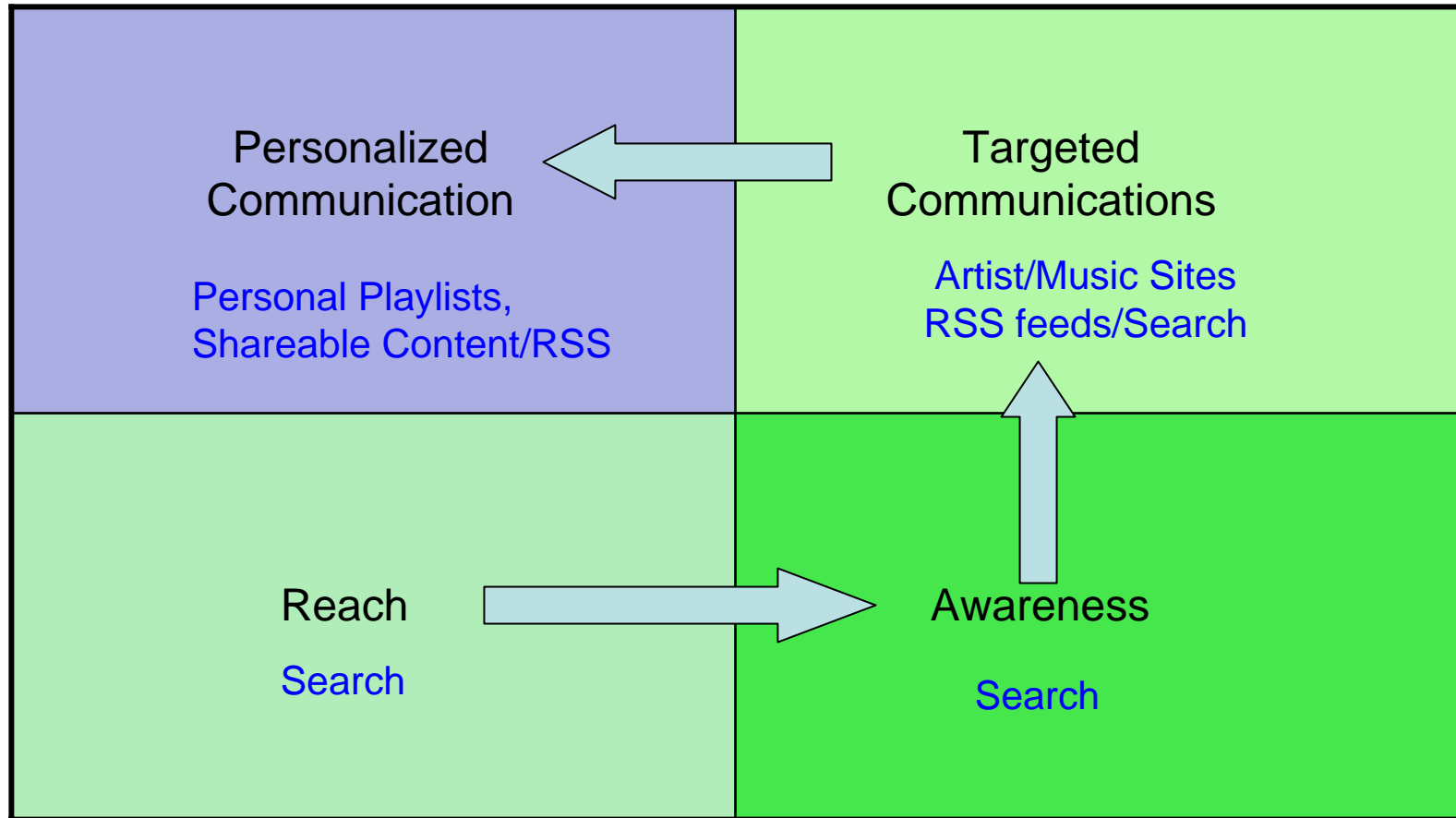
Why New Rules for Customer Engagement Are Needed

- Declining effectiveness of interrupt advertising
- Media fragmentation
- Smaller more specialized audiences
- Diminished brand loyalty





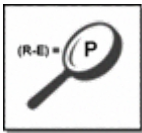
Audio -- A Compelling Strategy for Customer Engagement





Achieving Results for Audio Requires a Customer Engagement Focused Keyword Strategy

