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## **All the Hats We Wear Podcast Ep. 78, Transcript**

### **“Save Yourself Time by Having Great SEO with Alex Collins, Digital Marketing Expert”**

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Welcome to the all the hats we wear podcast. This is the show that will teach you the entrepreneur, innovator, or visionary. The time management skills you need to be joyful, productive and fulfilled in all areas of your life. sound pretty good, right? I'm a host Scott Snow. I'm a productivity expert, life coach, speaker, and backgammon enthusiast. I welcome you. Today we have a great special guest. Alex Collins. alfonzo is a digital marketing expert. He helps his clients maximize their SEO, Search Engine Optimization, so they can achieve all of their business goals. His website, Collin, SEO, SEO Li n. SEO, and his YouTube channel of the same name, have many step by step valuable trainings that are short to help you grow your business and your brand. So basically, I got Alex on a zoom call, and pretty much asked him every question I could ever think of related to SEO and digital marketing. And he answered them all. Get out your notebook and enjoy this one. Alex, welcome to the show.

1:23

Thank you. Thank you for having me.

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Would you tell us about your business?

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Well, I work doing SEO as a freelance myself. And I started working in digital marketing agencies specialize in different parts of marketing like Facebook ads or Google ads. And I realized working in this agencies that I could do this by myself, it wasn't so hard because the opportunities is tremendous. You might see a lot of

data marketing people and all these things. And you might feel overwhelmed like there's no space for you but the opposite there's so many businesses that don't really know about this or they don't do anything so I started to realize that the most efficient my opinion the two marketing strategy from all the ones you have was SEO just the basis of SEO and everything and and I always liked also website design and all these things so yeah, I take care of a client if they have a website. I do the SEO one if you don't have a what if they don't have a website? I I make the website completely optimized and and then go on with the strategy. That's what I do.

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And you're in Spain.

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Yeah, I'm in Spain in Alicante. I don't know if you know it's under like a one hour to the south of Valencia. Nice. Nice, nice, nice warm part here. Yeah, I really like it.

2:46

Really, like we were talking before the interview, and we were talking how I went to Spain in my eighth grade. English class, we ended up going to Spain.

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So Madrid, right? You said,

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Yeah, Madrid and Torremolinos. And and then one day we went to Northern Africa, Morocco. Oh, yeah. 10 years.

3:04

Yeah, there is there is here in my, in my city. There's a big connection with Erasmus because it's a university. And you get Erasmus people a lot of from the US and other parts. And they they have this travels, they can travel really cheap. And they go to like morrocan all these I'm like, I wish I could do that. They they normally go to this port really far. And all the ports from Spain and all this is I would like to join them to

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are nice. Well, we met on Tick Tock. That's and then we got good talking there. And you know, my, this podcast, a lot of the listeners are entrepreneurs and small business owners, innovators in their own right. So I figured this would be great to have some, some help with some SEO and get some strategies there. Because you know, that can help save a lot of time for entrepreneurs when they wear all these different hats. One of them certainly is, you know, the social media part and the marketing part. So that's, I think you're really going to be helpful to us.

4:04

Yeah, definitely, definitely.

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What's the biggest mistake entrepreneurs and small business owners make with SEO?

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I think is many times they don't really understand the basics. But that's because many times many articles, videos and everything, they are really made to catch attention and catch like clickbait and all these things. And they make it in a way that it's like oh, just keywords, pages SEO number one, all these things. And I try the as best as I can in my videos not to do that. Although I've been told off sometimes. A few SEOs when a video especially in tik tok reaches a lot of people they told me Oh, oh, if you expand it like it's too easy, I'm like, but yeah, it's just not really understanding the basics and the basics are not hard. Once You understand the basics, it doesn't really mean that you can do it just because you need to really learn how to do it. But when you understand the basics, you can, firstly, as a business owner, know what help you can get, and how to hire the right person, that's for sure. And to manage expectations. Because the concept of SEO, you can explain, explain to someone who doesn't even know what a website is in five minutes, or what are ranking and all these things. But if you don't manage as a business owner expectations with SEO, how long it takes, what you have to do, what changes can be done and cannot be done and all these things, then yeah, you just might not have the best results. But it's definitely something The good thing about SEO is definitely something you can do a little bit of it, do a little bit of it. And it's just about always analytics is the graph going up more clicks, more impressions, and, and little by little, you know, you get more clients, definitely, from personal experience, I

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can definitely relate with, you know, trying something and then not giving it enough time, or not having enough belief that it's really gonna work. And then you just fizzle out of that, and then put your attention on something else. Now I'm going to focus on Instagram for a while, and then that doesn't do much. So

6:12

yeah, no, definitely, because there's so many, you need to have like a little bit of a 360 overview of marketing, not even due to marketing, just just marketing and understanding the concepts. And as a business owner, or with my clients, I always try to explain it as easy as possible, because they already have a job, they might even have five different jobs as a business owner, they need to take the kids here, or they need to do this depending on the business. So when you are like okay, marketing, digital marketing, I need to grow, I understand. And then you see all these videos, Instagram, these dad do this trick with a click, they handle everything. So it can definitely be overwhelming. If you're not, if not ready for it if you just go and like okay, what to do Tell me what to do I want to rank or I want 1 million impressions or views it's like,

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so with small businesses and entrepreneurs, we really have to be pretty clever about how we do it, because we're going against the big boys, right? And the big gals.

