

# The Joe Rogan Effect

Why Niche Content  
Is an SEO Must-Have

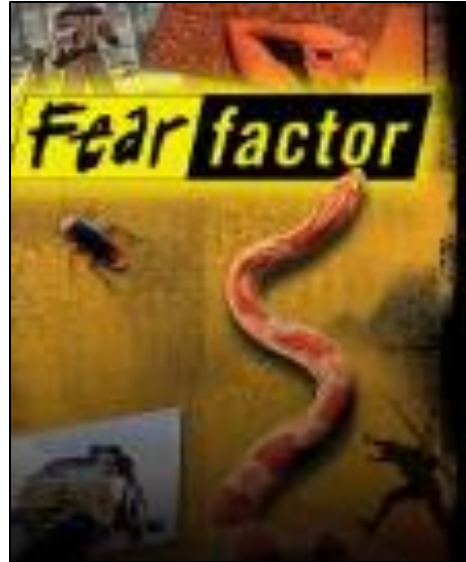


Just about everyone  
has heard of this  
fella.

Whether you want  
to or not!



Joe Rogan was a standup comedian in the '90s.  
Now he's a pop culture icon.



Let's level-set:

Joe is controversial.

He gives disinformation a platform,  
with occasional truth nuggets.

And his show is the  
top podcast on Spotify  
for the fifth year in a row.



How does he do it?



People have big imaginations,  
and many love a conspiracy.

But Joe's success  
comes from something  
much simpler.



He dominates a niche on Owned Media.



# What Is Owned Media?

Platforms you own and control, such as your:

- Blog or newsroom
- Podcast
- Email and print newsletters

In a sea of generic, AI-copied content,  
publishing niche content on Owned Media is key to SEO.

Joe pinpointed his audience.

He built an Owned Media empire  
from his free, personal podcast

(which was later picked up by Spotify).

That's the Joe Rogan Effect.

Knowing your audience and  
sharing the right content  
to win SEO & conversions.

No matter what you think of  
Joe's topics or guests,  
he's an Owned Media success story.

Your brand can achieve  
Owned Media success, too.



This 6-step strategy will help you win on Owned Media:

1. Identify your approach
2. Choose a niche
3. Pinpoint your ideal audience
4. Create content on Owned Media
5. Share where your people are
6. Measure and optimize

# 1. Identify Your Approach

# What approach will you choose?

These 3 roles are common in higher ed & health care.

## Subject Matter Expert

Like [Mel Robbins](#)  
or [Did I Say That Out Loud?](#)  
with Stu Eddins & me

## Active Listener

Like [Rich Roll](#)  
or [The Application](#) with  
Allison Turcio

## Combination

Like [Andrew Huberman](#)  
or [Confessions of a Higher  
Ed CMO](#) with Jaime Hunt

These 3 roles can work for  
any type of content.

# If You Do Interviews: Try Our Proven Process

Clear Process	SME Interview Prep	Don't Be Afraid To
<ul style="list-style-type: none"><li>• Proactively prepare the SME</li><li>• Define expectations</li><li>• Minimize SME time commitment</li></ul>	<ul style="list-style-type: none"><li>• Do your homework on the subject</li><li>• Don't ask basic questions</li><li>• Ask questions that readers/listeners would ask</li></ul>	<ul style="list-style-type: none"><li>• Go off script</li><li>• Pose intuitive, on-the-fly questions to help "find the story"</li><li>• Be yourself</li></ul>



## 2. Choose a Niche

What are the unusual questions  
you can answer?

Or stories you can tell?

# Start With a Lane, then Go Wider & Deeper

Cleveland Clinic started the Health Essentials blog in 2012:

- **Then:** High-level content on disease types and daily health topics
- **Now:** A range of deeper niche topics

## Additional Common Questions

### Is sick sinus syndrome hereditary?

Yes, but it's a rare cause of sick sinus syndrome. Most people get it from other causes that are not inherited.