Reach	Awareness	Targeted Communication
<ul style="list-style-type: none">•“Mp3 download”•“Mp3 music”•“Free music downloads”•“Podcast”•“Free podcast”	<ul style="list-style-type: none">•“New Punjabi music”•“Punjabi music online”•“Download Punjabi music”•“Free Punjabi music”•“Punjabi music downloads”	<ul style="list-style-type: none">•“Punjabi songs by Malkit Singh”•“Malkit Singh Midas Touch Two”•“Jassi Sidhu mp3”•“New Adventures Jassi Sidhu”



Strategy in Action -- Awareness

Google [Advanced Search](#) [Preferences](#)

Web

Punjabi/Bhangra - Music India OnLine
 Feel the fun with Gary Hotthi's new album 'Funn Shunn' that gets you ... Go high on the music of The First Stroke' that crows on some of the finest bhangra ...
www.musicindiaonline.com/music/punjabi_bhangra/ - 24k - [Cached](#) - [Similar pages](#)

bhangra omega - punjabi music, videos and new releases
 Bhangra music site with reviews, music videos, and information on upcoming releases and events.
www.bhangraomega.com/ - 27k - [Cached](#) - [Similar pages](#)

Punjabi Music | Punjabi Songs | UK | Hindi | Pakistani | Religious
 Listen punjabi music songs hindi english pakistani ghazals pop film tamil urdu qawwali ...
 New Albums Added. Kulbinder Rai Khangoora Kulbinder Rai Khangoora ...
music.pz10.com/ - 79k - [Cached](#) - [Similar pages](#)

Punjabilok Music Section
 Punjabi Bhangra Songs:- Indian Punjabi music & songs Punjabi Bhangra songs music ...
 (New) Surinder Kaur Gurmeet Bawa (Coming Soon) Babbu Mann (Coming Soon) ...
www.punjabilok.com/music/music_index.htm - 44k - [Cached](#) - [Similar pages](#)

DesiHits.com - Radio, Videos and MP3s, Bollywood Hindi Songs ...
 ... find all hit punjabi, bollywood, hindi, free hit songs and downloads, bhangra music ...
 CLICK HERE TO CHECK OUT JASSI SIDHU'S NEW VID FOR 'KI KEHNEH'! ...
www.desihits.com/ - 60k - [Cached](#) - [Similar pages](#)



Strategy in Action – Targeted Communication

Google [Advanced Search](#) [Preferences](#)

Web

DesiHits.com - Desi News - An Adventure with Jassi Sidhu
Jan 9, 2008 ... His twelve track album entitled 'The New Adventures of Jassi Sidhu' is nothing short of one hell of an **adventure** as **Jassi** teams up with ...
www.desihits.com/blog/article/an-adventure-with-jassi-sidhu - 19k - [Cached](#) - [Similar pages](#)

Mefeedia Video Tag : jassi
Teaser Ad for **Jassi Sidhu** and Malkit Singh's duet. February 2008! Author: young69romeo
Keywords: **Jassi Sidhu** Malkit Singh The **New Adventures** Of Bhangra Duet ...
www.mefeedia.com/tags/jassi/rss2.xml - 39k - [Cached](#) - [Similar pages](#)

Jassi Videos - Find video about jassi on Mefeedia
The **New Adventures** of **Jassi Sidhu** Teaser Ad Flash Media, The **New Adventures** of **Jassi Sidhu** ... also in: **new adventures** duet bhangra singh malkit **jassi sidhu** ...
www.mefeedia.com/tags/jassi/ - 93k - [Cached](#) - [Similar pages](#)
[More results from www.mefeedia.com »](#)

desi hits! [New!](#) [Desi Hits! iTunes STORE](#) ABOUT | CONTACT MEMBER LOGIN

Username
Password Not a member?

HOME SUBSCRIBE ARTISTS FREE RADIO GIG GUIDE PODCASTS *FREE DOWNLOADS*

Urban Desi Bollywood Bhangra The Block World Music Your Shows

An Adventure with Jassi Sidhu

2008 is definitely going to be the year for new album releases. With almost every major act in the Bhangra industry releasing an album one thing for sure is that the Bhangra scene is definitely well and kicking!

RELATED ARTICLES

- Humzy's No Stranger
- AKA #6 - Artist Real Names Revealed

Every week Desi Hits! brings you the latest on album releases from your favorite artists and this week we are psyched to bring you the latest scoop on yet another great album release from a true pioneer and one of the greatest performers to date, Jassi Sidhu.

