

"Confessions of an SEO" Podcast Announces Ahrefs as New Sponsor

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"Confessions of an SEO®," the popular industry podcast hosted by SEO expert Carolyn Holzman, today announced a new sponsorship agreement with Ahrefs, a leading SEO software suite trusted by marketers from 44% of Fortune 500 companies.

This sponsorship agreement marks a significant milestone for the podcast as it continues its fifth season of providing authentic, practitioner-focused content to the search marketing community.

"I'm thrilled to welcome Ahrefs as our official sponsor," said Carolyn Holzman, host of Confessions of an SEO. "Their tools are foundational and trusted within our industry. Ahrefs' commitment to the SEO community aligns perfectly with our mission to create reasonable exceptions for SEOs themselves as well as their clients."

The podcast, which launched in 2021, has built a loyal following through its mix of technical insights, industry

trends, and real-world case studies. Recent episodes have explored schema testing data, episodes to share her innovative and validated analysis of the Helpful Content rules with her own brand of humor to the nature of being an SEO in today?s search environment.

Some recent reviews from listeners: ?Best SEO Podcast. Perfect podcast on the ride to work to start thinking about the day ahead. Friendly, professional and expert SEO insights delivered weekly. Carolyn has a unique look at SEO and her insights are backed by experience and extensive testing! I highly recommend!? says an Amazon listener.

?Fantastic insights and humorous content that is easily digestable. Carolyn brings her sense of humor to this Us vs Them idea and explains why it should not be adversarial, but cooperative. Always topical and informative,? says an Alexa listener.

?What a refreshing Podcast! Love this Podcast. Carolyn has a fun way of getting some great points across,? says an Amazon customer.

?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,? says an industry blog.

Some recent Season 5 episode topics include what kind of backlinks are getting indexed based on her indexing expertise and analysis, when she called the end of the March 2025 Core update, why traditional keyword analysis is failing and her schema testing, just to name a few.

As part of the agreement, upcoming episodes through Fall 2025 will feature dedicated segments highlighting how Ahrefs' suite of tools can be applied to solve specific SEO challenges discussed on the show.

"Confessions of an SEO" is available on all major podcast platforms, including Apple Podcasts, Spotify, and Google Podcasts, with new episodes released weekly.

About Confessions of an SEO

"Confessions of an SEO" is a podcast hosted by Carolyn Holzman, founder of American Way Media, that bridges the gap between SEO professionals and business owners. Now in its fifth season, the show provides insights into SEO strategy, algorithm updates, and practical implementation techniques. Through storytelling and analysis, Holzman demystifies SEO practices while offering actionable advice for improving search visibility. For more information, visit www.confessionsofanseo.com.

About Ahrefs

Ahrefs is an all-in-one SEO toolset for growing search traffic and optimizing websites. The company crawls the entire web 24/7, collecting and processing petabytes of data daily to provide marketers with comprehensive insights for link building, keyword research, competitor analysis, rank tracking, and site audits. Ahrefs' crawler processes up to 8 billion pages a day, with its backlink index updated every 15-30 minutes. For more information, visit https://ahrefs.com

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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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