7:08

Yeah, yeah, definitely, definitely with SEO, that's why this is a part of SEO, you might have heard about it called the keyword research, which is basically finding what people search on try to create something for them with a strategy behind. And the good thing about SEO that I like is that people search so many things, so many different things, and in so many ways. And what Google is trying to do is to give the most relevant results, you do have an opportunity to rank even if you're a small business, but you either need a professional or you need to put that time that we're talking about on learning the basics of SEO. So as a business owner, my best advice, I did a video I think, for next week, I think saying don't focus on those really big keywords. If the keyword sounds short and very specific, don't go for it need to go for the for the long, long things that people sort of tell Google more information about what they want.

8:08

Oh, so as an example, yeah, my focus is time management. So that would be you know, a search that would be I'd be way, way on the bottom with such a big wide one. So I would, is that where you start to get into the longtail keywords.

8:23

Yeah, that's it. That's it with with 100 check of your website. And with a business like yours, definitely the blog post on there, all this information and stuff. If you visualize everything into a funnel, you should be focused a lot on that top of the funnel when people people are not really telling you. I want the time management course. Now they just they don't know what they want. And if you answer their questions or their searches, maybe five times then by the fifth time, you'll be like, Okay, this guy knows what I'm gonna do scores or video, whatever. And, yeah, so it would be looking for for searches that people do about this topic, that are very specific. And with competitor research that you do, to see if it's possible or not to rank, you could decide on a piece of content about that. And at the end of the day is always aligned. You want to give the people value. And with the keyword research, you see what those people want. So it's just a perfect connection there. To tell how

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do you determine if I find a keyword if it has way too many searches, then it's out of my league?

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Yeah, it's in to simplify it. A great thing of SEO is that you can see what Google is doing in that specific moment. So if you find a keyword and you're like, I don't know about this, just search it search it with this little tip with specific tool that takes away your history, your everything, there's there's quite a few websites that even mimic a location. So do that and see check out what you see and then One One quick tip would be to see if a website's checking the title, specifically target that keyword. If you see how to manage your time to be more efficient, if all the titles are how to manage your time how to do the seven tips, then you definitely no, okay, there's definitely people writing about this. But there might be something more specific how to manage your time when you're away from home, something like that. And you type that you might see two or three articles, Google might put another of the general ones how seven tips to manage your time, still there. But if you do one that is specifically for when you're away from home, and you give value and you do everything correctly in that content, your chances about ranking that big website that is writing about it generally, but your chances

because it's more specific, definitely become higher. So that's one way one simple way of looking at it.

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So in a way, you can kind of be like a detective, look up those searches that relate to you and then find out where are they showing up? Like who was doing it right? And then see how they did it? Is it in the title? The the h1 tag, is it, you know, should we still be doing all that?

11:11

Yeah, definitely. That's what's called this young page. And yeah, what do you say is a detective I call it in my YouTube videos, I say, Okay, time to steal. Because there's a bit of, you can see what keywords they are, what are they ranking for even, you might see a page about time management, that they added a specific subtitle about something else that you didn't think about. And Google is deciding to rank that page for that thing to that keyword. So you can just like okay, I do it better if you can definitely not copy and all these things. That's clear. And but yeah, it's definitely a good detective stealer kind of way. And yeah, yeah, yeah. Yeah, that's that's definitely a good thing that with SEO is easier is right there to see what to do You never start from zero, you're never like, okay, I don't know anything, you just research.

11:59

Should we also have articles on the website or just blog posts.

12:04

And I differentiate what depends on the website, if it's coming, if it's a big one, it's different, but definitely a blog post for all these informational keywords. And if you can have them definitely in a blog section, or not even just slash blog, if it can be if you have, if you're talking about different things, you can have different ports like time management, money management, and all this, and under that directory that you called, have the articles. And then I would have sort of my money pages. So some pages target informational keywords, that looking at the key word, you're like, Okay, the person wants information about this. And then I would create specific pages for transactional intentions or keywords, when you like, Okay, this person wants time money management course. And that's a different type of page, then how to manage my money. That's a blog post. The other one is like a landing page. I call them like that blog post and landing pages.

