Hello everyone. This is Tom Fox and of all the presentations over the next few days, I have to say I'm looking forward to this one as much as any. And the reason is twofold. Number one, we have a great speaker, Danielle de Cor. Even more importantly is her topic, which is entitled, her presentation is entitled, effective Way to Improve Show Notes for Discoverability.

The reason I'm so excited about her topic and her presentation is this is something I have struggled literally with for 10 years. I have gone from thousand word show notes to one paragraph, show notes, to bullet point, show notes, and probably everything in. So I'm really interested in how Danielle has found success.

Show notes. She is a podcast marketing coach and the host of the Thought Card, a four time grant funded award-winning affordable luxury travel and personal finance podcast. As the founder of w c Podcasters, that's women of color, Danielle is passionate about supporting podcasters to expand their podcasting skills and grow their income.

So I am going to fall into that category of trying to expand my podcast skills and without any further comments from me, Danielle, I'm gonna turn it over to you. Yes. Let's go ahead and get started. I'm officially sharing my screen now and I hope everyone can see it. So we have a lot to talk about and I know when a lot of us hear.

The term SEO or show notes or optimization, our eyes gloss over and we're like, Ugh. I think I'll think about that another time. However, I found that show notes and learning about search engine optimization, AKA SEO, has been one of the leading factors that has led to my success as a podcaster and being able.

We discovered and found every single day of the year without necessarily promoting on social media. So I'm really not a big fan of social media promotion in terms of podcast because a lot of times it's your. Current audience that's actually getting these episodes. However, with show notes, with SEO optimization, what you're doing is now you are serving up your content and getting found through Google and other search engines for free.

So that's a little bit of a. Primer and why show notes are so important. But officially welcome to today's presentation. All about effective ways to improve your show notes for discoverability. I hope you have some piece of paper ready to take down some notes and also some water or a drink to hydrate cuz we're gonna be buckling down and talking a lot about various different things.

So what we're gonna be talking about specifically today. The most common mistakes to avoid. In your show notes, we're gonna talk about things to include, but also things to stay away from. We're also gonna talk about how to optimize and improve your show notes for search. And lastly, how to streamline your creation process.

A lot of times there's this myth out there that's like SEO is counter. Counterproductive to our creativity, and I'm really interested in finding ways that we can still be creative, we can still be ourselves, but also use that SCL strategy for all that search traffic and the search juice. Now you are probably here for one of three reasons, and I want, in the chat, I want you to let us know which of these three reasons makes more sense to you and why you are here in this session in particular, are you here because you want to increase your visibility and through your podcast, drive business, drive sales?

So in the chat, and number one, if that's you, are you here because you want to promote your podcast more effectively? You wanna. Really focus in on the things that are working and leave the things that are not working on, on the wayside if that's, you put a number two in the chat. And lastly, you may be here because you wanna leverage organic traffic, like Google and other search engines to drive business, drive visibility and just get a little smarter with that strategy and that approach, if that's you.

Three. And if you're all three, type four in the chat because at the end of the day we're gonna cover all these things. And again, SEO and improving your show notes are gonna do all these things for you and your business. A little bit about me. My name is Danielle Deser Corbit. I'm a podcast marketing coach.

I truly love helping podcasters figure out creative ways to grow their show without being on social. And also make money. I love making money through sponsorship and affiliate income. But specifically for today, we're gonna be talking about how this can drive money for your business and sales for a business.

Also hosted a thought card podcast. If you love travel and you love building wealth and personal finance and financial independence, then this is the show for you and we are ready to move. Your SEO discoverability plan is going to be a three parter. We're gonna keep it very simple, but your first thing to think about is your key word research.

If you are, if you're creating a podcast for informational purposes, or to nurture your audience to eventually drive business and sales, maybe to get in front of your ideal clients, it's really important to be creating content that people are searching for because this is valuable content. This is what they are looking for.

So our goal is to actually create content that is useful for. So first question when it comes to your keyword research is what are people searching for? What are the exact terms people are typing into Google? That is our job. We wanna make sure we are understanding that we're knowing what they're searching for, and then we are gonna go ahead and create amazingly great content on our podcast, answering those exact.