ARTIST OF THE YEAR 2007

SEARCH
desi hits! iTunes STORE

FREE DOWNLOADS
Get Desi Hits! MPFree Now!



Strategy in Action – Personalized Communication

The screenshot shows the desi hits! website interface. At the top, there's a navigation bar with links for HOME, SUBSCRIBE, ARTISTS, FREE RADIO, GIG GUIDE, PODCASTS, and FREE DOWNLOADS. A 'MEMBER LOGIN' section is also present with fields for Username and Password. Below the navigation, there are category buttons for Urban Desi, Bollywood, Bhangra, The Block, and World Music. The main content area is titled 'Channels' and features five personalized music channels, each with a description and links to RSS Feeds and iTunes Podcasts:

- Urban Desi:** The freshest beats on the streets, from Desi Fusion to Hip-Hop & RnB. So if your ears want to party with Jay Sean, Missy Elliot, Punjabi MC or 50 Cent all in the space of one show, then let Urban Desi take you there, VIP style!
- Bollywood:** Let DesiHits! keep you up to date with all the goings-on inside the world's largest film industry as our hosts bring you the hottest tunes, newest film trailers and the rumor mill from Bollywood, India's very own Tinseltown. As the industry makes waves all over the world make sure you stay at its forefront with DesiHits!
- Bhangra:** Bangin' Bhangra Vibes to get you changing those lightbulbs! With its Deadly Dhol and Tasty Tumbi beats, Bhangra's come a long way from its North Indian folk music roots as it sweeps the world with its infectious sound. So put your hands up in the air and wave them around like you just don't care as our Bhangra show hosts bring you the best music and gossip from this lively culture!!!
- The Block:** From the streets of the US to the shores of the UK our hosts bring together the very best in urban flavas. Whether you reppazent Crunk, Eastside, Westside, UK Grime or prefer things more RnB its time to get your fix at THE BLOCK.
- World Music:** Let "world music" take you on an explosive journey from what's bubbling in the underground through to the hot alternative sounds from all corners of PLANET MUSIC.

On the right side of the website, there are promotional banners for 'ARTIST OF THE YEAR 2007', 'SEARCH', 'FREE DOWNLOADS', and 'LISTEN TOP20 PLAYER'. A red arrow points from the 'FREE DOWNLOADS' banner to a screenshot of an MP3 player.

RSS Channels
iTunes Store
Widgets/Shareable Content





Putting An Audio Strategy in Action





Before You Begin – Decisions

One-off standalone or short series of podcasts?

Search

Sitio en Español
ButterballReady.com

BUTTERBALL
THE BEST OF ALL IS POSSIBLE!

Holiday Guide | Recipes | Menu Makers | Plan, Prep & Serve | Products | Newsletter | Community | About Us

TurkeyTalk Podcast

Turkey Lovers Newsletter
Sign Up to receive tips, coupons, recipes and helpful hints!

Holiday Guide
Everything you need for a perfect day

Holiday First-Timers!
We can help

Meet the Experts
Call or email the Talk-Line experts with any turkey-related questions.

Turkey Talk-Line

Turkey Lovers Newsletter | Contact Us | Site Map | FAQ

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Search

Sitio en Español
ButterballReady.com

BUTTERBALL
THE BEST OF ALL IS POSSIBLE!

Holiday Guide | Recipes | Menu Makers | Plan, Prep & Serve | Products | Newsletter | Community | About Us

TurkeyTalk™ Podcast

Anticipating you'll need holiday how-tos? Listen to the TurkeyTalk podcast, starting November 1, and get the download from the Butterball® experts to help you prepare for the holidays this year. You can listen at your computer, in the kitchen, or even in the car! If you weren't able to access the 2006 Season of the Butterball Podcasts, you can still access archived episodes.

10/29/07 • [TurkeyTalk 2007 Preview](#)

11/01/07 • [Choose the Perfect Turkey... Q&A, Calls, Trivia](#)

11/08/07 • [Cooking Methods, Q&A, Calls, Trivia](#)

Subscribe to the Podcast

*Please note that these podcasts are recorded in English only.

Butterball Turkey Blog

The Thanksgiving holiday has come and gone, but that doesn't mean the festive holiday spirit needs to end! In the final Butterball TurkeyTalk podcast episode of the season, hosts Mary Clingman, director of the Turkey Talk-Line, and Turkey Talk-Line expert Carol Miller guide you with advice on how to make a tasty turkey for your December holiday.

