

GDEVS - [SOTR074] SEARCH OFF THE RECORD - 74TH EPISODE – VIDEO

[00:00:10:26] - **John**

Hello, and welcome to another episode of Search Off The Record, a podcast coming to you from the Google Search team and discussing all things Search and having some fun along the way. My name's John, and I'm joined today by Lizzi and two special guests who all have something in common, it's Office Hours. Hi, Michael. Hi, Jo.

[00:00:32:28] - **Jo**

Hi. Hello. Thank you, Lizzi, and thank you, John, for having us on the podcast today. It's great to be here. I'm Jo Juliana Turnbull, known as SEO Jo Blogs, and I'm a marketing and SEO consultant. I run a company called Turn Global, and we're a remote digital marketing consulting business. We are based, actually, in Barcelona, and we have office in Brisbane as well. And I also run Search events. I run one called Search London, which I'm running for 13 years, and one called Search Barcelona here in Barcelona, and we have events every six to eight weeks.

[00:01:07:22] - **John**

Cool, and hi, Michael, good to have you here too.

[00:01:10:23] - **Michael**

Hi. Thanks for having us. I'm Michael Chidzey. I'm an SEO, and I run an SEO agency called Good Signals here in East London, in Hackney, although we work with people as far away as Australia.

[00:01:24:18] - **Lizzi**

You're both doing Office Hours. But how did you meet? Did you just spontaneously run into each other at a conference? Did you meet online?

[00:01:31:12] - **Jo**

Actually, we met at Search London. I've been running this networking group, which is basically a platform for people to learn about different aspects of Search. It's a place for first-time speakers, and it's a place for speakers from different backgrounds, culturally and work backgrounds to present their case studies. And Mike came to some of the very first Search Londons and, actually, when I moved to Australia, went to live in Sydney, he and another few friends, including Tim Sheed, actually helped me to run it while I was away because I couldn't obviously get back that often. And, yeah, that's how we met and we've been in touch ever since.

[00:02:09:28] - **Lizzi**

And the Office Hours. How did this spawn into being? What is the origin story?

[00:02:14:23] - **Michael**

It's totally inspired by the Office Hours that John used to run. So I used to attend that for years. I used to go to it religiously, actually, and I could see how it would genuinely help people who were struggling with their website or having SEO issues, and they just wanted some sort of clarity. In fact, I sometimes used to submit questions because I was in that exact same position. And it was great, particularly during things like COVID where you didn't have colleagues and so on around you, that you had that structure every week that you'd go and meet and see a load of people. And so that stopped probably a year or so ago, a couple of years ago. And I reached out and asked if John would mind if we did it. I didn't want it to be an ask Mike just because I don't work for Google and I'm not John. So I decided that I would invite other people on, and my very first guest was Jo. Jo was so good that I thought we should keep Jo on, and Jo has become the co-host. And the formats evolve, so we've got four SEOs usually on the call every week, and people submit their questions, which, you know, we get different perspectives on. Yeah, I think it's going pretty well. Jo, do you agree?

[00:03:28:09] - **Jo**

Yeah. It's going really well. We love it. We're both of us have said that it's our favorite part of the week. I really enjoy it because it's a great way to connect with others in the community. I'm really thankful and grateful to Mike for inviting me to take part in the show. We started it in November of 2023 because, at that time, I wasn't really able to walk or stand up, and so attend events. So I really wanted to be able to connect with others. And we actually have quite a good following, quite a lot of people coming to the show with us every week. Actually, one time, I said that we were taking a break, and I made maybe a bit too much of a long pause, and people thought that we were going to be finishing; a break meant to finish. And I said, "No, no, we were having a break for Easter." So it shows that people are really enjoying the show, and they're really interactive in the chat as well. It's great also to have people like yourself, John, join us. Everyone really enjoys it. So it's been a really great and fantastic event so far.

[00:04:31:25] - **Michael**

And we get some really good feedback as well from the people that have submitted questions and those that attend, and also the special guests every week, they really enjoy it too. So I'd say from that perspective, it's going really well.

[00:04:43:21] - **John**

I really like the format of making it possible for people to ask questions more or less live. We kind of transitioned away from that on our side, mostly for practical reasons with regards to making sure that the content was in line with everything that Google wanted to say, and also to try to make it possible to add more people to the same kind of format, which I think from Google's side is a bit unique and not something you all have to worry about. So it's been really, I don't know, fun watching you expand on the show and having more guests there. My feeling is having more people answering questions gives more perspectives, which works really well for something that is outside of Google. If it's coming from Google and it's like we put the official Google branding on it and everyone has a different opinion, then they're like, "But what does Google think?" which is not a problem that you have. And I think with SEO and online marketing in general, it's often that there are just a lot of different opinions. And it's not that any of them are particularly wrong. It's just there are different ways of looking at the problem.