13:06

So you kind of differentiating with your blog posts like you, you specifically pick a couple blog posts that are really going to be for specific keywords. And then your general blog posts like you, you don't do that for every one of them, right. Like some of them, you just you'll toss in your general mix of, of keywords, but some of them are really wired to be this is my star for that phrase, right?

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Yeah, definitely. Yeah, I have I have clients that they want to write about something. And I'm like, there's no searches for it. So we can do it, you're definitely free to do it. But just no one is going to see it in this way. from Google, they will see it if they go in their website through another way. And and is there the article and they see it? Definitely. So yeah, you should I think you should have a mix you don't have you don't have to have your website completely done for others of what they search, it should be the main part of it. Because not only you're going to get more people that you are aligning your business to what people want, what they're searching for. But yeah, if you have an article that is perhaps not focused on something that people search, and you really want to add, you can you can definitely add it and you never know maybe at the moment, or the time that you search and you're like, Okay, this keyword doesn't have search it but I'm gonna write it anyway. Maybe one year people start to search about that on your page, you know, you'd appear so yeah, he's definitely he's definitely like a flow have those articles definitely focused on SEO on the other ones just more more on content.

14:40

Recently, I've decided to kind of switch my my system for social media output to focusing on my podcasts, which I try to release two or three a week, and then have everything be focused on that. So everything stems from those things that I can focus on. Like here's my little show my podcast on Monday and my podcast on Wednesday. Now I can dice that up and cut it up. And all of my Instagram everything is related to that. Is that a good approach?

15:09

yet? Yeah, I do I do the same with my YouTube. So yeah, is what you say of time management, you don't really have to do. And if you really want to do it professional, you don't have time to do this. Every single post on social media to be completely unique, like from scratch. Okay, Monday's post, let's do it. All right, in your Canva, whatever you can, is definitely about redoing things, redo, reuse,

reuse these recycled content, because you're creating it. So you might be like, maybe a listener might be thinking, Oh, no, but it's not unique. The user is good. You get that perception? Because you're creating it, you're like, Oh, I'm putting this podcast but then I'm using the same clip for Instagram will they say or? No, they want because in Instagram, one person has seen it on in the podcast, another person is seeing it. Two different people, they see it for the first time. But that first impression is is is what they want. And of course, if everything is around your main source of income or joy, whatever reason you do the podcast or myself, the YouTube is definitely a clip of that you are selling you're selling what you're doing. And saying this live maybe 32nd clip brought you value. If you want more of it, you the person can see is a podcast they can if you are those call to actions that are called the very important that they will end up going to your to your podcast on Yeah,

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well, I get penalised for posting the same exact blog article in Instagram, and my blog post and LinkedIn.

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No, so if you. So you talk about the blog post completely right or a specific word? Yeah, no, you definitely. For example, if you are a if you have a blog post that has five different points of time management, and you want to make each of those five points into Instagram image with a caption, yeah, you want to put that title in the caption. No problem at all. The only problem with SEO, and duplicate content is when you get content and you copy and paste it either in another URL in another page of your website, or in another website. Imagine you have another one specific, then that would be an issue. But when you share, copy and paste in Instagram or LinkedIn, it's not really a problem. There was some information. I searched some time ago actually about his LinkedIn articles. I don't know what it's called polls, or something like that, that there are genuine articles. And there was some information from SEOs asking you forums like Oh, can I copy and paste my article completely in LinkedIn? And they said, there's not really an issue because Google can see which one is the original, they can see that your one is the original. So the LinkedIn one will be like the fake one. But But yeah, this is not an issue. There is

18:00

also my blog could be the same as like my medium.



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Yeah, medium is another another source also of of blog posts. Yeah, that's what I saw in a forum, because there was people wondering about this like, that's because with SEO is a lot of wondering. So you get some information from a Google, you get some information from people doing tests and checking things by themselves. But some things are not really clear. So it's a lot of I think this is something that so what I saw is that it's okay that Google has the technology to understand that your blog post is original from your website. But yeah, that's it.

18:39

Okay, this is really helpful. In regards to YouTube, I know that you are really getting a lot of success with YouTube. What's, what are some strategies to get some more subscribers? Basically, I find that I tried different types of videos, but I don't know if I'm not handsome enough. But not getting too many subscribers. Yeah.

19:03

Is YouTube SEO will be one of the ways completely the same concept. we've explained on Google SEO, the same thing, look for the keywords, it's a little bit harder to find free tools that give you search for YouTube. There is one, I don't know if it's, well, there are tools for sure. I don't know if there's free ones. But there are some tools and it's the same concept. Both the general keyword, see suggested ones make a video about that. And then YouTube's algorithm or algorithm is a bit different from Google. And what they want to see is to have those technical things have a keyword in the title and the tags description in the transcript of your video, make a transcript so the search engine can or a YouTube can understand it.