### Can I exercise with sick sinus syndrome?

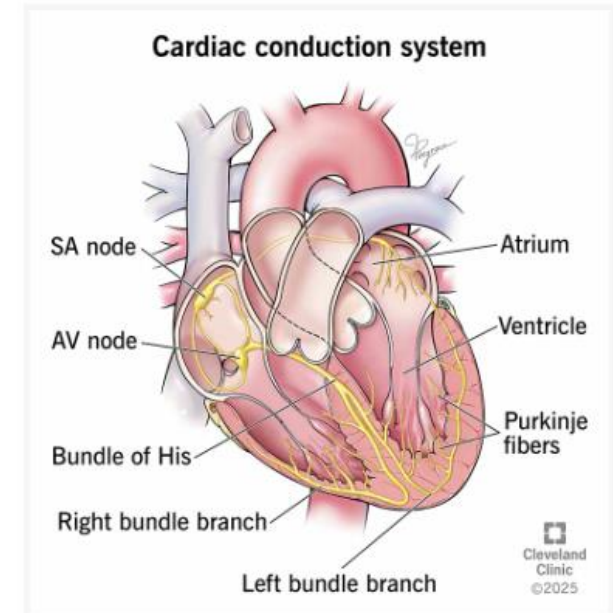
Yes, but it can be difficult. Once you get a pacemaker, you should be able to exercise more easily.

## Anatomy

### What are the parts of your heart's conduction system?

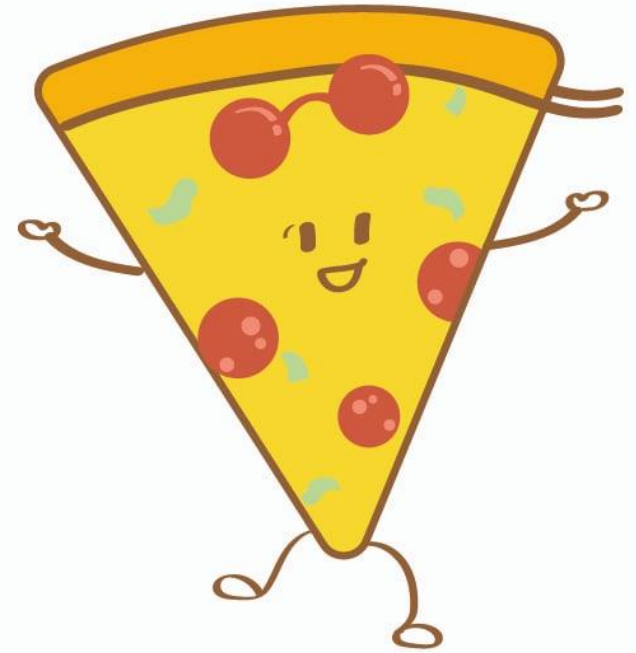
The conduction system in your heart contains specialized cells and nodes that control your heartbeat. These are the:

- Sinoatrial node
- Atrioventricular node
- Bundle of His (atrioventricular bundle)
- Purkinje fibers



Don't try to cover  
\*everything\*

*You can't please everyone,*



*you're not pizza.*

SCIENCE OF PEOPLE

Start with a priority program or service  
and an enthusiastic SME.

That Brand Champion can become  
your credible info-source  
and your cheerleader.



When you & the  
Brand Champion  
share success data...










Everyone will want a slice of the  
Owned Media pie.



### 3. Pinpoint Your Ideal Audience

# Create Personas

- Look at enrollment and appointment data—who are the people you serve?
- Explore what content they engage with on your website.
- Use free AI tools to create simple personas to guide your content.

Category	Details
 Name	Mike
 Age	18
 Location	Auburn Hills, Michigan
 Reading Level	8th grade
 Interest	Nursing
 Education Goal	To become a nurse, but unsure of the best route
 Background	<ul style="list-style-type: none"><li>☀ Drawn to helping people due to family health struggles.</li><li>☀ Hands-on learner; struggles in traditional classrooms.</li><li>☀ Graduate of a local high school in Auburn Hills.</li><li>☀ Supportive family but with limited financial resources.</li></ul>
 Hopes	<ul style="list-style-type: none"><li>💼 Get a stable, well-paying job.</li><li>❤ Make a positive impact on people's lives.</li><li>📖 Gain practical skills that lead to employment.</li><li>🏡 Find a learning environment where he can succeed.</li><li>🏠 Afford to live on his own.</li></ul>
 Concerns	<ul style="list-style-type: none"><li>💰 Cost of college and potential debt.</li><li>📚 Handling academic demands of a nursing program.</li><li>❌ Fear of failure or not being "smart enough."</li><li>❓ Uncertainty about the best path to becoming a nurse (community college vs. university).</li><li>👤 Ability to find a job after graduation.</li></ul>

# Step 1: Use Gemini to Create a Basic Persona

## 1. Prompt Gemini:

Build a persona of a traditional prospective college student, 17-20 years old, male, from Auburn Hills, Michigan. This person has an 8th grade reading level. They are interested in nursing. This person is trying to decide whether to go to community college and does not have a specific college in mind. List their hopes, concerns, emotional triggers, possible barriers, possible benefits, and decision criteria for choosing a potential college.