[00:05:52:29] - **Lizzi**

So you've been a guest as well from like an attendee. I've seen you lurking because I was also a guest, and then I saw you there in the chat, answering and also asking questions. What's been your experience as a lurker?

[00:06:06:10] - **John**

It's less stressful, kind of just to be in the chat. You can make weird comments and they won't get published. I don't know. I always find it interesting to interact with the community directly.

[00:06:21:19] - **Lizzi**

Oh, so when it's published after the fact on YouTube, you don't see all the things that John is saying in the chat? Ah, so it's only a one-time only, if you want to see John Mueller commentary, you have to join live so you can see what he's saying.

[00:06:35:11] - **John**

Oh my gosh.

[00:06:36:28] - **Jo**

You have to come on the show, but you can see what he's saying as well as of all our guests and attendees. Yes.

[00:06:44:05] - **Michael**

And the chat doesn't get published either. So, yeah, anybody that comes on and that's in the audience, they're not recorded or anything like that. So it's a safe space for people to sort of ask their questions and chat away.

[00:06:57:01] - **Lizzi**

I like that aspect of your recording because it gives other people a way to participate when they don't have to speak. You can keep your camera off, your mic off, and you can still be chatting with people and still have that sense of community or asking follow-up question in a different format that you might not have, like at a live event. Maybe you're a little bit scared of public speaking. You can have this in like a low-key environment and still ask a question.

[00:07:22:16] - **Jo**

Yeah, exactly. And, actually, we had some first-time speakers as well. So, as Mike said, it is about providing a safe space for people to ask questions, but also giving opportunities for those that may not also be able to attend events, or those who have never spoken before gives them the opportunity to have a bit of a short time on the stage. It's not too overwhelming.

[00:07:42:27] - **Lizzi**

How do you find them? Do you do like proactive outreach? Do they contact you? How does one become a host on your Office Hours?

[00:07:51:11] - **Jo**

Well, actually, I've asked a lot of people to come on the show through the communities that I'm part of, so Women in Tech SEO, Search London, Search Barcelona, another community called Digital Marketing Union for people that are freelancers. So I've been a little bit biased. I've asked a lot of people that I know, and also there's a lot of initiatives that I've done before. I did one called Turn Digi and, John, you came on the show, so thanks for that. I did another one called Tea Time SEO with Authoritas. So this is my third time to do a podcast or a show, and I'm really happy to

be in the copilot seat. Thanks, Mike. But also people message Mike as well to come on the show. We have some regular guests as well. And then they would like to be the special guest.

[00:08:39:28] - **Michael**

I must admit, at the very, very beginning, it was very much asking friends to come on, just because we had no following, we hadn't done them before, and it was sort of hope for the best. And Jo was one of the first friends who was mad enough to come on. And we had Paddy Moogan as well come on, and then Natalie Slater and so on. So, yeah, initially it was just outreach to the people that I know know what they're talking about and also that would be good fun.

[00:09:06:26] - **John**

I noticed that with our Office Hours as well, where, when we did them regularly, you would build up kind of a regular audience over time. And, when you first get started, it takes a while for people to understand what they get out of it and what they can do with the Office Hours when they join live, but you have to be persistent.

[00:09:29:12] - **Lizzi**

When you first started with the Hangouts On Air, John, was it like crickets in the early days? Like did people join automatically? Were you famous already?

[00:09:37:13] - **John**

It was really quiet sometimes. In the beginning, I used to do them in English and in German, and sometimes you could even tell the difference between the different kinds of audiences where people will submit their questions in German. But I would do it whole Office Hour session for an hour, just with me speaking and nobody else in the room saying anything. It was sometimes, I don't know, weird dynamics, which maybe it's unique to German audiences. I don't know, but it took a really long time to make things a little bit more stable. I also noticed that, when other people started doing Office Hours, in the beginning, they are like, "Nobody's showing up," or, "Very few people are showing up," and my general recommendation was like, "Well, just keep doing it, it'll change over time."

[00:10:30:16] - **Lizzi**

But even if only one or two people show up, I mean, that's the point of Office Hours, is that you come and you get your question answered, so even if it's small, it's still helpful for those people.