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So include that and also in the description, the transcript,

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and that transcript will be just to add, like the subtitles will be there's an automatic way Do it that actually, when I did my first YouTube video, I was gonna like, wow, I need to write everything I did. I said, and then there's a button I completely, like only five mistakes in a 20 minute videos are Whoa. So actually, they say this helps for YouTube, they say they may, he mainly helps to rank the video in Google that you can do that too, also, but the most important thing on YouTube is that people stay watching your video. So when when people, you

know, you make it clear to YouTube, that your video is targeted in money management, and they're not, it's clear. Now let's see how people interact with it. So if you might start to rank or you might get some tests from suggested they always doing tests with videos. And if people stay on it, they're like, Okay, let me show more. Let me rank more and stuff. And so that's definitely one one point. And then the other would be that I saw this in I've seen it from some YouTubers saying that it's important that not only people see your whole video, or a lot of the video that they go to like another one another one that they don't leave YouTube that they don't go even to like a completely different topic of YouTube, just stay on YouTube and YouTube wants to that you stay.

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I've seen like people that have like a template for the description and pretty long. Like here, click here. If you want to go to the next video, here's some similar videos. Here's my all my social, you also recommend filling that out, you know, having like a template because you can set it up that it already appears. Right? And then you can just add a couple things.

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Yeah, yeah, definitely. Definitely. That's too like we said that time management of doing things, you can just do everything from scratch. That will play into action. Also, copywriting is really important. I will try I will try to do a description not filled with everything I don't like this one's like, follow me here, here and on these and and and yeah, and because these people end up doing nothing from the movie, you know, people that watch your video, maybe like 10% Click the description anyway. And if it's full of things, you're not going to get any clicks or tried to clear like, send people to the right place rather than give them give them everything. Hmm. Send them to where you really want them to go on and make it simple.

22:10

Should we be doing the short videos? What's that? 30 seconds or less? 15 seconds?

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Yeah. 60

22:15

Okay. 60 is that a good way to really try to get some increased views?

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Yeah, I'm, I'm doing that right now. So basically, what I'm doing is what you explain with with your podcast, I'm, I'm doing these short videos, three a week. And then I post them is really interesting because I post them in Instagram, tik tok on YouTube, right? It's the same video, it's nothing changes. And I can see like sometimes tik tok blows up. And then YouTube is like 30 views on Instagram. And then it's the opposite is like, what are they thinking about this, this algorithm is really quite different. They either different or just that the algorithm showed at that moment, my video to people and that moment though the people didn't liked it, you know, like the video so then it's not recommended. But yeah, with shorts. I'm also adding my videos in shorts, and it seems very difficult to get picked up in shorts. I don't know that they say that there's not definitely not as much space for you then Tiktok and stuff. So less chances to show up and the videos. Maybe a bit more general mind wants to so specific, if you have very specific ones, maybe they don't really work. I don't know, but I'm testing and do a lot of testing.

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I found that on Instagram reels that sometimes I'll get 2000 views and a lot of likes. And so it's like you say it's it's you can't really predict what it is. But I haven't had many results from the YouTube shorts. By with Instagram reels. It seems like there's the possibility.

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Yeah, well, yeah, yeah, yeah, definitely. What I've seen myself with is Instagram reels is that the video might get some views like 1000 or 2000. But not so much interaction compared to tik tok. So if you put 1000 in Tick Tock 1000 YouTube Tiktok um, I get like 30 followers and 200 likes. And then in Instagram, I be like three followers and 30 likes. That's what my test it seems like unethical. And then YouTube short term views. He says read it. And then I might suddenly the next one, get 200 views. It's really quite random. It's quite interesting.

24:21

Now I'd like to talk about Tick Tock because most most people that I speak with entrepreneurs, they really kind of, they're not very interested in Tick tock, but I think there's There seems to be a lot of engagement and I do get a lot of comments back and I get some energy back. So I like that about Tick Tock. I think the challenge is that a lot of the target market is is younger than what will be my

target market. But then I see people that are you know, doctors or psychiatrist and they're presenting adult material and doing very well. So what have you found with Tick Tock that works? Well?

24:55

Yeah, exactly. That people seem to interact more And definitely more views, more assaults more everything and, and to me, to me could be something like, because when something is new people realize it more because when something is always the same for a lot of years, people become blind to it like the ads. That's why these companies have to be changing the arts all the time. So because Tick Tock is new, even though it's been some years, but compared with Instagram, it's new. People seem to be like more excited about it and use it more and more and more live there. And I hear what you said. This also happens with business owners at the top, they might say Oh, is for all people there. If you're a business owner, you might just need 30 new clients to be successful for one year, for example. So when you generalize things like oh, that's for young people, so like, you know, how many millions of I don't know from 30 to 60 people, you know, are on tik tok, even though it's sold and is definitely the biggest percentage of young people, you definitely have everyone there. So, if you're a big company, maybe you should think about this and where to go. But if you're not big, big, just do marketing, do everything you can everywhere with the resources and the time you have and, and test and test things.