Question. So we are the solution to their problems, their concerns, their fears, their challenges, whatever the case may be, are. Point of our show is to be the plug and for you to know how to be the plug. A lot of it is through this keyword research. What are people searching for online? And then lastly, in terms of the content creation piece is the show notes.

This is going to be a standalone post on your website that details what the episode is about. Provides tons of resources. And again, helps you get discovered through search engines. Your show notes has multiple pieces, but I want you to think about it at least in the beginning. Think about your episode titles.

You want your episode titles to be clear, including your keywords ands compelling, because at the end of the day when someone is looking at your podcast RSS feed and considering if they want to listen to your show, they're gonna ask them one question, what's in it? Why is this show worth my 20 minutes, my 30 minutes, my hour?

And our episode titles should hook them in and include our keywords. Again, our show notes are gonna be the full on I, it's abbreviated blog post, but it'll be a description and all the details about the episode, and then we'll eventually talk about transcripts as well. So that is your SEO discoverability Plan three parter.

Now let's talk. SEO tools. Cause a lot of people ask me, Danielle, what's your tool, your tech stack? And I wanted to give it to you so that you have you could move forward with this presentation and not be thinking about what tools are you using? Key search and there's a lot of other tools out there similar to Key Search, but I personally use Key Search to find those key terms that people are searching for.

I use it as a way to see what other people online have posted, what other articles or podcast episodes they even have, like a YouTube component. As well where you can even see what YouTube's doing and what keywords are being used in re in YouTube. So Key Search is a really great tool. Again, there are plenty of others, but this is my personal tech stack and what I use on a daily basis.

I also look at Google Trends and Pinterest trends to keep my ear to the ground in terms of what are people trending and searching for in the past couple of weeks or the past couple of months, for example, for me. Half personal finance podcaster, and a lot of people are talking about a recession, so I would be amiss if I did not create an episode about a recession.

So I look at Google Trends to see, okay, in addition to all the social listening we do on our social media platforms, but data analytics wise, what's trending, and Google Trends and Pinterest trends are great resources. Answer Socrates I love because answer, Socrates reverses engineers everything for you.

So pretty much you have your key term that you figured out and you type that into answer Socrates, and it'll spit out a bunch of questions that. People are typically associating with this key term. So a lot of times what I do is as I'm working through my script and my outline for my episode, I'll just pop my things in to answer Socrates to make sure I'm covering additional points that I have never even thought about.

So that's how I'm able to be creative and be my own person, but still use that strategy. So answer Socrates will help you reverse engineer figuring out. People are searching for in terms of the actual questions, like what questions do they have? Now, if you have a WordPress site, you can use a plugin like Yost seo.

A lot of people tend to use it for the red light, yellow light, green light mechanism that they have, which acts as a checklist for your seo, but also allows you to put meta description, this little blurb that you usually see in Google search queries. You could. Input that in, and it really allows you to fine tune your SEO and add keywords and add more descriptive blurbs.

So SEO is a really helpful plugin. I believe that even if you don't have WordPress, that they still have a web browser extension version, so you could search for that. So you could use your SEO tool, Ys SEO tool for. Website. Now, I mentioned very briefly transcripts. Transcripts are amazing and for me, they are so valuable not only for accessibility for your audience, but it's a play by play of what was said in your episode, and you can eventually repurpose that and we'll talk about some ways that you can repurpose your transcripts.

If you are gonna do transcripts, you really want to invest in a tool that. It covers a lot of the mistakes and issues that come with transcription, so you could use a tool like oter.ai. There's Temi, there's Rev, there's a bunch of other ones out there. So just figuring out what transcription tool that you're gonna use.

I use Hello Audio for my private podcast and within my private podcast. Hello Audio. I can actually generate transcripts and their transcripts are pretty great. So if you do Hello Audio, if you use Hello Audio, that's a little insider tip, just use their built in transcription tool cuz it's really, I really don't do as many edits as any other ones now in terms of keeping your transcripts concise.