[00:10:40:14] - **John**

And I think the aspect of having multiple hosts there makes it a lot easier as well, because then it's easier to just say, "Well, we have two questions, but we can discuss those two questions."

[00:10:53:21] - **Michael**

100%. When we first started it, the only goal I had was to just do it consistently every week for three months, and whatever happens, if nobody turns up, if people turn up, we have other speakers or we don't, we'll just do it. And I think that's the case with a lot of things that you do in terms of online marketing, that it is about being consistent and giving it a good go. And so I'm glad that we kept to that. And Jo is very keen to keep going and doing a lot more, so we reviewed it three months in and decided to carry on. And I think, providing those good questions and people turn up each week, and they then watch on YouTube, we'll just keep doing them.

[00:11:30:00] - **Jo**

Yeah. And, as Mike said--you know, he wanted to keep consistent with it--and I think that is the key, consistency, and going forwards, I mean we'd like to keep doing it every Friday at 9:30 a.m. British Summer Time or GMT. And, eventually, like I've said to Mike, "I'd actually like to do it in French and in Spanish, if it's possible, and I'd like to also do it for the different markets, like Australia," although we've had some people join from Australia. I'd also liked if we could do it for the US markets because it's a bit too early for California and New York at the time that we do it.

[00:12:06:13] - **John**

In the SEO Starter Guide, we talk about community engagement being good for SEO. Do you think joining these Office Hours or running Office Hours is good for SEO?

[00:12:16:19] - **Jo**

I've always been passionate about communities, and actually, I think community is a very big part of what we do in SEO. I actually have always wanted to have a platform where we could learn about different aspects of SEO, and that's why I set up certs on it, because when I did that event, it was a networking event. I want it to be a safe place where people could actually get involved and have a judgment free place where they could actually ask questions, because sometimes you might be the only person in your company, or you might be a leader and you don't have any support, so it's really hard for you to ask questions. And that was me, really. And so, for something like Search

London, that helped me to connect with lots of people in the industry. But there's a lot of other communities out there: Women in Tech SEO and also the Digital Marketing Union. There's also the FCDC, and I think having something that's online, particularly like SEO Office Hours, it's a place where people from globally can come in and ask their questions, as we've mentioned, it's a safe place and they can learn a lot from it. I got involved not only because Mike asked and I really like Mike, but it's something that aligns with where I want to go in SEO and where I think we all are going in SEO, being part of communities.

[00:13:36:11] - **Michael**

We didn't start it with the idea of it helping from an SEO perspective, so the website ranking better or anything like that. I guess, if you were to break it down directly, we're creating content each week. The show's generated a few links and stuff like that. That's not why we've done it. I think it's more about doing things that are right, and it's about building a better business and so on. And so, for some businesses like ours, where we're giving advice and so on, actually it makes sense to do something like an Office Hours or go and speak at events. But, for other businesses, it might be do campaigns or do other things. So, although it wasn't necessarily set up as an SEO initiative, these things I think very much help with building your brand and you get rewarded for those things in the search results.

[00:14:24:09] - **Lizzi**

Is that something that you have been tracking, like impact analysis wise, after your three month check in?

[00:14:30:18] - **Michael**

Like I said, at the beginning, it was just about being consistent, and the only KPIs we had was, can we do this for an hour every week, each Friday? That was it. There was no--

[00:14:43:08] - **Lizzi**

Okay, so just show up.

[00:14:44:10] - **Michael**

Yeah, just turn up and, in three months' time, we'll then review how we evolve and so on. Actually, over those three months, we evolved in a sense that the format changed slightly and that design got a bit better as we had more people come on and all that sort of stuff, and we refined the process of submitting questions and all of that. I guess we've been keeping an eye on things like views and how many people have been coming each week. And so we get more now than we did at the beginning. But, like we were saying earlier, with Office Hours, it could be that you just help a couple of people. And so getting lots of traffic for somebody that's typing in SEO Office Hours doesn't really matter to us, if that makes sense.

[00:15:26:12] - **Lizzi**

But the consistency is important. You mentioned that a few times that showing up every week, is that something that's important just for you to meet a certain rhythm, or is it something for the audience to know that they can rely on you every week?

[00:15:39:14] - **Michael**

I think both really. Audience, every week, knowing there's a set time we're going to be doing this thing. And I think that was probably the challenge for you, John, with your one where you're talking to so many different markets that you had to do different times and so on. But, when it comes to consistency, it's also what we tell other businesses to do. You know, if we come up with a content strategy with them, it's not just do it and then just publish one blog post. It's about doing things that are right for their business and their customers and that they can stick to. And so we kind of got a practice what we preach, hence doing it for three months and sticking to that timetable.