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I remember looking up on Google, I just typed in my book name Mike my business name all the hats we wear. And like half of the top 10 that came up were with Tick tock

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tick tock on your videos, right? Yeah,

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yeah. And I did have a there was a person that I follow on Tic Tac tic Tock who's really good with how to use tic toc very effectively, I'll have to get her name but she was saying that you should have instead of having all the hats we wear my business name as the title and the logo and icon that I should have my face and I should people can connect more with a face and you know Scott Snow coach, instead of all the hats we wear with a logo. Do you have any opinion on that?

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No, yeah, definitely that this is a bit of the branding decisions you have to do and and you might start with one when you made your business and your website you like to start with one I don't have data to test. So you start and then you can get insight from other professionals or other people feedback from is really good feedback from from maybe you have your last some connections from people on your website or clients you can ask them Do you like this? Do you like that? would you change this? And the other the other part of feedback you could get is testing. You could test maybe change the face from the logo to the face like your friend said and yeah, if you work the work is no one's really going to give you the magic answer you just have to either get feedback or test and then you have

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you have a combination it's your face but then it's your business name right for Tiktok

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Yeah, well yes my face is my surname so it is funny. My name is Alex Collins and then Alonso from my my Spanish side and I really stayed like one month to think of my visa My name What to do this year and stuff and then you know, I was like okay this name and then I realized that people think My surname is calling without an S because I definitely not going to call Vince and then another s he was super obvious I just could call in SEO Colleen was there in Spanish SEO in English. But yeah, it's a bit of my mix of my name and stuff. It's more like personal branding. I was thinking the other day Oh, if I ever turned into an agency or something I would I would have to change name because it's kind of personal is my surname so I don't know but yes, it's more personal. My social media stuff Yeah.

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I'm just had an idea but Oh, forum Tick tock, is it a good idea to video screen capture your videos and tick tock before you publish them? And then you could use that for Instagram without the tick tock logo. Is that a good approach? And I've also heard that you should start something and tick tock and go well for the full report go to Instagram, you know, have a reason instead of just identical stuff.

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Yeah, yeah. So the first question with the thing of the logo the worst, some like a month ago, some news saying that reels who can see if you have the tick tock

logo and will not show your video. I see videos from Tick Tock in Rails with 2 million views. So these are the things they say you never know they do or don't. If they come out if it's not an effort for you to have original video on GG compose that wanting to talk and that one in Rios do it like that. If you don't have the time, or you record your video and tic toc, for example, that could be then just put it put it there. And if you see that doesn't work, there could be 1000 reasons why doesn't work but one one of them could be that the logo moving and And then oh yeah, with the second question. You need to be smart how you do that. I'm doing it right now I'm going to do a YouTube video about it actually. I'm doing this tik tok videos or for everywhere, but they work on tik tok the most, and sending people to the YouTube at the end. Yeah, but what I mean, by being smart, first of all, don't just promote, what I do is, let's say in the first 25 seconds, I give real value, right, real real value that the person is like, Okay, if they so on to the second, second 25th, it will be good video. And then in the last 10, say, if you want to know specifically how I did this thing that I just told you go to the video, like, like that, and that that tends to work. And the other thing is not to do it always. So I post three videos a week, maybe do one of them or two like that. But just don't do it all the time. Because in the end, people will see that you're kind of trying to sell or trying to do things all the time. And just be happy about it.

31:05

Should you be doing the trends often? Or is there a mix of how many trends you should incorporate in what you're doing?

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Yeah, no, definitely. That's something that I, I always want to do. But I also don't really like it. Like the trends are, I mean, my one is quite specific, like SEO. So I have thought of some videos of trends. Like one of I saw one of the two marketing off of like when a client asked like a silly question like, Can I be number one tomorrow in Google one day, there's like the Buddha song. So yeah, I would love to do that too. But to your question, yet trends definitely work because a trend is like a signal for Tick Tock people like this, if a trend becomes big, they like it. So because they show it to more people. And because they show it to more people, more people join the trend. And if one of your videos is there, you're gonna get shown to more people rather than if it was a not a trending video in a way and all this thing of the music that works really well. They said, Yeah,

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I noticed because I keep switching between the business account and personal account for Tick tock, or create an account. But the business one, I get the link, I like having the link, I have the link tree link there. And then, but the other one doesn't have a link. You can't have the link, if you don't have 1000 with a personal or creator account. You need 1000 to be able to have a link in your profile.

