

June-August Cohort SEO Power Hour - July 12

[VIEW RECORDING - 72 mins \(No highlights\)](#)

Meeting Purpose

[Discuss optimizing podcast and YouTube show notes for SEO, and creating a custom ChatGPT instance to generate content in your voice.](#)

Key Takeaways

- [Optimized show notes with titles, timestamps, transcripts etc. help rank podcasts/videos better](#)
- [Creating a custom ChatGPT with your own content helps generate new content that sounds more like your voice](#)
- [The custom ChatGPT is a paid feature \(\\$20/month\) but can save time and improve content consistency](#)

Topics

Show Note Optimization

- [Good examples: Mel Robbins, Ali Abdaal - clear titles, timestamps, transcripts, call-to-actions](#)
- [Use tools like YouTube Transcript to get transcripts and feed into ChatGPT for summaries](#)
- [Have separate blog posts expanding on podcast/video topics in addition to show notes](#)

Custom ChatGPT Setup

- [Go to chatgpt.com > Configure New Instance](#)
- [Upload all your existing content \(blogs, emails, proposals etc.\) to train it on your voice](#)
- [It will then generate new content phrased more like how you write](#)
- [Not perfect but a good starting point, still needs reviewing/editing](#)
- [Can create separate instances for different authors/voices](#)

Other Tips

- [Use Google Search Console to see what you rank for, request indexing for new pages](#)
- [Be aware of canonical URL issues on e-commerce sites leading to inflated non-indexed pages](#)

Next Steps

- [Set up custom ChatGPT instance by uploading existing content](#)
- [Optimize new podcast/video show notes following best practices discussed](#)
- [Monitor Search Console, request indexing for important new pages](#)