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SECRET BENEFITS OF GROWING YOUR AUDIENCE VIA

# PODCAST TRANSCRIPTION

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Podcasts are an ever-growing platform for audiences to engage and access content. Since 2008, the percentage of Americans who have listened to a podcast each month has almost doubled from 9 percent to 17 percent by January of 2015. The podcasting surge has largely been driven by smartphone technology and mobility, as Libsyn one of the industry's largest podcast hosting firms, notes that of their 2.6 billion podcast downloads in 2014, 63 percent were requested from mobile devices – up from 43 percent in 2012. ([PEW](#)).

With listener participation booming, demand for fresh and new content has seen podcast creation reach record levels-- 91,794 broadcasts produced as of the latest 2013 figures. ([PEW](#)). Certainly, these numbers underscore great potential for podcast programs, but how can they continue audience growth ascension? How best can they monetize the asset value of original content? And can users be turned into subscribers and even regular, ongoing followers?

From a strategic, as well as an implementation perspective, the answer is to create a wider distribution mechanism for reaching listeners and readers. Yes, readers.



To meet the access needs of their audiences, podcasters have turned to transcribing their shows. Transcription, or turning audio into text, has been a valuable resource for years. Today, professional **transcription services** have stepped in to fill this niche of helping podcasters gain more attention and traction with their content well beyond their air dates. Transcription companies provide accurate and affordable transcription services that make podcasts easier than ever to find online through search engine optimization (SEO), and allows them to be effortlessly published as e-books, blogs, articles and more.

Transcription service provides myriad benefits for branded content creators, in facets from access to usability to positioning. Here are five significant areas to consider:



1

# Make the most of SEO

Search engines cannot crawl audio and produce a result with a podcast. With this being said, there is no SEO value in just posting the audio. Posting professionally done transcripts on the podcast's companion website will allow search engines like Google, Yahoo and Bing to crawl and index content which will boost site rankings and generate more traffic, all of which helps grow an audience.

Steve Morgan says in his article, [Transcribe ALL The Things! Benefits, Strategies, and and More](#), “ While there are automated functions that make a valid attempt, traditional transcription service providers are still essential.”



## PRO TIP

*John Lee Dumas is the founder and host of [EOFire](#), a top ranked business podcast. Dumas interviews today's most inspiring entrepreneurs seven-days a week, and his show has been awarded Best Of iTunes. Dumas talks about his relationship with GMR Transcription Services, and how its services impact his business.*

*Transcribing the EOFire podcasts have opened up a brand new audience segment for my business. Transcripts make it possible for our listeners to reference anything talked about during the episode anytime they want. Not only does the content have a longer usability, but transcription also provides extraordinary flexibility. Consider those who are listening on-the-go, this is a huge value for them, as they may not have a chance to jot down notes.*

*My business model depends not only on having inspiring, informative and fresh content, but I must draw visitor flow to the EOFire site. Transcriptions have helped us drive new traffic to our site, and our return visits to our show notes pages have steadily increased since we started posting transcriptions.*

*GMR Transcription provides SEO value for our website. Listeners can more rapidly and easily access EOFire information using a search function. If your business is looking for growth opportunities, consider GMR Transcription. They are fantastic, and THE resource I recommend for transcriptions!*



This is a critical point for consideration, as generating awareness of proprietary podcast information depends on compatibility and functionality within the search engine ecosystem. A transcription service can transcribe a podcast in a way that appeals to the sought after long tail of SEO. Long tail SEO is the collection of less common search phrases that are usually more than two words in length, offer a low competition, low search volume and high searcher intent. In short, the long tail covers the people searching with specificity for what they want instead of searching with a broader term.