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Oh, yeah, whoa. I didn't know that that you need if I know you need 1000 to get a life to be able to do live, but you might be right. You know why? Because I had a have a creator account. And I didn't get the link. And I saw a friend that he got it. But he had under 1000 I think but anyway. And then the other day, I just checked on my settings just to chat. He was there. I was like, whoa. So yeah, maybe maybe it's the thing of 1000 that you need. But I haven't tried business. I don't know what's the difference? 100% with a business, I have creator and I know you get a q&a thing. I think with a business, you might get like an icon for the email, maybe I'm not sure to add your email that people can click and like, I don't send an email. Now, I also depends with the social media depends a lot with the update you have in your phone and where you are in the country. This thing of the link might be only in India or something like that they do these things all the time.

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Because they do I have access. I'm sorry,

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I know you have to be checking. You'd have to check all the time.

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Okay, the closed caption is another thing I'm doing on Tick tock, you make the video and then just click that button and it just runs through and I do that

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as well. Yeah, that's that's also new. That's also new that I saw and they are preparing it for reals. I saw and they are preparing it in a way that is like really, you know, when you are the lyrics of a song that our work comes big and I want like really nice sign they're preparing that for reals I saw. So yeah, I've seen I've got in the past week some tiktoks in my account with the closed captions. But yeah, I haven't tried it yet. I might try it and see if people like it or not. To me my first I don't like the thing I don't like about the talk too much is they seem to hide the video from the bottom and from the left is everything's too big. So I tried to

keep it as little as possible. So more club if you use an effect. The second other thing effect and he's like, I want to see the video. Don't show me so many things. But I will try I will try the captions. Yeah.

34:32

And of course with all of them. We should be doing hashtags with Twitter, Facebook, Tik, Tok, Instagram, all hashtags that we need, right?

34:41

Yeah, yeah, definitely. Definitely hashtags and especially especially in tik tok. They seem to work pretty well on although you don't really get the data to see the come from the hashtags. When you search I got other people's because you should never kind of check from Europe. Count because you might show up because he's you, but I checked from other people's Instagram and when you go to the hashtags and stuff, I'm there and I'm not a big big account on tik tok. So if I'm there, it means the opportunity because Instagram and stuff is kind of hard to rank on those hashtags need to be a big account and all these things. So I would say you're in tik tok. Use those hashtags, make sure they are there. They say this thing all the time that it should be like a mix of really big, medium and small, right, like really small. So you it creates a bit of a mix there that if you do well here, it goes to the next one and all these things. But yeah, definitely use use relevant hashtags.

35:37

I remember from Gary Vee, he wrote that book. Left, what is it called? jab, jab, left hook or something like that? Oh, yeah, like a boxing type of title. Yeah, Jab, Jab, Jab, left hook or something. And he talks about the difference in approach for all the different social media platforms that you can't just approach them all the same? Do you find that as well?

35:59

No, yeah, yeah, definitely. Definitely. That's why you need to be smart with everything. So if someone for example, imagine you're a business owner, and you just asked me at the beginning, or is it good to recycle all the content and use and some of material Yeah. But if you just okay, I do that maybe doesn't work for you. Or maybe someone else comes and tells you know, is the opposite or, or do it like that. But you should also like Gary Vee said, so you should always be smart with your decision. So you don't waste resources. And then when you do it test, see what happens. So I would say yeah, especially because of the type of people one



on and the feeling around the social media, different social media. So maybe the content can be the same. But for your podcast, for example, in Instagram, you can add a video of a 32nd part where you explain a nice paragraph or thing you said, and maybe indeed, doggy has to be more like, Hello, guys, like more caught in a different way. Maybe the same exact video, but with different changes, or maybe for YouTube, a little different. So just just adapt, try something adopt and see. Yeah,

37:08

one thing I found about YouTube, the the top ones that are ranking are beautifully produced, they've got graphics, and I don't see how they must have a whole team. You know, it's, it's hard enough for me just to take the zoom video of like the podcast and get that up on YouTube. So and it leads me to this, like, do you think I should even post this podcast? You know, with the split screen from the zoom call? You know, there's not going to be a lot of graphics in between, like, you know, you do a nice job with making it more entertainment based? What are your thoughts on that? Should I just make I even I've started to just take the whole video of the podcast and then go in I movie in my MacBook and then just splice up a couple chunks, maybe you know, two to four minute chunks, and then make those separate videos that I could put up. They seem to be more able to be consumed than you know, like, here's the whole 40 minute video of us just talking.