A lot of people are like, do I really wanna have a gazillion words on this page? Do I really wanna link out to my transcripts to a PDF or something like that? I found that Fuse Box is a perfect solution. Fuse Box allows you to house your transcripts neatly. Within anywhere you want on your site. And it's said to have seo boosting qualities as well.

So I love that you can PDF things with fuse box and it's very simple. It's very pretty. I'm really big on pretty things as well. I found Fusebox to be a great solution. They have a free tier and a paid tier. With the free tier, you can get a lot of value for that. And then lastly, in terms of my tech stack is Google Analytics and Google Search Console.

So these are free tools that Google has created for us to be able to see how many people are visiting our websites. What's the bounce rate, what's the click through rate? Analytics and data, but Google Search Console in particular will let you know the key words that people are using to actually click on your posts on your website.

So this is super valuable, meaning that after we create our show notes, we could always go back into Google Search Console and say, okay. Is Google seeing what I'm thinking. If there's a mismatch, you could always review and edit, and it's just super helpful for post post debriefing after the episode is live.

So overall, this is my SEO tech stack and this will keep you organized and keep you just moving forward in the right direction as you work on your show. I've been throwing the word keywords a lot out there, and like I mentioned before, keywords are just the terms. It could be one word or multiple words, which is a long tail keyword that people use to type things in that they're searching for within the search engines.

Now, when you have a keyword, for example, like me, I'm half travel as a travel podcaster, let's say my key term. Cheap flights, for example. So that's something I'm really big into. So cheap flights. So this is all the places where I'd put my key term, cheap flights. So I definitely put that in the PostIt.

So making sure cheap flights is somewhere within the PostIt, which is also the episode title as well. These are the same two things. Also headers. So you're gonna break up your text in your show notes. With these headers, they're typically larger, they're typically bold, and these are called headers.

There's H two, and then there's usually H three heading three. That's a little bit smaller. That goes under H three. So these are technical terms, but you wanna make sure that your cheap flight's keyword is in those headers there. Very important. You also wanna include, Cheap flights keyword. In the first paragraph, what Google is trying to do is trying to figure out what your blog posts, your show notes is all about.

And we're trying to create breadcrumbs for Google and also for our listeners, of course, but you wanna start from top all the way to bottom where your keywords are sprinkled throughout. So in the. Absolutely. In the subheaders. Absolutely in the first paragraph. Yes. Sprinkled in throughout the blog post or the show notes that is gonna help you to get found and helps connect the pieces for Google.

Also meta description. If you use a tool like seo just seo, what it does is that it creates a meta description place for you where you can actually go in and modify and edit what Google sees. In the backend and when folks are doing search queries. So you would again, use your cheap flight's keyword in that meta description.

And then lastly, you wanna include your keyword in the url, meaning www.my podcast.com/cheap flights. Okay, that's the url. You wanna make sure your keyword is in the URL again at the end of. I mentioned before, we're just creating breadcrumbs so that Google can just follow all these little bits of pieces so that Google knows what this episode is all about.

And of course, it's helpful for our audience as well. Okay, I see lots of chatting happening in the chat. We will definitely get to questions very soon. So I'm looking forward to answering as many questions as you have. All right, so let's talk about the mistakes. We broke down the fundamentals and things for you to know, but these are the most common mistakes that I've seen happening across the board when it comes to podcast show notes.

Do. Embed the podcast player in the first paragraph because Google is looking for what is this episode about? And if you have Giber Jabber, html text in the first paragraph, you missed. A great opportunity to leave those breadcrumbs for these search engine robots. So your first paragraph should be an introduction.

It should be explaining to folks what this episode is about, the embedable player. We could put that later, and we'll talk about that. You should also be linking. To the specific podcast players. So each episode, hopefully you'll be having things like, listen to this episode, an Apple podcast, Spotify, Stitcher.

Tune in all the places. A couple places, right? Do not link to just your Apple Podcast profile. Do not link to your Spotify profile because your listeners do not have the time or the capacity to go through your hundreds of episodes to find the one that you are specifically talking about in this episode.