[00:16:14:23] - **Jo**

And we will stick to it for even longer because people are enjoying it. They're also really keen to come into SEO Office Hours. A lot of people have said it's one of the highlights as well of the week or of the Friday. Actually, when Mike came to Search London's birthday party, people said, "Oh, I recognize you from SEO Office Hours." So it also like comes into different elements as well. So, when you meet people in person, people recognize you. Mike's been very modest, but I've seen, from the outset, you've got more views on your YouTube channel and you've got more subscribers. I've seen people also say to me, "Oh yeah, I've seen you on SEO Office Hours." It's just having people say that it's really helped them. That makes me feel very good about us going forward with it.

[00:17:05:02] - **Lizzi**

And that's the more meaningful metric, I feel like, when you get feedback like that, instead of just, okay, yes, views every week, but how important is this, and how impactful is it on people's day to day, I feel like, is the thing that helps keep going?

[00:17:18:12] - **Michael**

Totally. And it's one of those things that we get inquiries from people that don't necessarily have the budget and therefore we can't really help them, so I end up spending hours on the phone trying to help them anyway. And, actually, SEO Office Hours is the perfect outlet for it, where I can say, "Look, you know, we do this free thing every Friday where you get to ask your questions to four experienced SEOs." It just feels like that's a much better way of handling that situation. And it's also not just about helping that individual, but it's about the others that have those same questions. So we always put all the questions in the descriptions and things like that.

[00:17:58:12] - **John**

I think the Office Hours format in general is interesting because you basically really answer one person's question, other people get to listen in; whereas, if you're creating general content, you're writing this kind of like for everyone, and you have no idea if anyone is actually picking something useful out of it, but if you're doing it one to one, essentially, then you kind of see directly, is this helpful or is it not helpful, and usually you can get some feedback on how that went. The aspect of kind of having it as an escape valve for the other questions that you get, I think is really useful. That's also something that we do where, when someone from the sales team comes to us and says, "Oh, my client has this SEO question," kind of from a general policy point of view, we can't help them because they're coming through sales channels, because of our Honest Results policy. But, at the same time, we can point at the Office Hours that we do. And our Office Hours are very different now than they used to be, but it's still something where anyone can submit a question, and if we select it, we'll try to answer it. So that aspect is actually pretty useful.

[00:19:07:14] - **Lizzi**

This is kind of a good transition into what are some real questions and maybe we should answer some of them in a lightning round. What do you think about this Mini Office Hours?

[00:19:18:25] - **Jo**

Yes. Let's do it.

[00:19:20:07] - **Lizzi**

Okay. So we have a pile. The first one is, what's a reasonable price to pay for a decent domain?

[00:19:28:00] - **Michael**

So we had this one come up a few weeks ago or a few months ago. Most people in the chat were saying, I don't know, 10 pounds or \$10 or something like that, but I was giving some examples where I've actually purchased domains before, but that's more about wanting to create a brand. So it's kind of thinking about how important that's going to be to your business. We rebranded to Good Signals a couple of years ago, and it took me about a year to settle on that name, and I trademarked it before I bought the domain, because I wanted to just make sure that I had everything sorted, and I think that was between, I can't remember now, about 8,000-10,000 pounds for that particular domain. But, to me, the name of our company was really, really important. And I figured I'm probably going to be doing this for at least ten years, so it made sense to invest in something like that. And then, when you kind of break that down actually per year for your brand, that's not that much. But, obviously, like everybody else, I've set up websites before where I've just paid five pounds whatever for a domain.

[00:20:35:20] - **Lizzi**

So what you're saying is that it depends.

[00:20:37:24] - **Michael**

Oh yes. I try so hard on Office Hours not to say it depends every week, but yeah, it depends on what the aspirations for the website, what they are, and for the business. And if it's just a site that you're doing for a campaign or maybe you're setting up a blog, which I've done before, where you don't know where it's going to go, then it's not worth spending that amount of money. And we were in business for sort of three years before I decided to actually go ahead and buy that domain. I purposely picked one that I wanted to change. I kind of proved the concept before then purchasing the domain and changing our name.

[00:21:16:15] - **John**

It must be kind of nerve-racking when you're like picking a brand, picking a company name, and you're like, "Oh, the domain is for sale, but I don't know if they're going to accept my offers." What do you even do first? The more you invest into kind of building everything outside of the domain name, the higher the prices they're going to ask for. It must be challenging.