Please create a table with this information.

Use emojis to improve the look of the table.

Category	Description
Persona Name	Mike
Age	18
Location	Auburn Hills, Michigan
Reading Level	8th grade
Interest	Nursing
Education Goal	To become a nurse, but unsure of the best route (community college vs. university).
Background	Drawn to helping people; seen family with health issues; hands-on learner; traditional classroom challenging; graduate of a local Auburn Hills high school; supportive but financially limited family.
Hopes	Stable, well-paying job; make a positive impact; gain practical skills for employment; find a successful learning environment; afford to live independently.
Concerns	Cost of college and debt; handling academic demands of nursing; fear of failure/not being "smart enough"; uncertainty about the best path; ability to find a job after schooling.

💎 Okay, here is the table with emojis to enhance its visual appeal:

| Category

| Description

👍

🗨️

🔄

🔗

⋮

We found the details from Gemini to be more precise than from ChatGPT, based on our prompt.

# Use ChatGPT To Make It Look Better


















## 2. Prompt ChatGPT:

Please turn these details from a persona model of a prospective college student named Mike into a table. Include all the details in one table. Use emojis to improve the look of the table. Details:

**(copy/paste of Gemini output):**

Persona: "Mike" Age: 18 Location: Auburn Hills, Michigan Reading Level: 8th grade Interest: Nursing Education Goal: To become a nurse, but unsure of the best route.

Background: Mike has always been drawn to helping people...

Category	Details
 Name	Mike
 Age	18
 Location	Auburn Hills, Michigan
 Reading Level	8th grade
 Interest	Nursing
 Education Goal	To become a nurse, but unsure of the best route
 Background	<ul style="list-style-type: none"><li> Drawn to helping people due to family health struggles.</li><li> Hands-on learner; struggles in traditional classrooms.</li><li> Graduate of a local high school in Auburn Hills.</li><li> Supportive family but with limited financial resources.</li></ul>
 Hopes	<ul style="list-style-type: none"><li> Get a stable, well-paying job.</li><li> Make a positive impact on people's lives.</li><li> Gain practical skills that lead to employment.</li><li> Find a learning environment where he can succeed.</li><li> Afford to live on his own.</li></ul>

ChatGPT makes more visual tables, so we asked it to build one from the Gemini prompt output.



We do not recommend uploading PHI or personal customer data into AI tools (especially to free accounts).


Our prompts use generalized, anonymized info for ideation and research only.

More ways to niche content topics  
your audience is seeking

# What tools can help you spot top-of-mind topics?

- Tools such as Moz, ChatGPT, and Google Trends
- Looker Studio Organic Search Query Dashboards by Stamats

Create content that answers questions people are asking.

Content & SEO Performance						Organic Search Queries
By  <b>stamats</b>		Mar 1, 2025 - Mar 31, 2025		Content Group		
Query	Impressions	% Δ	Average Position	Δ	Url Clicks	
colleges near me	32,439	1,549.2% ↑	35.52	-5.56 ↓	23	
ultrasound tech school	16,060	1,219.6% ↑	10.01	1.02 ↑	104	
ultrasound tech	11,743	234,760.0%...	7.06	-3.54 ↓	68	
radiology tech school	8,556	857.0% ↑	8.77	-0.43 ↓	89	
community colleges near me	7,181	103.5% ↑	9.32	-6.36 ↓	100	
michigan reconnect	5,764	14.2% ↑	4.93	-0.82 ↓	33	
community college	5,034	26.2% ↑	25.31	5.34 ↑	42	
radiology tech programs in michigan	4,989	510.6% ↑	4.38	-1.94 ↓	67	
medical assistant programs	4,518	174.8% ↑	45.39	25.05 ↑	67	
dental hygienist school	4,068	289.3% ↑	15.49	6.64 ↑	39	
rn programs near me	4,038	132.9% ↑	18.99	9.72 ↑	4	

Your content should  
answer the questions  
people are asking.