So what we're gonna do instead is that we're gonna dig up those links to that specific episode within the podcast player and link it for them. Our job is to make it very easy, not only for our folks to discover our show, but also for folks to listen to our show. So do not include a generic Apple Podcast link to your general profile.

You wanna link to that specific episode, and typically I link a couple places. Apple Podcasts, Spotify, Stitcher, Google Podcast, and then Pod Link. That's a bonus tip. Pod link allows you to create a universal link for your. So people in any platform, most platforms can find you. So I like to have pod link at the end.

So that's something I see. Do not do that. We wanna make it very easy for them. Point your listeners in the right direction. If you are missing your keywords, like our pretend Cheap flights keyword in the title, you're missing the mark. You're missing the mark completely. So including those keywords in your episode titles in the blog post show notes, title is critical.

Also a lot of people have URLs that are like episode 1 51 and like I mentioned previously in the previous slide, That's not really, it's helpful. It is helpful to let people know Hey, head over to my podcast.com/episode 55. It's easy, but you're missing the mark when it comes to your seo, which is why I say instead, include your key terms, your keywords in your url.

So that's something that you have to make an executive decision. Do you wanna be simple or do you wanna optimize for search? If you're optimizing for search, skip the episode numbers and just go. To the keywords. So the last thing I wanted to also mention, something to avoid is rushing your show notes and making it super brief.

Be like, oh, I just gotta get this episode out. No, the show notes are such an important part of your production process and your discoverability process, so take your time and also go beyond Brev. We're not saying to fluff your show notes, but be as detailed as possible. Okay? Now let's talk about your show notes essentials.

This is gonna be your checklist of sorts, so feel free to take a screenshot. I'll smile real quick. Take a screenshot and also save this for your records. Here are the things that are important, and as you can

see, there are quite a few things that we're gonna talk about. So your introduction is gonna be simply like what this episode is about.

It may have a cliff hanger question. It may rope folks in, entice them in. It should absolutely have your keyword term. Then you can have your embeddable podcast player, cuz you did your first paragraph. It's all good. Now you wanna embed the podcast player from your podcast hosting site. And then underneath that I like to also include, you can also listen here because what's the likeliness that someone's gonna listen to your 30 minute episode on your.

Very unlikely, but they will click over to the podcast players. So we'll have a few, maybe five podcast player links to that specific episode right then and there for them. Then you can move on and cover topics, discuss. I like to bullet point this out, make a bullet point list, and this is really helpful because.

Pretty much created your outline for your episode. You could literally repurpose that, outline all those questions that you had from like your keyword research. Pop them right over here onto your topics, discuss section. I really love Andrea Jones from Savvy Social Podcast. She has this section with memorable quotes.

I love this. Yes, I just wanna have five memorable quotes, like the really quick snippets. So now I've incorporated memorable quotes into my show notes. And this elongates your show notes a little bit if you have sponsors for your show. Piece of the place that you can actually showcase them and brag about them, shout them out.

So have a section for your sponsors and show them some love, include their links, yada, yada, yada. If you re, if you mention any resources throughout the episode, please do not forget to add them. Your folks are looking at your show notes or going back to be like, what did Danielle say again? So include links to any resources, books, courses, other blog posts, other podcast episodes.

These are all relevant things that you mentioned, and you promised them that it will be there. So make sure you add those in. If you have any guests on your show, include a section for them. Maybe include their photo. Another photo of them include where they, you can connect with them, any of their resources, their social handles handles also their bio.

So this is an entire section. Honoring your guest transcripts. Like I mentioned, we could use a tool like Fuse Box to have all of our transcripts neatly into a nice little box, which is super helpful. And then if you have time timestamps, I really like tamp timestamps because it just allows my folks to just laser in on a particular time and topic that we have at hand.

And I typically attach the timestamps to. Episode topics discussed section. So I all the bullet points have timestamps on it. It's like on YouTube. I don't know if you, on YouTube, if your YouTubers have like timestamps, you can just click on to like skip to the only things that you wanna listen to.

