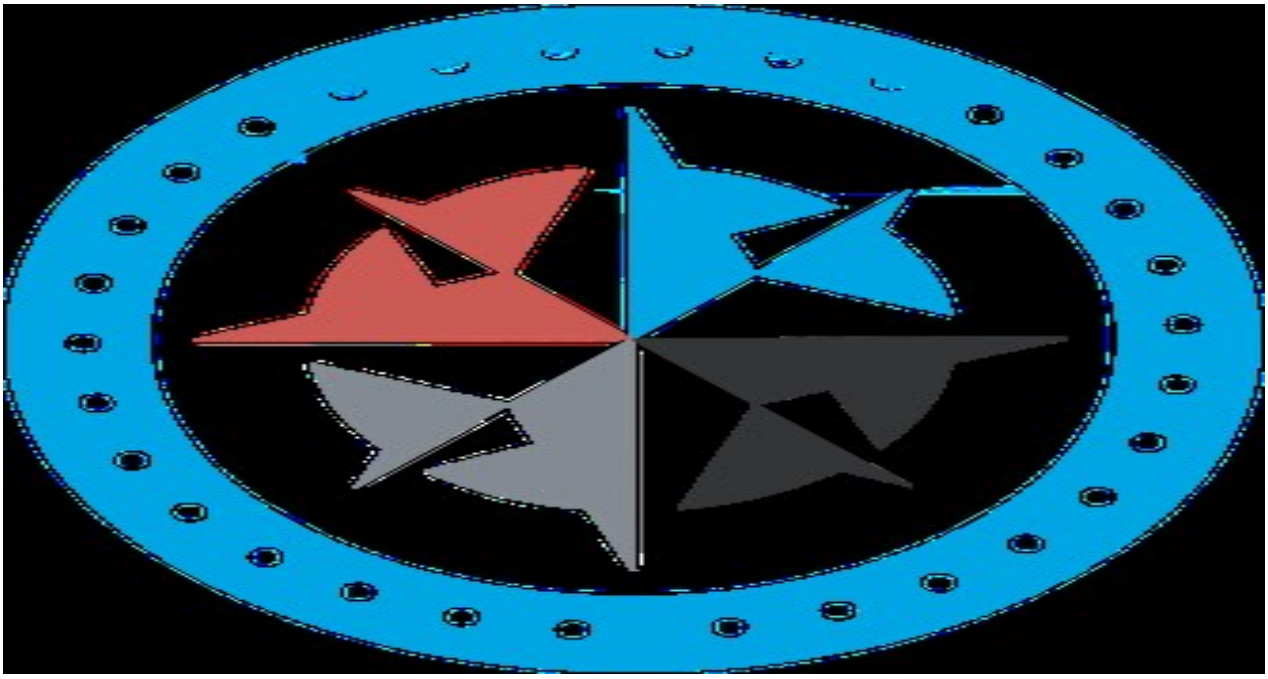


Confessions of an SEO Podcast Recognized as One of Top 10 SEO Podcasts by Semrush

January 16, 2024

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Austin, Texas - Confessions of an SEO, a short-form podcast hosted by SEO researcher Carolyn Holzman, is listed on Semrush?s list of the Top 10 SEO Podcasts recommendations on their blog.

Semrush is an online visibility management SaaS platform that has been used by over 10 million marketers worldwide. They provide tools and reports to help marketers with SEO, PPC, SMM, keyword research, competitive research, PR, content marketing, marketing insights, and campaign management services..

Released on January 1, 2021, Confessions has gained popularity over the past three (3) years in part because it is unique when compared to other SEO podcasts. In contrast, it features short episodes (less than 18 minutes) where Holzman shares her experiences and thoughts in and about SEO as well as the industry at large along with SEO stories and topics in an informal and casual manner.

According to Semrush?s description of Confessions,

?You won?t find in-depth podcast episodes on beginner (SEO) topics here? Instead, Carolyn covers more

niche subjects in a relatable (and often funny) way that seasoned SEOs will appreciate.?

The host of Confessions of an SEO, Carolyn Holzman, is founder of American Way Media and an accomplished forensic SEO expert with 15 years of direct site and search result experience. While every episode of Confessions of an SEO could be filled with expert SEO analysis and tactics, she leans towards a contrarian SEO approach.

?I like to refer to Confessions as the least SEO SEO podcast in the world.?

Holzman continues, ?I'm an seo tester and researcher, as well as a working SEO consultant, I know firsthand how often Google gets a pass while the SEO or Agency gets the hammer. There are times when even an SEO doesn?t know that what they are trying to do or take responsibility for is out of their control. That?s why I felt what I am doing in research and testing needed to be put into plain words so that at least there might be one voice that could help call balls and strikes and back that up with data.?

One topic featured frequently on Confessions of an SEO is Holzman?s indexation research project that launched in August 2021.

The genesis of the indexation project was the outcome from an earlier enterprise that involved the use of javascript on sites. During early 2021 it was noted by those in the group that javascript rendering, often referred to as the second or rendering pass through Google?s indexation system, had effectively turned off or stopped working for over a three months of the year.

Given that there was no documented evidence resulting from that project, Holzman decided to test initially on a weekly basis but then began to daily repeat the same test and note the details and outcomes so the seo community would know when rendered indexing was offline. In year two of the research she began to track googlebot data and server logs.

Some of the most listened Confessions of an SEO episodes from Season 1 are ones where she says the quiet part outloud - Why Do I Love Being an SEO and the sister episode Why I Dislike Working with SEO Clients. Other topics she shares include other SEO tests, her forensic SEO passion, code of ethics for SEOs and a vision of the perfect balance of power between the SEO and their clients.

Holzman expressed gratitude for the acknowledgment, saying, ?It is an honor to be listed among the lions of SEO podcasting. These are corporate SEO heavy hitters and it is gratifying to be included in their number and recommended to be worth the time to listen.?

With a library of 135 episodes covering a wide range of SEO topics, Confessions of an SEO is wherever podcasts are found including popular platforms including Apple Podcasts, Amazon Music, Spotify, and Google Podcasts. New episodes are launched every Tuesday morning at 8 am CST.

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American Way Media

American Way Media is a forensic seo consulting firm and seo research publisher. The work is not about how to get to page one, but why aren?t you already there.

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