That includes niche, low-volume questions.

Your SMEs may be among the few who can answer them!

Start with the big idea. Then refine it.

Keep asking “then what?” or “so what?”

 Until you can't anymore.

 That's your niche topic.

## Example Big Idea → Niche Topic

- Taking courses at our community college before going to Local Big U is a good idea for some majors.
- You can save money and finish college faster.
- We offer a 2+2 transfer program with Local Big U for Allied Health students. Our credits cost less and are guaranteed to transfer!

**Why?**

**How?**

**There's the niche!**

## 4. Create Content on Owned Media

# Example: Subject Matter Expert-Bylined Blog Content

UT Southwestern doctor who was interviewed for the story gets the byline.

< MedBlog

Orthopaedics;  
Rehabilitation

## Torn ACL: How reconstructive surgery gets athletes back in the game

March 25, 2025



**Nathan Boes, M.D.**  
Orthopaedic Surgery

**T**he injury can happen in an instant.

For Dallas Mavericks point guard Kyrie Irving, his left knee extended backward as he was fouled while driving to the basket during the first quarter of the March 3 game against the Sacramento Kings.

For University of Southern California Trojan standout JuJu Watkins, her right knee injury came during a first quarter drive to the basket in the second round of the NCAA Tournament on March 24 against Mississippi State.

The result was the same for both basketball stars, and it's one that no athlete wants to hear: a torn anterior cruciate ligament (ACL) – a season-ending injury that is particularly prevalent in basketball, football, and soccer. It typically involves sudden stops while running, jumping, pivoting, and making quick directional changes along with blunt-force contact.

ACL tears are unfortunately common, making up about 40% of all reported sports-related injuries. Not only are they treatable, but they also carry the potential for a full recovery and a return to sports after surgery and an extensive regimen of physical therapy and rehabilitation.



Full recovery from a torn ACL can take seven months to a year and often requires reconstructive surgery. Most people can successfully return to sports after healing and proper physical therapy and rehabilitation.



# Example: SME-Voiced Newsletter/Magazine

Houston Methodist's Leading Medicine publication features SME quotes and photos.



## When to Consider Spine Surgery



**Dr. Vishal Patel**

Most back pain resolves on its own with nonsurgical treatments — which can include everything from anti-inflammatory medications, heat or ice, over-the-counter pain patches, therapeutic massage, physical therapy and corticosteroid injections.

But if these options haven't worked, and you're experiencing pain, weakness and difficulty performing basic activities like standing or walking, it's time to see a spine specialist.

"Spine surgery is complex and involves a high level of precision," explained Dr. Vishal Patel, neurosurgeon at Houston Methodist West Hospital. "Fortunately, advancements have made it possible to use minimally invasive techniques that allow for smaller incisions, less pain and shorter recovery times."

Spine surgery is an effective solution for issues including:

- Degenerative disk disease or herniated disks
- Fractures or injuries to bones in the spine
- Spinal deformities, such as scoliosis or kyphosis (abnormal curvatures of the spine)
- Spinal stenosis (narrowing of the spinal canal)
- Spondylolisthesis (when one vertebra in the lower back slips forward on top of another)
- Weak or unstable spine caused by infection or tumors

If you're experiencing back pain due to one of these structural issues, a spine specialist can advise you on your treatment options — including whether it's time to consider surgery.

### BENEFITS OF SPINE SURGERY

Although the decision to have surgery can be difficult, having access to specialized spine surgeons who are skilled in minimally invasive techniques and use robotic-assisted technology can help put your mind at ease.

"Instead of one long incision down the back, as is the case with traditional open surgery, a smaller incision or muscle-sparing approaches are made during minimally invasive spine surgery," Patel explained. "This can help lessen pain and shorten recovery times."

Through these small incisions, the surgeon visualizes the spine using specialized instruments. The surgeon then uses small surgical tools to perform surgery on the affected area.

The types of spine surgery that can be performed using minimally invasive techniques include:

- **Discectomy:** Removal of the herniated portion of a disk pressing on a nerve
- **Laminectomy:** Relieves pressure caused by spinal stenosis
- **Spinal fusion:** Fuses two vertebrae to eliminate painful movement

In complex cases involving spinal decompression or spinal fusion, our surgeons may also employ robot-assisted technology. "Robotics allow us to plan the surgery with even more precision," Patel added. "Before the procedure, MRI and CT imaging are used to generate computer models that help guide the placement of hardware into the spine."