So I found this to be thinking of my listeners. It's not necessarily gonna help you with SEO or anything, but it just may improve your listener experience by, by having timestamp. And then something I think a novel Podcasters Forget is linking to other relevant episodes in your archive. Our goal with our podcast website is to be super sticky.

They come in through the front door, and then they're in the living room, and then they're in the balcony, and then they're in the patio and it's. Episode after episode. So to do that, you wanna make sure you're linking multiple relevant episodes within your show notes, which is also good seo, internal linking practice.

And then lastly, what you could also add is an opt-in box to. Join your newsletter, right? So you could keep in touch with them, reach out to them introduce them to your business, make sales, all of that good stuff. So overall, this would be your show notes, essentials check list. But there's potentially more things that you can do if you have the time.

I would say embedding YouTube videos, even if it's just a static image like I host with Lipson and Lipson automatically creates YouTube videos from my podcast episode. And what I've been doing is going back and adding those YouTube videos. In my show notes, and let me tell you that simple, like one minute task has been increasing my views on YouTube, which is introducing more people to my show.

Again, YouTube is part of Google, the biggest search engine on the planet. So using their products hand in your show notes just makes sense. So I would say just embed your YouTube videos in. Also Pinterest. Pinterest is another incredible search engine discovery tool, visual search engine discovery tool.

So if you have the time and the capacity and you wanna build your presence on Pinterest and get traffic through there, create two to three pins per episode. That can be a great use of your time. Don't forget to add photos. So your show notes don't have to be a wall of text. You can break it up with the videos, break it up with photos as well.

If you don't have your own photos, you could use resources like on Splash or Pixels, and there's so many other ones where you can embed stock photos into your show notes and just offer multimedia, like just offer something different. And also YouTube videos. And also your photos just stop the scroll for a bit.

Like they may actually click on it and watch the video or just oh, I didn't, this is beautiful to see. Especially for me as a travel podcaster, when I can, I always try to embed photos into my show notes just to add a little piza. And then another thing that you can do is use click to tweet if.

Active on Twitter or you want to have folks promote your show on Twitter, you can create these little blurbs on behalf of your website and they just click it and it'll just have all your blurb and you're linked to your show notes right there, all done for you. And it's a free resource. I think they have a free resource.

These are some other ways that you can improve your show notes and just go a bit further. Last but not least, a lot of people ask the question how long should my show notes be? So Google is has said on the record that they don't have. They don't have an optimal, ideal length for blog posts that they serve up in their search engines.

However, like I mentioned, just don't be super brief. Like I think anything above 500, it's like you're starting to be. More competitive. And you're hopefully gonna be ranking closer and closer to the first page in Google. So my rule of thumb is anything above 500 and with all the sections we talked about, I think you could easily hit that with all those little bits and pieces for optimizing your show notes.

Okay. I'm really big on repurposing, so you. Let's say an hour, or maybe you farmed it out to a team member who can spend the hour and work on your show notes. How can we get the most mileage from our show notes? So you can repurpose your show notes to newsletter broadcast that goes out to your newsletter.

Take bits and pieces and.

I think we might have a little bit of a screen freezing from the host. We'll try to get her back really quickly.

See, I think we're. Okay. There we go. I think we're still good. Okay, perfect. I was like, oh, no, I heard recording stopped. Perfect. So I think we have 10 more minutes or so. So we're gonna head into questions, but before I leave you, I think it's important for us to have a to-do list, right? Like I just.

Spent half an hour talking about all these things to consider, but what's the actionable next step? Next step is for you to review my site thought card.com and check out my podcast episode, show notes to get a visual representation about all the things that I'm talking about. And also check out Andrea Jones website@online.com to see how she does it.

So these are two good examples in terms of real life, like what people are really doing right now. And that could give you just a good visual. I want you to next make a list of your. Top 10 most downloaded episodes, and we are going to now optimize those. If you have had already connected Google Search console and analytics to your website, I want you to go into Google Search Console and just start digging and seeing what key terms are popping up for your existing.