Mary starts things off with the 5-Minute Lesson, in which she shares ideas for spicing up your December holiday meal planning. From holiday ingredients and flavors to new activities for guests, Mary's tips help to really make your December holiday meal stand out.

First-Timers | Regional Dishes | Tools & Videos | Turkey Podcast | Turkey Talk-Line | Kids Stuff

Turkey Lovers Newsletter | Contact Us | Site Map | FAQ

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Before You Begin – Decisions

Scheduled series of podcasts?

Museum of Science

Educators Adults Members Home Daily Schedule Trip Planner Contact Search

VISITOR INFO EXHIBITS & SHOWS EVENTS & ACTIVITIES TOPICS SUPPORT MOS BUY TICKETS

EVENTS & ACTIVITIES

- Podcasts
- Videcasts
- Lectures
- Special Programs
- Forum
- Virtual Exhibits
- Collaborations
- Courses for Children and Adults
- Lyman Library
- Social Events
- Traveling Programs
- Camp-ins

PODCASTS

Through **weekly interviews** with guest researchers and our own knowledgeable staff, the Museum's podcasts offer an in-depth look at the latest in science and technology.

SILICON CHIP RECOVERY [THE GREAT AMERICAN SMOKEOUT (PODCAST)]

November 16, 2007

Discover how IBM is saving valuable silicon chips that were once thrown out, saving money in the process. We'll also hear from Dr. Howard Koh, associate dean at the Harvard School of Public Health, about the Great American Smokeout held on November 15. [\(RSS\)](#)

MOS | PAGE TOP

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The PARTNER maker

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Weekly Insight

November 16, 2007

- Of Facebook and Tu Tu's: The Privacy Myth
- Google's Wireless Plans
- IBM Declares Advertising Dead
- Jimmy Whales, Info-Filters & Re-Defining Search
- Exploring Vendor Relationship Management & "Relationships"

Download the Show

Talk Back About This Week's Show
Email: talkback@thepartnermaker.com
Phone: 641-985-5999 dial x20937#

Receive email alerts on new programs.
Email address:

Username:
Password:

As a leading affiliate program management company, LinkProfits is expected to perform -- recruit and manage affiliates faster, smarter, better. For the past year, The Partner Maker's innovative approach to contact management help us accomplish just that.

Jim Gribble
Managing Director
Direct Marketing Dynamics, Inc.
LinkProfits

Archives

- November 16, 2007: Of Facebook and Tu Tu's: The Privacy Myth
- November 9, 2007: It's a Social World: OpenSocial, Facebook
- October 26, 2007: Pagerank: Google Missing Social Media Boat?
- October 19, 2007: Is Conversational Marketing Bullshit?
- October 12, 2007: Are affiliate networks useful, relevant, viable?
- October 5, 2007: Nobody is Safe from the



Before You Begin – Decisions

Radio or entertainment site?

The screenshot shows the desi hits! website interface. At the top, there is a navigation bar with the site logo, a 'New!' badge for the iTunes Store, and links for 'ABOUT | CONTACT' and 'MEMBER LOGIN'. Below the navigation bar is a menu with options: 'HOME', 'SUBSCRIBE', 'ARTISTS', 'FREE RADIO', 'GIG GUIDE', 'PODCASTS', and '*FREE DOWNLOADS*'. A 'LOGIN' button is also present. The main content area features several sections: 'Urban Desi', 'Bollywood', 'Bhangra', 'The Block', 'World Music', and 'Your Shows'. A prominent 'Exclusive Video Show! - Desi Hits 50 Cent!' is featured, with a play button and a link to watch the full video. Below this is a 'Featured Radio Shows' section with a list of shows: 'Arun and P Show 64 (JAY SEAN SPECIAL)', 'Bollywood Bar Stewards 7 (One Two Three)', 'DJ Pup Dawg Show 13 (Guest Rick Ross)', 'Brown Boy Show 9 (UK AMA)', 'SouthSide Show 18 (Terry Mardi Takeover)', and 'Sensasian Show 4 (DJ Sachy)'. On the right side, there is a search bar with a 'Search Desi Hits' button and a 'VIEW RESULTS' button. Below the search bar is a 'SEARCH' section with a magnifying glass icon and a 'FREE DOWNLOADS' banner.