Pain is not just a symptom. Pain is a signal that your body needs attention. If your back pain persists despite home remedies, physical therapy and other treatments, it may be time to see a specialist to find out if surgery is an option for you. ■



### We Can Help

The neurosurgeons at Houston Methodist West Hospital are specially trained in the surgical treatment of cranial, spinal and peripheral nerve disorders. Visit [houstonmethodist.org/spine/katy-west](https://houstonmethodist.org/spine/katy-west) or call 832.522.2225.

## Example: Active Listener-Led Podcast

Allison Turcio is an AVP for Enrollment and Marketing at Siena College.

So, she brings personal insights to her Enrollify interviews.



### Episode 65: Progressive Profiling: A Smarter Approach to Student...


Allison Tercio sits down with Kelsey Smith and James Cox from Purdue University's Mitch Daniels School of Business to explore how their team uses progressive...


[listen now](#)

March 25, 2025

# Example: Combination of SME Roles

Illinois Storied is a mix of first-person stories, institution-voiced insights, and active Q&A interviews.


 | Illinois Advancement  
**Storied Magazine**



**“Fight, Illini!”**

In 1921, a Daily Illini songwriting contest helped raise funds to build Memorial Stadium. For the first time in one hundred years, the sounds of the winning song will fill the stadium again.


SEPTEMBER 24, 2024



**Sentinels of the Stadium**

To the descendants of Private Dean Memmen, a casualty of World War I, Memorial Stadium has always been about more than just football.

SEPTEMBER 24, 2024



**Rashard Mendenhall**

The famed running back, Super Bowl champion, and Illini Hall of Famer recalls his journey to Illinois and how his alma mater has impacted his life beyond football.

AUGUST 10, 2024

## 5. Share Where Your People Are

Text-based stories still rule  
(videos/podcasts continue to grow!).

Start high-level on a broad topic.

Then go deeper on niche subtopics.

And upcycle this content as other media.

