

# AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

## Grow your Podcast with SEO

### DESCRIPTION:

Think SEO is just for bloggers? Think again; SEO can help drive traffic to any content online, including podcasts. In fact, podcasters have a unique advantage to use SEO to help their show in Google and the podcast apps. This session will share all of the ways SEO can help you grow and give you actionable steps you can take immediately to get your show found in more search results. The session will also answer all of your questions about keywords, backlinks, algorithms, and the other SEO buzzwords we hear about.

- What is SEO
- How SEO can help podcasters
- How to maximize the traffic your show can get from the search engines
- How recent google updates and changes will impact you



## **FACILITATOR:**

**Akilah Thompkins-Robinson** is an SEO strategist, tech founder, author, and speaker, who has worked in IT for 17 years and for the last 6 years, has been helping online businesses to stand out and get found online using SEO and search marketing strategies.

Founder of SEO Assist, Girl Get Visible.com and the award-winning Girl Get Visible Podcast, Akilah works to help female entrepreneurs learn SEO and utilize visibility to grow their businesses.

Akilah is the author of My SEO Workbook. Akilah tours the country speaking about the importance of using your voice to become visible in your business and women embracing tech opportunities.

Akilah is also a loving and devoted wife, mother, and member of Zeta Phi Beta Sorority, Inc.

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

Girl Get Visible Podcast -This show talks about traffic, marketing, and business. The show is for Coaches, Course Creators, Retailers, and Service Providers who want to build a legacy, authority, and a brand people admire. Business owners who are ready to go from consumers to creators and build a business where their tribe can find them online. We talk about advanced topics like SEO, content marketing, business systems and even getting government contracts.

Girl Get Visible, we are a business consulting and training firm that offers tools like SEO Assist, training programs, and consulting to help business owners implement SEO and build their online presence.