38:07

No, yeah, yeah. And specifically for you with podcasts I listen to a lot of podcasts on. And even the biggest ones. I've heard they come they say about this, like why why don't we here? Why don't we rank or we don't get as many views. And then they they say oh, but we get a lot of views in the clips channel. And with podcasts, it seems to work quite well what you said. So get a clip on instead of putting 30 minutes of a podcast. Imagine in the podcast, this podcast is specifically you do a clip about SEO tips. Another one about social media tips, and another one about whatever. And if you cut it, you're telling YouTube, this video is about this. And he has this so maybe he could rank or you could get suggested because YouTube is also sure that you can get from suggesting stuff rather than the whole thing all together. YouTube is like okay, this is a podcast, I just treated like I don't know, 100 views. But if you have the clip say it works pretty well. Yeah. And, and what you said about the being nicely produced. It definitely doesn't have to you don't have to do it. But producing, you know, and when it's produced nicely, people. It's nice, you know, people watch it more people watch it more is data. It's not really

that YouTube is like, Oh, this video is in slow motion, blurry background mode, I rank it higher or something. No, it's just the people stay longer watching. So which makes

39:30

sense. You know, when it looks great. It looks like you're watching a TV show, you know?

39:34

Yeah, yeah, definitely. Definitely. And Vijay is all about the you know, they're just making people stay. You could be the producer. It could be the clips, it could be the value. It could be that you're funny. I don't know. It's just each one is different.

39:49

Well, I think the the biggest learning that I've had from our conversation so far is just widening that net. To get people in like you're saying take some of the clips of this podcast and entitle them about SEO, I never would have thought that I would just say be thinking time management time management. But you get people in and like, you know, small business owners that need SEO, then you get them in and now they go, Oh, well, this guy does time management stuff, as well. Maybe I'll check out the podcast. So that's a way to get people in.

40:16

Get Yeah, yeah, definitely. That's the it's just pure marketing, just just do whatever you can to show too many people as possible. And if you post as many audiences as possible, if you post the full podcast, it might be for the people that they are on YouTube. And their suggested video, they want the podcast and Oh, nice. But then the short ones might be for the person searching for SEO tips, or the other ones. So just gonna broaden that spectrum of people. Yeah,

40:44

yeah. And I think maybe even with my blog posts, and like all my social media, maybe start to have more of the hashtags, and SEO keywords that are outside of the time management part, like, one feature of my podcast is usually if it's not an interview podcast, and I'll have maybe five or six stories in the news related to it. So it could be you know, what, what Bill Gates said about, you know, life purpose. So if I, you know, focus on that being the Bill Gates, well, Bill Gates said this about

living your best life, that would have a lot more chance of getting some traction, then, you know, Episode 76, you know, of the podcast.

41:24

No, yeah, yeah, definitely. Definitely. And that that definitely helps for SEO but but just for your users, always, you always have to have your users in mind. And, and obviously, telling the person what they're going to get when they click is is definitely better than, you know, podcast number days, or news of the day or something like that. Right. Is I

41:45

know we were talking about transcriptions before, are they good for SEO? Like I just signed up with otter. So now I can get the transcript of each podcast episode. Should I? How should I include that in my blog post about that episode?

42:00

Yeah, so we did transcriptions. How he helps with SEO is you see that in the SERP, which is search engine results page stands for

42:12

sometimes they show videos, and even more now they're showing videos with chapters and with these, with everything really. So the transcript helps YouTube, the crawler, YouTube no sorry, Google, to crawl your video on and just understand what it's about. So you almost treat it like a website. The video like as if it was a website. And when someone searches, time management tips, if you have your video on in the transcript, this tip number 123. The best thing about these pros and cons in my blog, the crawler in one second is a robot, like oh, yeah, this one definitely put you there on YouTube on Google search. So the transcript helps to rank in Google for videos.

42:53

Are you saying the transcript or the closed caption? Writing that's on the bottom? You considering that the transcription?

43:01

And yeah, I call it subtitles? I don't

43:04

know. Is that different as opposed to having the big text file? Yeah, yeah. So

43:08

basically, what you say in the video in a written form that is in subtitles, yeah, that's that's what helps. But yeah, the with the current transcript to so

43:19

I'm wondering in my blog post, if I should have the text of the otter, that I

43:26

can say, too, that's another way we've been speaking about recycling content. That's another way that people do is imagine you do the clip, you get this podcast, and you do the thing of SEO tips. Okay. You will be competing against me on YouTube. But yeah, imagine you do that. So you have your five minute video of SEO tips. And then that that video, you can get the text we have speaking and adapted to an article not only copy pasted there, like Alex said this, Scott said that not like that in a blog format. So you are recycling that content in different ways. adapting it to each one for YouTube and Google, and that you get more chances of getting more exposure, more views and stuff will be a bit hard to rank for SEO tips that tell you that already with in on Google or even YouTube, but you have to start somewhere.

44:20

I think they'll know pretty quickly that you know more than me. Well, this has been awesome. I haven't even looked at my notes because we're just gabbing along so

44:33

how can you I was I was thinking I was thinking, I don't know if we were going to you're going to prepare something or buy we started talking and he didn't even feel like a podcast just like a normal call.