Before You Begin – Decisions

- Name of your show
 - Tip: Make sure the show name is not already in use.
 - Tip: Names are not as easy to check as domain names.
 - Tip: Changing the name is difficult once you have an audience.
- Distinguish between show name and episode names
 - Tip: Each episode will need its own Title and Description.
 - Tip: Carefully write your Titles and Description for your show and episode before you launch.
- To transcribe or just abstract the show contents



Before You Begin – Preparations

- Develop a keyword list for the show and determine how you will brand it – by the host, the show name or. . .
- Write the audio tag information carefully in advance.
- Get album art ready – even for non-musical shows.
- Review iTunes categories to look for the right fit.
- Be prepared to edit the audio tags yourself for each episode
 - Tip: Download and test tag editors.
- Build your infrastructure in advance of creating the audio so that you can rapidly mount your show.

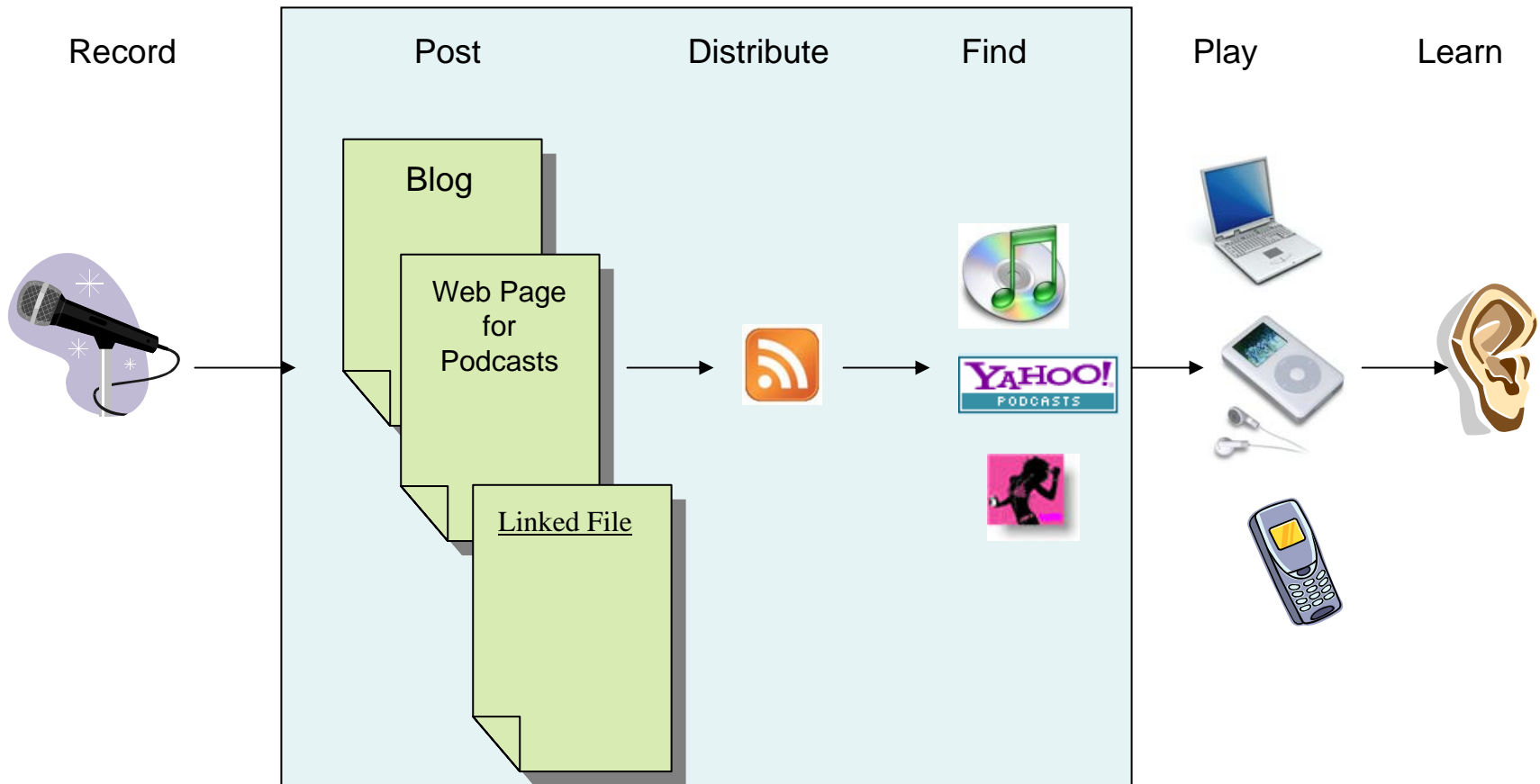


**Now for the
blocking and
tackling!**





Getting from 'ere to ear





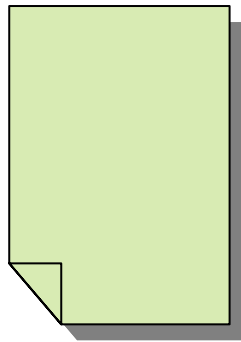
Podcast Search Optimization – 4 Steps

Step # 1



Optimize
ID3 Tags

Step # 2



Web Page

Step # 3

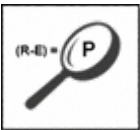


Create/Validate
Feeds

Step # 4

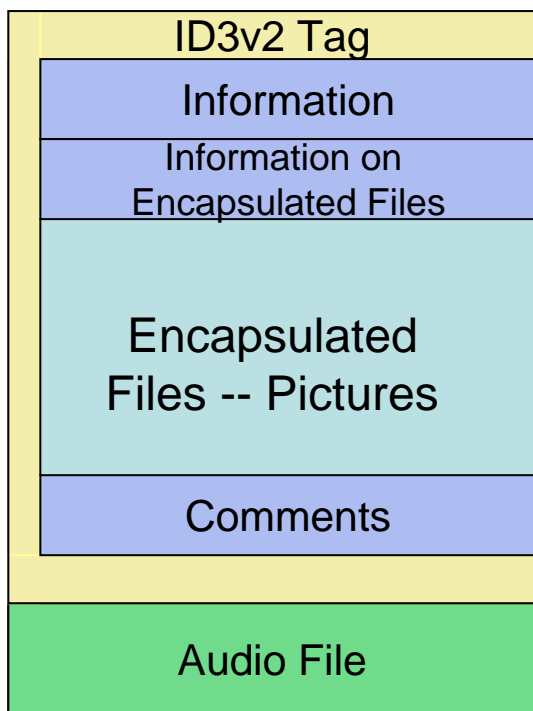


Submit/Monitor
Distribution