**Pro tip:** Interlink the whole shebang for a better user experience and findability.

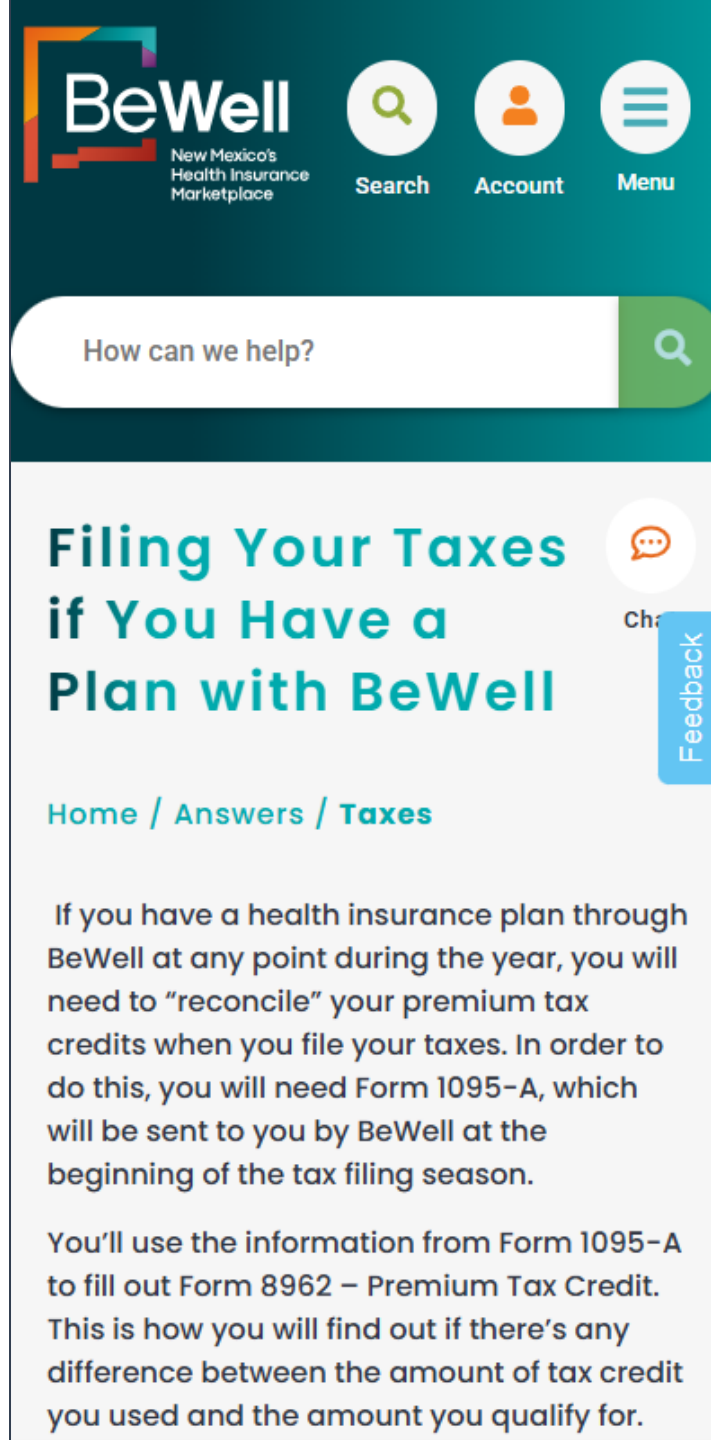


# Create Once, Publish Everywhere...Outside of Owned Spaces



# Example: Omnichannel Distribution

BeWell blog story  
(Owned Media)



Video embed for  
website/social



YouTube Short



# 6. Measure & Optimize

Relentlessly!



# Look at the KPIs that matter for Owned Media



## Volume of Stories

Are we telling enough stories at the right speed and length?



## Reach & Impressions

Are our storytelling and outreach tactics effective?



## Conversions

Appointments, subscriptions, media responses



## Relevant Site Traffic

Who visited? What did they do on our platform?



## Brand Sentiment

Do more people know about us? And love us more?

# Harper College: Lyft Pass Story Ranks on Google Page 1

Outranks big institutions, such as:

- The University of Chicago
- The Ohio State University
- Penn State

Blog story answers a niche question:  
Can I get cheap Lyft rides to college?



Harper College  
<https://www.harpercollege.edu/lyft-pass-program-success>

## 'Lyfting' student success: Ride-sharing at Harper puts ...

May 7, 2024 — Harper College's Lyft Pass Program offers students a helping hand with transportation, making ride-sharing more affordable by covering a portion of the cost.

Harper College  
<https://www.harpercollege.edu/visit/lyfttridediscount>

### Harper College Lyft Pass Program

Jun 18, 2024 — The Harper College Lyft Pass program offers discounted rides to and from the campus coverage area for most Harper students.

The Ohio State University  
<https://tm.osu.edu/ride-smart>

### Lyft Ride Smart at Ohio State

Lyft Ride Smart at Ohio State offers eligible students discounted rides, inside the university-designated service area, from 7 p.m. to 7 a.m. Ohio State will ...

Harper College  
<https://www.harpercollege.edu/lyft-pass-program-success>

### 'Lyfting' student success: Ride-sharing at Harper puts ...

May 7, 2024 — Harper College's Lyft Pass Program offers students a helping hand with transportation, making ride-sharing more affordable by covering a portion of the cost.

The University of Chicago  
<https://safety-security.uchicago.edu/transportation/lyft...>

### Lyft Ride Smart at UChicago - Safety and Security

Lyft Ride Smart at UChicago offers students 7 free rides per month (up to \$10 off per ride) on all evening and late-night rides within the service area.