Blog post, if you do not have Google Search Console connected yet, that is a task for you to do. It's very helpful, and again, it's a free Google resource. I want you now next to create your own show notes checklist I provided with you with lots of ideas, but. Every show is different, and every show may have something that they wanna highlight that's different from the other one.

So make sure you create your own social media checklist and whoever is working on your podcast will have this. And it will now become a standard practice that every episode will have these 5, 6, 7, 10 items. On there. And then lastly, go back to those top five and just go through and work on the things that we talked about and that will start to improve your show notes.

Last but not least, what I would also suggest is AB testing. So I would say take a look at the episode today, when it wasn't optimized, and how many downloads is it getting, and then optimize it and see, okay, how many episodes is it getting a month later? If it is getting more episodes a month later, you owe me lunch.

Okay. I'm kidding. That's it. I'm just kidding. But last but not least, I just wanted to really quickly share with you my show notes workflow process. So you could see in real time what I do for my show. I brainstorm my episode topic. This is me. I want, I wanna have creative control. I wanna be like, I wanna create this episode.

Cool. I go ahead and do my keyword research using key search and Google Trends and all of those other things. I then outline the episode. I continue to do my keyword research. I create my show notes. I then review my keywords once the show notes, and. Episode is published to see, what am I missing? Did Google see something else that I did not see?

That's usually between four to six weeks after, and then I edit the show notes. Sometimes I don't need to edit the show notes, but it's always good to just take a audit and take a step back and say, is there anything I can do to just tweak it a little? Bit. So my name again is Danielle Deser. Feel free to connect with me over at the thought card on Twitter and at the Danielle de on Instagram.

I, again, I'm also a podcast marketing coach, so if all of this still seems overwhelming and you need support, would love to work with you. And I am ready for questions. S Oh, I'm glad because we've got a pile of. Let's go and sorry about that recording blip. I got bumped off my internet really briefly, but we're back in all as well and I would like to just first say thank you.

This was amazing and I am extremely angry with you because of the amount of time I'm gonna have to spend in the future, going back and fixing all of my blog posts based on this amazing new information. It's gonna be so worthwhile. But oh boy, do I ever have to go make some changes? Yeah, this was awesome.

So questions that we've got, we'll start with kind of some of the most recent topics, then we'll go back in time a little bit. And Alexandra is wondering if someone has not done this for a while, which is a situation I will also find myself in. Yes. But then goes back to edit all of their blog posts to optimize the old ones.

How long should they wait to see if there are results with Google or if they need to do any further changes? What's a good kind of time scale from your initial effort to seeing results to making. I would say anywhere from three to four weeks that has given Google enough time to crawl your new post or your updated post.

So three to four weeks will be a good amount of time to, to see what's going on there. Perfect. And what about. Question from Allister. Here is some po Some people merge their show notes and blog posts and just have one page for each kind of topic or idea. Separate them. Do you recommend having it all in one or having a blog post and a show notes page?

Both. I think for most of us, we're super busy and short on time, so I would say do your show notes page and then if you have the capacity and the bandwidth and the team members to actually create a dedicated blog post, I would say go for it. But to tweak the angle a little bit, so you don't wanna have two identical, like super identical blog posts or assets.

So you'll have the episode and then maybe for example, let's say the episode is all about like how to find cheap flights in Europe. Specifically in Europe, then my angle could be particularly like how to find cheap flights generally and using some of the Europe, post Europe episode to like actually feed that content.

So I would say yes, but just switch the angle a little bit so it's complimentary and you could link back those two pieces of content. I love that and I love those recommendations especially for answer Socrates. So how did that work again? So you can type in a keyword Yes. And it'll tell you questions.

Yes. So you type in a keyword, it doesn't even have to be a question. Just type in like the words that are relevant that you're thinking about creating content for. and then it will create actual questions for you. So I can stop sharing real quick and then I can actually run through Socrates real quick.

