

AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

Using SEO to Scale and Grow Your Podcast

DESCRIPTION:

The unique combo of show notes, topic selection, and guest selection have helped grow my show exponentially. In this session, I'll share the key SEO strategies I used to grow my show to 100K downloads even before I hit 80 episodes.

Takeaways:

- Steps hosts can take to get more traffic to their show using SEO.
- How SEO can help increase downloads and monetize your show without sponsors.
- How guest and topic selection can grow your show faster.
- Creating show notes that Google loves, and get ranked faster.



FACILITATOR:

Akilah Thompkins is an SEO Strategist, author, speaker, and tech founder, who has worked in IT for 17 years. For the last 6 years, she has been helping online businesses to stand out and get found online using SEO and content marketing strategies. A long-time IT professional, author of "My SEO Workbook", founder of Girl Get Visible, and the host of the Girl Get Visible Podcast, she observes "it's not important how new or groundbreaking the tech is, but what's important is how we take advantage of it."

After quickly growing her site's traffic to over 6,000 monthly website visits in the first 6 months and continuing to grow over the years to over 25,000 visits a month, she discovered businesses need more than just a pretty website--they need online marketing, branding, and help to get traffic to convert sales. Akilah branched out to help 100s of entrepreneurs get their sites to grow their traffic and business too. In 2020, Akilah took a step toward combining her love of tech and marketing and created her first software as a service company, My SEO Writer; a software tool designed to help entrepreneurs tackle the tasks needed to improve their SEO. Her company, Girl Get Visible, helps women-led businesses make a big impact on online results. Since its inception, Akilah's businesses have expanded to a blog, podcast, and membership program and have helped 1000s of entrepreneurs to grow their online footprint.

Akilah has been named one of the 25 Best Marketing Influencers You Should Follow in 2018, one of the Top E-Commerce Marketing Podcasts, nominated for the 2015 Online Retailers Award, as well as a host of other awards and features.

Akilah is also a loving and devoted wife, mother, and member of Zeta Phi Beta Sorority, Inc. where she has served on the national branding team as the Digital Director.

Akilah believes everyone should be someone's #1 in the search engine.

LOGISTICS:

Date/Time: Saturday, November 13th: 11:05 AM - 12:00 PM

Format: Workshop and Q&A