Penn State University  
<https://transportation.psu.edu/lyft-programs>

### Lyft Programs - Transportation Services

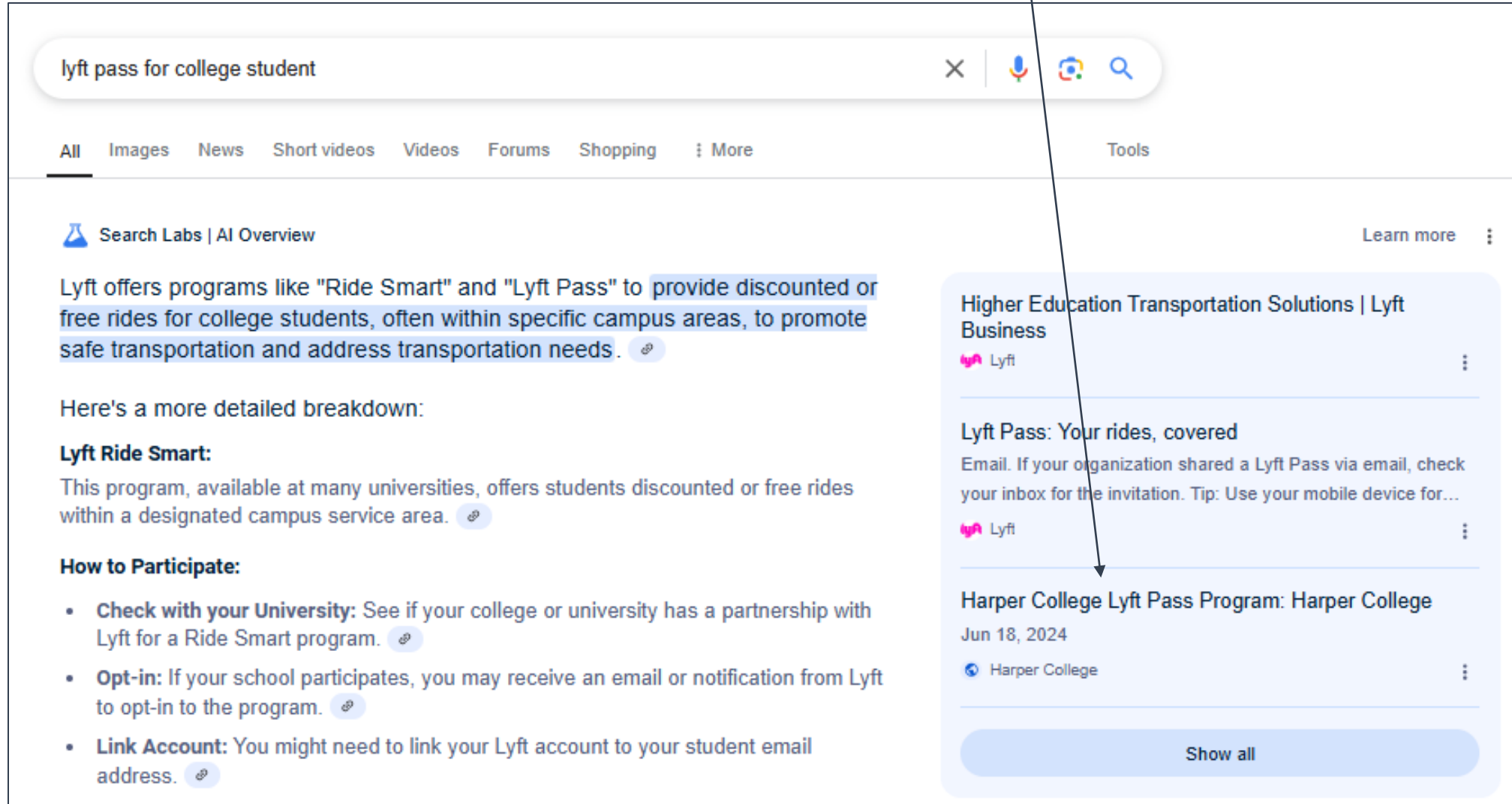
University Park students can get eight \$10 Lyft ride credits each month to use for rides to campus from downtown and select surrounding neighborhoods.

[Lyft Programs](#) [Redeem Credits](#) [Terms And Conditions](#)

People also search for :


<a href="#">How to use lyft pass for college student</a>	<a href="#">Lyft unlimited Pass price</a>
<a href="#">Lyft pass for college student price</a>	<a href="#">Lyft Ride Smart program</a>
<a href="#">Free lyft pass for college student</a>	<a href="#">Uber student discount</a>
<a href="#">Free Uber rides for college students</a>	<a href="#">Lyft student</a>

# And that's why Harper also won the AI Overview snippet!



lyft pass for college student

All Images News Short videos Videos Forums Shopping More Tools

 Search Labs | AI Overview Learn more

Lyft offers programs like "Ride Smart" and "Lyft Pass" to provide discounted or free rides for college students, often within specific campus areas, to promote safe transportation and address transportation needs.