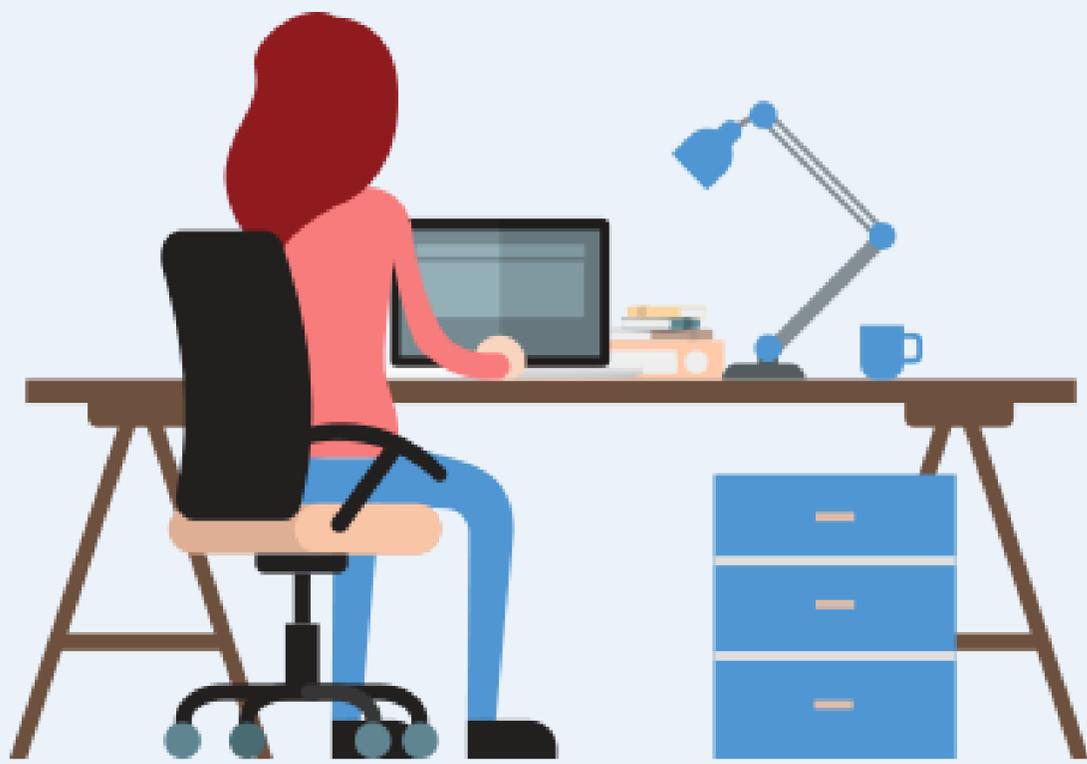
Transcribing a podcast will allow for long tail SEO and will reach common search terms to niche search phrases. In turn, this will put a podcast's content in a greater position to be discovered.

The end result is that all those long tail phrases actually generate more traffic to the podcast's website, more listeners and ultimately more revenue.

2

Reach diverse

audiences



Use a transcription service to help transcribe a podcast into script or even braille for the hearing and visually impaired. Consider that in the U.S. alone, approximately 15 percent of American adults (37.5 million) aged 18 and over report some trouble hearing, according to the National Institute on Deafness and other Communication Disorders. That is a sizeable market that goes untapped without transcription utilization. Additionally, transcription allows for diversity in a podcast's audience and ensures that all interested parties are welcomed and accommodated. A transcription service knows how to carefully convey the show's content in ways that all audience members can access, no matter their needs.

Further, capturing everyone through quality transcription will prevent discrimination or prejudice lawsuits from audience members who feel excluded because a podcast did not take the extra step to transcribe its show and provide access to everyone.