Step 1: Optimize Your Sound – The ID3 Tags

Anatomy of an ID3v2 Tag



- ID3 = Metadata for MP3, 4,WMA, AAC or Ogg Vorbis audio files
- ID3v1 = Appended to the end of the audio file
- ID3v2 = Appended to the start of the audio file, highly flexible format
- Maximum tag size is 256 megabytes and maximum frame size is 16 megabytes.
- 39 pre-defined frames including – copyright, content type, dates, and content information, and space for files such as pictures.
- Can also carry lyrics and complete transcriptions of text
- Look up tables for locating information in the file
- Comment frame is user-defined
- ID3v2 editors abound – originally designed to assist users in cataloging and organizing music collections.
- All of the data in the ID3 tag is able to be parsed.

<http://www.id3.org/>



Step 1: Optimize Your Sound – The ID3 Tags

The Essential Fields

- Title – Name of the show and date (mm/dd/yy) or an episode name
- Album – Name of your podcast
- Artist – Your name or the host
- Year – The year podcast is released
- Track – Episode number
- Genre – Podcast or Other
- Comments – URL, a transcript or abstract and who or how to contact for more information.



Step 1: Optimize Your Sound – The ID3 Tags

The Essential Fields

Edit ID3 Tags (for MP3 ex...)

Format:

- ID3v1 (more compatible)
- ID3v2 (more flexible)

Title:

Artist:

Album:

Track Number: Year:

Genre:

Comments:

Cancel OK

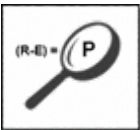
ID 3 Tags

Audacity

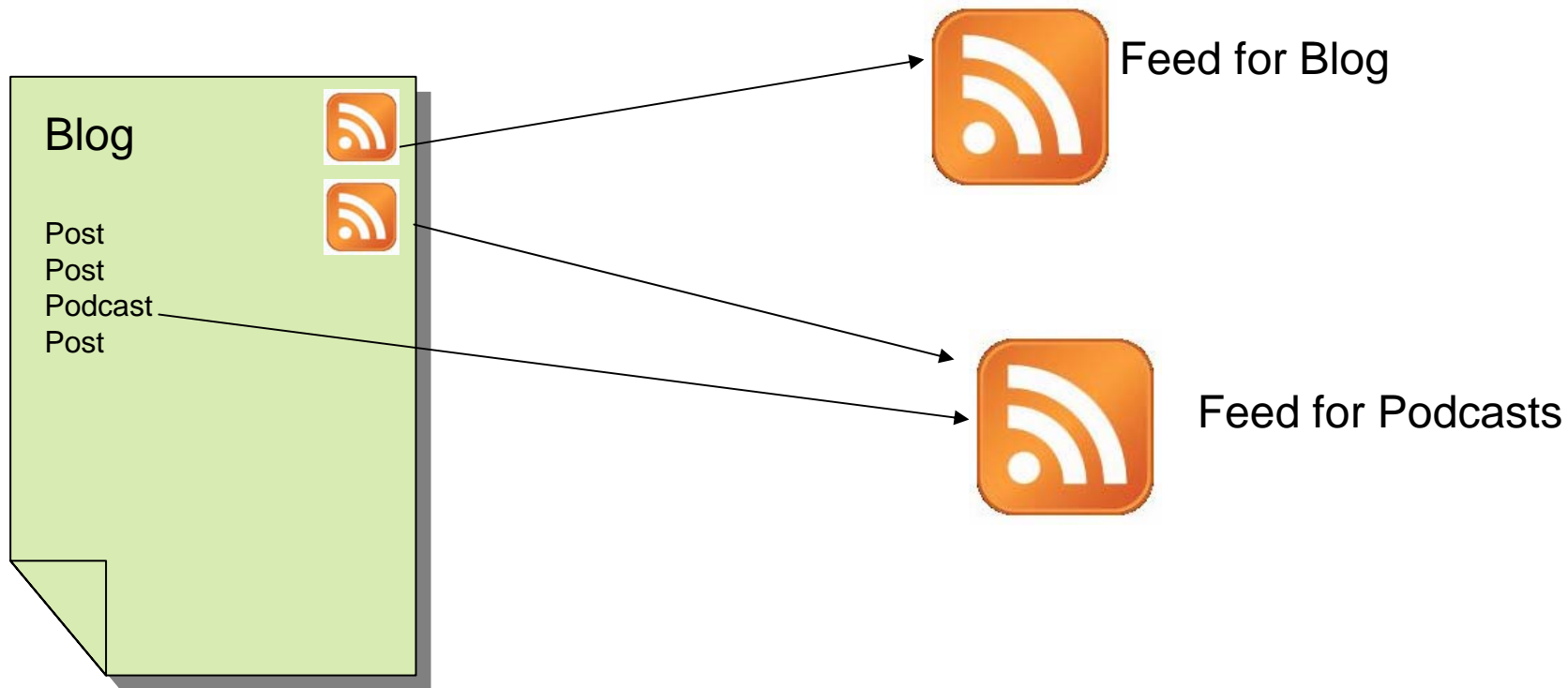


Step 1: Optimize Your Sound File – Optimize the File Name

- Make sure that you use a unique name
- Use an shortened name + date or episode number.
 - For example: pdmktg032707.mp3 could be the name for a show called *Podcast Marketing*, first released on March 27, 2007.
 - Or, pdmktg03.mp3 could be the file name for the third episode of the show
- This is important for users and for directories