44:43

Yeah, yeah, that's the way I like it to be. Yeah. Now well, how can we learn about you and your business?

44:51

Yeah, so I'm, I mean, I have a website which is calling sale.com and then I'm pushing for my for my YouTube And so so basically how it works is I have my clips, short clips that I put three a week, two of them are SEO tips. And one of them is

like the free SEO tool of the week. And then on YouTube, I post them to their but on YouTube, I have SEO tutorials that basically show what I do with my clients show you how to do it basically in a in a nice way. Like, you know, I'm, I don't like to be like, Oh Allah, I get professional when I have to work. But even my clients can tell you, I'm like I make jokes and all these things. So it's fun for me to do these videos. So they're in my YouTube, you definitely can learn SEO. And then yeah, my I also have a bit of a newsletter that I send every, every week with a few of the things I've learned to use SEO to use sorry to learn SEO that week, and a few more tips and stuff. And if you go to my YouTube, you will you'll definitely see me say a newsletter. already. I need to relax a little with that maybe. And then yeah, just in my website. Obviously I've my services if ever my my objective is either people learn the same way I did. Because I didn't learn SEO in a degree or master I just learned online or different audience is a business owner that might want to learn a little bit and then they might be like, okay, I learned from Alex, but I don't have time for this. So let Alex do it for me. So they can go on my website. And we can

46:29

I could see that happening with watching some of your videos. They're so jam packed with info that at first you could say alright, I'm going to learn this. And then after a while you go Oh, I got a headache. This is a lot.

46:41

That actually happened. That's unbelievable. This thing that happened. So my first YouTube video was real estate SEO. That was a keyword. Yeah. So I was targeting real estate people that are like, Oh, let me rank number one and they're like off. So yeah, it worked pretty well. And he's ranking up there if you type you might see my face there like but uh yeah, I got a message some weeks ago saying oh, I seen your video. Exactly the message they want Could you do it for me services bla bla. And then these videos ranking is in English and is ranking my YouTube is in English, everything by the way. I is ranking everywhere in the world. And this person could have been from anywhere in the world. And I asked him Okay, yeah, let's do let's do a call on she was from the same city where I live. She's for money candy. So if the chances of that is she she searched in English here because he speaks English and in the same city as she couldn't believe it. I was like, This must be like one in a million. So yeah, I started I started working with with this real estate agency. So it can definitely work. That's a thing that I'm like, Oh, this YouTube might work.

47:48

Okay. Sorry about the noise in the background. You probably hear my dog barking.

47:54

Now you said it. I think he heard you. It's my turn to bark.

47:57

Yeah. She She looked up my rankings for time management and wasn't high enough. So she's upset.

48:05

She's like, Hey, come on, you have to work. Let's go.

48:09

Well, this has been a great pleasure. I know that my listeners are going to benefit a lot from this and go through and try to apply that and if they can't, they should reach out to you and contact you and hire you to do it for

48:22

you my website, I have very clear do my SEO or learn SEO, whatever route you want to take. I'm not going to help.

48:29

I noticed that. My last question Alex is how can doing effective SEO help our listeners live a more purposeful and fulfilling life? Yeah,

48:42

I think is the the basic the thing that made me go like oh, I want to do this is that you are basically aligning what you are doing what you think, what you want. And what you think that people want is when you do SEO, he helps you to find it to really, really align it. And in a good way, in a bad way. You might realize like, well, this is working great and you grow, and you definitely grow and more people see what you do. And you might get more fulfillment or more money or whatever your purpose is, or you might not rank at all, even if you try everything correctly. And that might mean that Listen, you what you want to do your business, whatever is right, but you're not really aligning it to your audience. And so on. Sometimes it can be hard for that, that to realize or to be like, oh, but that's that's the reason why you do it. Right? You do something for four people not only for

money, we're not talking only about businesses, but for purpose. You do something you want people to see it and SEO definitely helps you that and yeah, if you do well, SEO, you will be happy, more or less.

49:52

Fantastic. Well, thank you very much, Alex for being on the show.

49:57

Perfect. Thank you for having me to

49:59

find out more Information about Alex's company visit [Collin seo.com](http://Collinseo.com) [colli n seo.com](http://colli n seo.com). you're meant to do great things with your life. If you want to be an innovator and visionary in your field, you have to manage your busy life like one. If you're like most, you're juggling 15 to 20 different roles at any given time. I'd like to give you full access to a transformational video training series called The five secrets entrepreneurs know about effective time management. It'll help you regain control of your busy life and guide you on a deep dive into goal setting, project management, creativity, roles, and mission statements. After completing the training, you'll have a system for managing your life so you can live your purpose. See how different life can be when you're joyful, productive and fulfilled. For complete access to this one hour training, divided into five modules, visit our website. [All the hats we wear.com](http://Allthehatswewear.com)

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