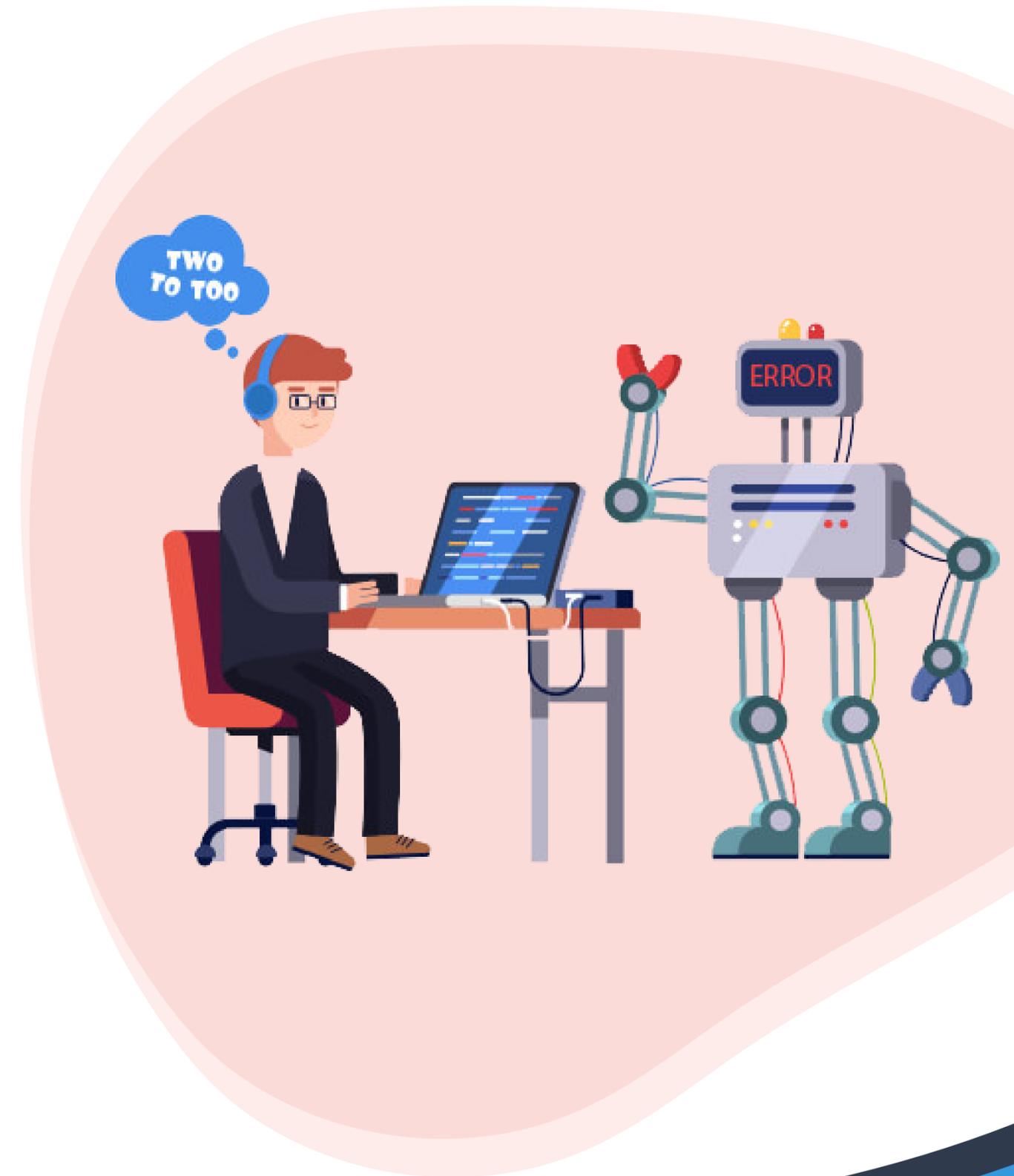
3

# Convenience for the host and the audience

Many visitors would want to quickly scan through the transcript instead of listening to it.” Professional transcription services are far better at transcribing content accurately than auto-generated functions or software.

When a podcast’s subscriber doesn’t have enough time to listen, the text version can be easier for people to digest. Sometimes the podcasters speak slowly and it takes a lot of time to get through content. After the show has been transcribed, listeners turned readers can also use the search function on their computers to find or refer to certain parts/quotes or subject matters that were covered in the podcast. This functionality allows users to access information when they have time to learn more or want to go back and make notes.

Professional transcription of podcasts can vastly improve usability and user experience, too. Podcast listeners will enjoy having a text version side by side while listening for referencing and skimming, making the podcast more user friendly overall.