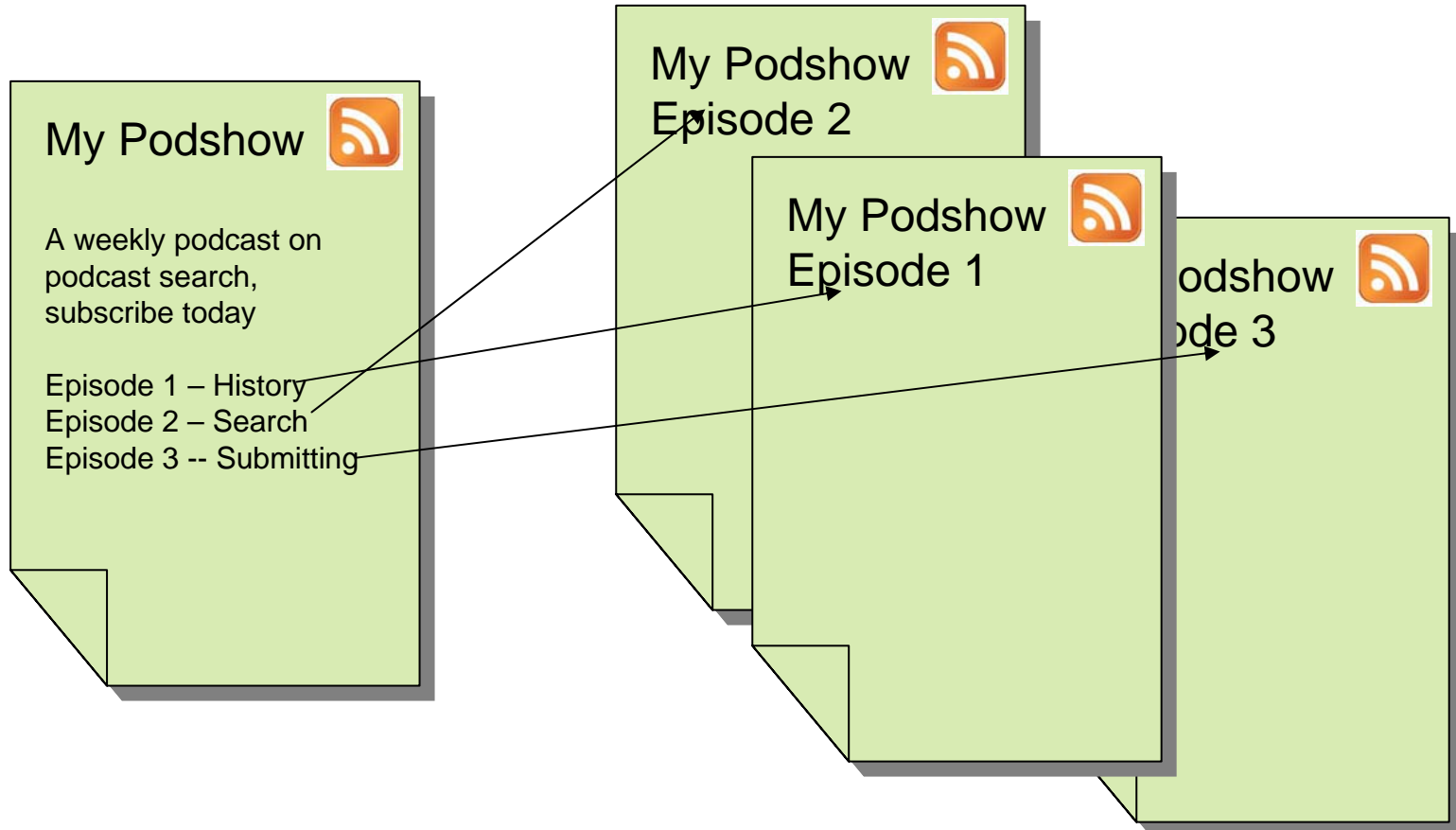


Step 2: Optimize Your Web Pages





Step 2: Optimize Your Web Pages





Step 2: Optimize Your Landing Pages

- Use a separate landing page for audio content to limit possibility of broken links
- Have a page for the podshow with links to it for the episodes.
- Provide information on the show's schedule to attract subscribers and how to subscribe.
- Create a separate page for each episode.
- Optimize the landing page for the show.



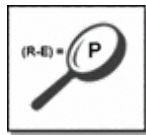
Step 2: Optimize Your Landing Pages

- Provide subscription information on every landing page
- Include a player for those who want to listen online
- Include with the player the length and size of each audio file
- Include an abstract or a transcription of each episode
- Use multiple feeds if you provide multiple formats
- Optimize – SEO “scrub and rub” every page



5 Tactics to Promote Online Audio Beyond Search Engines

1. Use the power of the content – interviews and topical subjects draw listeners.
2. Use PR and word-of-mouth techniques. Embed links to audio in online press releases distributed by newswires.
3. Use marketing communications to drive listeners. Make URL/name memorable and easy to spell.
4. Feature links on your website to boost awareness of your podcast.
5. Provide widgets for letting users embed your audio in their site or Facebook page.



5 Tips for SEO Success for Your Audio

1. Develop a long range strategy for how audio fits with marketing and search efforts
2. Optimize all audio files
3. Build and SEO landing pages for
 - Your show
 - Each episode
4. Build accurate, effective RSS files
5. Submit and promote broadly to grow your audience those multiple marketing channels



Thank You

Contact: Amanda G. Watlington, Ph.D., A.P.R.
Email: amanda@searchingforprofit.com