Cool. So you can get a visual. So let's do that really quickly. Okay, perfect. Let's do that here. So cheap flights for example, cause that's mine. Okay. Awesome. All right, so here's a visual for answer Socrates. Perfect. So can you see my. We see cheap flights and answer Socrates. Oh, perfect. So in answer, Socrates, you just type in the topic.

Cheap flights, you can even drill down by country and language. You can download this as a CSV file, so you can do a lot of stuff, but it gives you just a bunch of questions. 102 questions to be exact. So our cheap flight's safe, our cheap flight's worth it. Our cheap flight's last minute, our flight's cheap last minute, our.

Cheap today. Can I get cheap flights now? How to book cheap flights, cheapest flights to Europe. So there's just all these variations. And typically what I like to do is just fluff up my episode content, right? So I wanna create episode and the. Things that I'm passionate about, but then I come here and I just say, did I miss anything?

Is there a question that people have that I maybe have glossed over or do I wanna even create another episode that sits besides this one? So this is just great for idea generation and yeah, it's just a really cool resource that helps you just deconstruct and see what people are actually searching.

This is amazing. And so now none of us ever have the excuse of, what do I podcast about ever again? . . Now we have this ever again. Yes. Yes. Perfect. So I had a couple of questions about the linking to the podcasters from show notes. And so you mentioned Pod Link and I love Pod Link as a tool. Do you think it's important to link to all of the different podcasters that like the most popular ones or can you just link to a.

Podcast episode sharing page like Pod Link, or perhaps like the Buzz Sprout or your host link. How important is it to include multiple options to the specific episode in the podcast catchers? I would say that it's important because this is where they're probably listening to episodes the most. I would say if you wanna be analytical and be like, what's the data?

Say, go into your podcast hosting platform, which should tell you the most popular players. So if you know your popular player by 70% is Apple Podcasts, don't hide the link for these folks. Just put it on your show notes. It takes literally a second to do. So I would say go to your podcast hosting. See what the most popular ones are.

Add those links there. And then I like adding pod link at the end because it's universal, right? I typically don't link out to my hosting platform page because who's gonna have the time, who's gonna actually go into that page and listen to it on the website? Probably not. So I just link out to those.

Again, it's about meeting your folks where they're at. If they're on Apple Podcast, just serve it to them, also serve on your website, but just give them the links that they can go off and follow and subscribe. Perfect. And last one, maybe before a final slide review is just for Pinterest specifically, does it need special graphics just for itself, or can you repurpose maybe graphics that you've made for other platform?

So Pinterest, there is some specificity there. They have the dimensions that you have to have. It's usually a long pin. So I would say create custom graphics for Pinterest, but there are plenty of templates out there just to give you inspiration if you're like me and literally don't have the capacity to create things.

So yes, Pinterest is very specific, so I would just recommend following what their guidelines. Perfect. Do you have any other final thoughts or things you'd like to share? Maybe we can get your how to contact you Slide back up there for the last minute or two. Yes. I also wanted to say that I create a biweekly show because I'm very intentional in terms of the show notes production.

Like of course I could create a weekly show, but for me it. On social, if I get sick, I don't have to worry about, oh, did my episode, did people see it? People are going to see it. So I decided to take a step back and say, I'm gonna do biweekly episodes, not only to create great content, but to also make sure my website reflects all this incredible great content that I've worked really hard for.

I love that. Really, taking the time to. Show the respect to your own work. I love that idea to, to sign off. And Danielle, thank you so much. This has been amazing. I learned a lot. I've got, a page of notes that I'm gonna start applying for us and not just our own show, but our client shows.

Thank you so much. Everyone. Do get in touch. Danielle is the expert here and this has been f. Welcome. Yes. Thank you so much and happy podcasting everyone. Thank you so much. Perfect. Now is the lunch break in the conference. We are gonna be back at 1:00 PM with DJ Durante on how to make your podcast and other content accessible.

So we will see you there at 1:00 PM Eastern. Danielle, thank you again. And yet this will be up in the recordings area by tomorrow or the next day at the latest. So take care everybody. See you.