## PRO TIP

*Christian Karasiewicz, a consultant and public speaker on social media, internet marketing and technology discusses the utility of transcribing content, and his association with GMR Transcription Services.*

*Podcasts are not just consumed by listeners, those who choose or cannot listen to your content, still want to have access to it. For those of you looking to get a lot of mileage out of your podcasts and videos, I highly recommend creating a transcript.*

*As a consultant working in the social media space, I need my content to stand out and be found quickly and easily. One of the biggest benefits for transcribing my podcasts is to improve search ranking. Even when utilizing video, having a transcript can help improve the chances that content gets found in keyword search queries. Also transcripts make it easier for viewers to understand the video. When you supplement a blog post, podcast, and video with a transcript, this helps improve the chances your content will rank better. I've personally seen stronger rankings for content where I included a transcript as opposed to content that I did not include one for.*

*You may be asking, why do I need a professional firm to handle this, won't an app or embedded technology suffice? The fact is that quality, accuracy and reliability are best achieved when linguistic experts are utilized. Because excellence matters to me, I depend on GMR Transcription to deliver audio and video translation to text format.*

*I am trying to reach a global audience in my business. You want your podcasts to live and gain traction. Content that is refreshable and reusable provides a competitive advantage for my business.*

*Transcription service is low-hanging fruit that opens up access to my services and information to a wider population. A benefit of using transcription is that it adds convenience, with GMR Transcription, the links I share are made clickable. The problem of a listener having to scribble down a URL, only to find out later that it was spelled a different way is eliminated.*

*My brand is stronger as a result of using GMR Transcription. They've been fast and efficient with my transcripts. Not to mention, very professional.*

4

# Reuse, repurpose and revive content



Podcasters can recycle on-air content and turn their most downloaded episodes into paid or free e-books or resource guides for their audiences. They can even use transcripts in their show notes and blog posts to extend the life and relevance of their content, cultivate more traction on a podcast's corresponding blog or social media content and save time creating supporting content by sharing a version of the podcast that has been accurately reproduced in script form.

Transcription services are fast and affordable so that a podcast can get more life out of a show or a campaign for less. Some of them, like GMR Transcription, provide editing and proofreading services so podcast hosts have a print or post-ready piece.



5

Build a stronger brand

Professionally transcribed podcasts look professional, and show that the podcast's hosts are serious about their content and serious about what the now reader thinks, which influence them to subscribe. When a podcast is done by a transcription service company rather than with an online function, it is more accurate and more respectful of the podcast's brand. The often misunderstood words and phrases an auto function generates can discredit a podcast's brand quickly.

Having the complete text of the podcast online makes it easier for people to share it via Twitter, Facebook, Google+ and the countless other social media sites. Not only does a professional transcription service provide more accurate accounts so that the podcast is as clear in script as it is on air, its careful work ensures readers will be more likely to share among their own circles with confidence. As Pat Flynn says in the [Smart Passive Income Blog](#), a transcription “shows you're serious about your content while making it readily available to people in whatever format they want.”

There are many benefits to transcribing podcasts. At the root of them all is a happy listener – or reader – who will come back often for more relative content in the way that best fits their needs. Content dissemination through the podcast platform provides access to a global user audience, providing: availability, economy and functionality. Transcription utilization adds scalability and capacity to the podcast offering. Using a professional transcription service ensures that all of the benefits of transcription are covered in the most accurate and affordable ways.

If your business could benefit from more robust and diversified client engagement, we at GMR Transcription encourage you to explore our unique suite of services. The next step in the growth of your business awaits.

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## ABOUT THE AUTHOR

Ajay Prasad is the founder and president GMR Transcription Services, a seven-figure web-based business and award-winning transcription and translation company which he founded in 2004 to fill a void in affordable and accurate transcription and translation services for writers, students, professors and businesses. In the short span of a decade, the company has expanded its reach to include government institutions and non-profit organizations and has become a trusted partner to more than 9,000 clients across the globe.



## ABOUT THE COMPANY

**GMR Transcription Services, Inc.** (GMRT) is a leading U.S.-based provider of secure and affordable transcription and translation services, relying solely on a 100 percent human workforce to accomplish mission-critical goals and objectives for individuals, private organizations, public corporations, government agencies and academic institutions. With over 3 million minutes of transcription completed, GMRT is renowned for its nationwide network of 250+ highly educated and skilled linguistics professionals -- many of whom hold licenses and certifications from top institutions -- who have consistently delivered (98 percent) accurate protected transcription services to more than 8,800 clients throughout the United States and around the world. GMRT is woman-and minority-owned and small business certified.

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