[00:21:39:27] - **Jo**

I want to say that actually I've done a little bit of the opposite of Michael. I have Turn Global, and I didn't buy the domain yet because it was quite pricey. So I'm sort of starting out really as Turn Global SL in Spain. But Turn Global is also part of my last name. My last name is Turnbull. So I wanted to have something in there. And the fact that it's a remote digital consulting business that we help clients go global. And also I moved around a lot when I was younger and still work globally with a lot of clients that for me the name was important. And then the domain name is something that I will build later. But, yeah, slightly different.

[00:22:18:05] - **Lizzi**

No matter the price.

[00:22:19:25] - **Jo**

I have a price limit. We just have to see how much that is. But, yeah, I think it's quite difficult if you want to be working on a business and then don't have all the available funds at that time to then have everything at the same time, but if you have a plan to do it, I think that's fine.

[00:22:37:08] - **Lizzi**

John, do you want to pick a next question?

[00:22:39:00] - **John**

Does the reduction of Google's Starter Guide by 53%, I think that's exact number, suggest a preference for shorter content over longer content?

[00:22:50:17] - **Lizzi**

I think this one is a good one to discuss because we could get multiple point of views here. I think the suggestion is interesting. And now that it's been a few months, we can also see has there been an impact, a decrease or an increase, in SEO rankings for the SEO Starter Guide? It's actually our number one page now, above the home page, which is like I think at the time of recording in January, you and Gary were like, "The ranking is going to tank. You're cutting half the content. We think it's going to go down." And then actually it's been sustained, like not just for the first month. We're now a few months in. From my perspective, that's not what I was trying to do, but people interpret everything that we're doing to see like, what does it mean? Do we now have a new word limit? Is shorter content better? Is longer content better? And, even between ourselves, like internally, there was an idea that maybe the ranking is going to tank, but we're going to do it anyway because we felt that it was what's right for our users. Mike, I'm curious what you think. Do you think that it means anything now that I've given you the answer.

[00:23:58:26] - **Michael**

Now you've given us the secrets. Yeah. So we had this on SEO Office Hours, this question, and I refer back to an episode that you did of Search Off The Record where you introduced the changes. One thing that I took away from that is you were only removing things that were either out of date or obvious, and so you're making the guide more specific to the user's needs, which is what we would recommend. And it's not like you were removing all of the content. It was quite a big guide to begin with.

[00:24:31:14] - **Lizzi**

What's crazy is it's still our longest page. So, even though we reduced it by 53%, it is still significantly longer than any other document that we have.

[00:24:40:21] - **Jo**

But that's interesting to hear about the results, actually. Do you actually decide to do that? And then you were thinking, "Oh, maybe the rankings dropped." And I think that's an excellent case study for other people if they have something on their website that they want to change, they might be scared to do that because of what may happen. But, in your case, it worked better.

[00:24:59:12] - **John**

It's also something that I see from people with regards to the helpful content update that we launched with, I think, what they call an update, where they're often torn between the extremes of, "Oh, I should delete this page because it's not helpful," or, "If it's not helpful, I should make it even longer to make it more helpful." And sometimes, especially when you look at some of the blog content that is out there, I think it makes sense to cut it back, make it even shorter, and make it helpful that way, because it's not so much that like the whole topic is bad. It's just, well, your answer is basically no and you have a 5,000-word essay attached to the end. And sometimes just cutting that back significantly makes it actually more helpful.

[00:25:46:17] - **Lizzi**

Correct? I think it really goes back to what is the goal of that user for that particular document, and for SEO Starter Guide, it was not that we need to include everything in the kitchen sink about robots.txt, for example. This is a beginner's document. Why do we need all of the rules in there and all of the background information, when really the purpose of that document is to introduce people high-level concept, and then we can link to the resource that is actually full-on in depth. And, for that person's goal, to come in and learn and get their bearings, going into that much detail is actually a hindrance to them for learning and finding the thing that they need. If everything is like 10,000 words, how are you going to find the thing that you need?

[00:26:29:24] - **John**

I have a different question on the list. Sorry to distract, but how do I get senior leaders to take SEO seriously because it has such a bad reputation?

