



PODCAST POWER

September, 2018

GOOGLE is majorly investing in PODCASTING. What does this mean?

Not only did Google just release their own android app solely for listening to podcasts, but they are integrating podcasts into the results of search engine queries. This is HUGE for the way we as a society will interact with podcasts moving forward. Google is supporting the fact that podcasts are an important place to find any and all information you may be seeking.

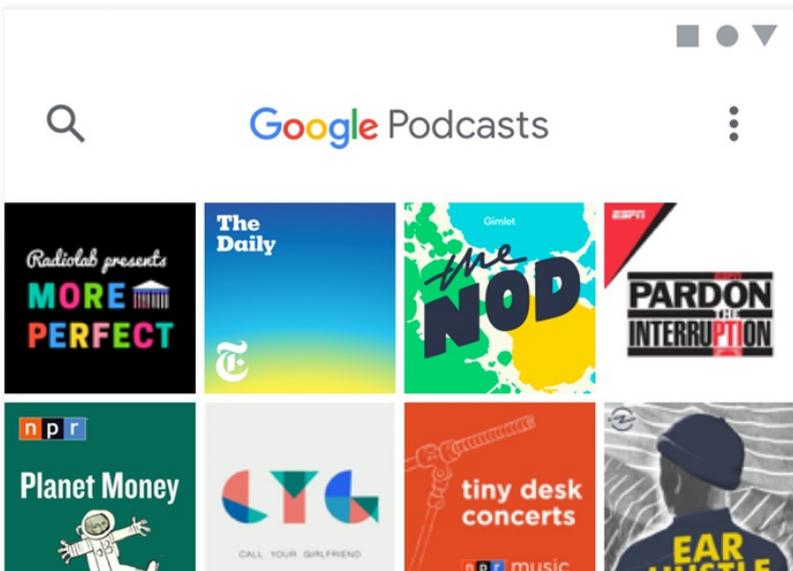


Podcasts are no longer that cool thing your millennial next-door neighbor can't stop talking about. They are a viable information source. They are becoming synonymous with the brands they represent.

A Marketing Dream!

Think about it. From a marketing standpoint, a podcast is an opportunistic dream. You get to talk about YOUR business as much as you want! What's even more significant, is that **Google is making a concerted effort to drive listeners to podcasts.** By adding them to search engine results, Google is saying "you will find the information you seek, in a podcast."

Leading your own show gives you the chance to explore new topics, share ideas, market your events, foster community, and more!



Technology and the future

Audio SEO

In the future, Google will be able to "listen" to every podcast that is published. It will convert all spoken content into searchable text. This means not just the title or the show descriptions, but the spoken content of the entire episode will be searchable, the way it works now for text in articles. Podcast SEO will get a whole lot more effective!

Scrubbing

We already have this tech for videos, where you can "scrub" forward by hovering the cursor over a different area of the video and be shown a preview picture of the content that matches that timestamp. In the future, it is the hope that Google will be able to provide the same sort of scrubbing feature for the audio only content of podcasts.

The bottom line here is that podcasts aren't going anywhere except up! People used to ask "does your business have a website?" Pretty soon they'll be asking "do you have a podcast?"



New Customer Spotlight!

Welcome to our newest podcast customers.

- Social Policy Research Associates, CA
- South Central Workforce Development Council, WA

Happy Podcasting Anniversary!

Congrats to our customers celebrating podcasting anniversaries this month!

Happy 2 year anniversary to Philadelphia Works, PA!



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