[00:26:40:01] - **Jo**

That's a very good question, John. And, actually, we get a lot of questions around this in SEO Office Hours. I think this is something that many people are struggling with. How to make sure that the senior leaders take SEO seriously is we need to make sure that it is part of the overall and integrated in the marketing strategy, not a silo. A course that I have taken, which has really helped and which I know some of my other colleagues have taken, which has helped to get buy in, is the SEO MBA by Tom Critchlow, because it helps you to identify and structure how SEO is important and how it affects the rest of the business. And I think with senior leaders especially, they're not going to say, "Oh, I don't understand what that means." They're not going to ask that in a question. Nobody likes to, I think especially seniorer, they don't like to actually admit that they don't know something. So it's about trying to simplify it and give them the top level about SEO, why it's important, and then include within that presentation other elements that they can go and digest further about what some of the level of detail is so that they can always go back and reassure themselves and then reassure their own bosses if they get asked further questions. So it's really about, first of all, integrating it as part of your your strategy. And also if you don't know how to do that, I'd recommend looking at other courses like the SEO MBA that can really help you to present it in a way that senior leaders like to be presented to.

[00:28:08:19] - **Michael**

I think that that's probably an example of a question that's different from the original Office Hours to the ones that we do, where we tend to get questions around not just Google and technical or content but also around... We had a question actually a month or so ago around a university graduate wanting to get into SEO, and I don't think that's something that you would probably get on the original Office Hours.

[00:28:38:00] - **Lizzi**

No. We have. I think John has answered this question before.

[00:28:39:16] - **John**

I have.

[00:28:41:03] - **Lizzi**

I've seen it because I reviewed the transcript.

[00:28:43:26] - **Michael**

Ah, I take it back.

[00:28:46:25] - **Lizzi**

Sometimes John likes to pick up questions that are unexpected, I think, or like the state of SEO and like how relevant it is. But I don't know what your take would be about this leadership question, like getting buy in from stakeholders, it feels like it's such a broadly applicable thing, like not just SEO, like getting buy in from anyone. It's not even industry-specific.

[00:29:06:29] - **Michael**

Yes. Although I think I think SEO is one of those areas that, unless you know about it, you don't really know. And I was in house for 11 years, actually, and it was one of those things that not just senior leaders but also people across the business, so managers, heads of departments and so on, had no idea really about SEO and what we were trying to do. I think a lot of them just thought we were sort of sharing stuff on newsletters and social and actually the main part of the business was SEO. And so I guess one of the things that I used to do was take the time to sort of try and explain to people about it and the impact and how that goes from getting, growing organic traffic to our website, and that generating warm leads for them to then be able to have those warmer conversations as opposed to doing any kind of cold calls. But, yeah, it's sort of creating those champions across the business so that they understand. And then always talking in the senior leaders' language as well, so making sure, rather than talking about traffic and rankings, we're talking about revenue and people on the website and those sort of things, and we sold more of this

particular service or this particular product this week, or we had people looking at this particular blog post or guide. So, yeah, just making sure that people understand what you're trying to achieve and always go back to those objectives.

[00:30:25:12] - **John**

I feel like we could continue these Office Hours for a long time. It's always hard to come to an end, but I think time wise we have a lot that we already covered. I think for more questions, people will have to join your Office Hours, right? That's how it goes. Well, thank you both for joining us here. Where can people find you if they have more questions?

[00:30:50:02] - **Jo**

Well, first of all, thank you, Lizzi and John, for having us on the show. If you would like to have some more questions, please join us at SEO Office Hours, which is every Friday at 9:30 a.m. British Summer Time, or GMT in the winter. You can head to Good Signals, and you can find me on SEO Jo Blogs, on Twitter, that's my Twitter handle, or also on LinkedIn, J Turnbull, or on my other website, is Search London, SearchLDN.com.

[00:31:17:07] - **Michael**

I'm probably most active on LinkedIn and then our website, Good Signals, you can submit questions there or it's on YouTube, so you can just go straight to YouTube if you just want to watch instead.

[00:31:25:26] - **John**

We'll add links where we can. It's kind of challenging, I think, with podcasts and the descriptions, but we'll add links to your sites where we can, and I think that's it for this episode. If you're using the Spotify mobile app to listen, we're testing out their new Q&A feature where you can leave feedback about this podcast directly. Check it out and let us know what you think. Thank you, folks, for listening and goodbye.

[00:31:52:09] - **Michael**

Bye.

[00:31:53:11] - **Jo**

Bye.

[00:31:58:23] - **Lizzi**

We've been having fun with this podcast, and I hope you, the listener, have found it both entertaining and insightful too. Feel free to drop us a note on Twitter, @GoogleSearchC, or chat with us at one of the next events we go to if you have any thoughts. And, of course, don't forget to like and subscribe. Thank you and goodbye.