Here's a more detailed breakdown:

**Lyft Ride Smart:**  
This program, available at many universities, offers students discounted or free rides within a designated campus service area.

**How to Participate:**

- **Check with your University:** See if your college or university has a partnership with Lyft for a Ride Smart program.
- **Opt-in:** If your school participates, you may receive an email or notification from Lyft to opt-in to the program.
- **Link Account:** You might need to link your Lyft account to your student email address.

Higher Education Transportation Solutions | Lyft Business  
Lyft

Lyft Pass: Your rides, covered  
Email. If your organization shared a Lyft Pass via email, check your inbox for the invitation. Tip: Use your mobile device for...

Harper College Lyft Pass Program: Harper College  
Jun 18, 2024  
Harper College

Show all

# UTSW Wins AI Overview Snippet for PULSAR

- **Niche content** resonates with a specific community
- **SEO + AI search strategy:**
  - Topical authority
  - Inline + back-end optimization
  - Human storytelling style

The screenshot shows a Google search for "personalized ultra-fractionated stereotactic adaptive radiotherapy". The AI Overview section provides a summary of PULSAR, highlighting its novel approach to radiation therapy. The summary text is: "Personalized Ultra-Fractionated Stereotactic Adaptive Radiotherapy" (PULSAR) is a novel approach to radiation therapy where high doses of radiation are delivered in "pulses" separated by extended intervals (like weeks or months), allowing for treatment adaptation based on a patient's individual tumor response and potential to integrate other systemic therapies, like immunotherapy, during those intervals; essentially making the treatment more personalized and potentially improving its effectiveness while minimizing side effects. Key points about PULSAR include: "Ultrafractionation": Unlike traditional radiation therapy, PULSAR delivers radiation in large doses separated by significant time periods, referred to as "pulses." Adaptive nature: Between pulses, imaging can be done to monitor tumor changes, allowing for adjustments to the treatment plan based on the patient's individual response. Potential benefits: This approach may allow for better tumor control, reduced side effects due to the spaced-out delivery, and potential synergy with immunotherapy by giving the immune system time to respond between radiation doses. A disclaimer states: "This is for informational purposes only. For medical advice or diagnosis, consult a professional. Generative AI is experimental." Search results on the right include a snippet from UT Southwestern Medical Center dated Aug 8, 2022, and a snippet from the National Institutes of Health (NIH) dated Mar 29, 2021. A "Show all" button is visible below the search results. At the bottom, there is a link to the utswmed.org website with the title "PULSAR: A Paradigm for Safer, More Effective ...".

personalized ultra-fractionated stereotactic adaptive radiotherapy

All Images Videos Shopping Forums Web News : More Tools

AI Overview Learn more

"Personalized Ultra-Fractionated Stereotactic Adaptive Radiotherapy" (PULSAR) is a novel approach to radiation therapy where high doses of radiation are delivered in "pulses" separated by extended intervals (like weeks or months), allowing for treatment adaptation based on a patient's individual tumor response and potential to integrate other systemic therapies, like immunotherapy, during those intervals; essentially making the treatment more personalized and potentially improving its effectiveness while minimizing side effects.

Key points about PULSAR:

**"Ultrafractionation":**  
Unlike traditional radiation therapy, PULSAR delivers radiation in large doses separated by significant time periods, referred to as "pulses."

**Adaptive nature:**  
Between pulses, imaging can be done to monitor tumor changes, allowing for adjustments to the treatment plan based on the patient's individual response

**Potential benefits:**  
This approach may allow for better tumor control, reduced side effects due to the spaced-out delivery, and potential synergy with immunotherapy by giving the immune system time to respond between radiation doses

This is for informational purposes only. For medical advice or diagnosis, consult a professional. Generative AI is experimental.

Export Save Like Share

**PULSAR: A Paradigm for Safer, More Effective Personalized ...**  
Aug 8, 2022 — Building upon this strategy, PULSAR abandons classic daily fractions entirely and employs a limited number o...  
UT UT Southwestern Medical Center

**Personalized Ultrafractionated Stereotactic Adaptive Radiotherapy ( ...**  
Mar 29, 2021 — Dr. Robert Timmerman holds a pending patent for Personalized ultra-fractionated stereotactic adaptive...  
National Institutes of Health (NIH) (.gov)

**Personalized Ultrafractionated Stereotactic Adaptive ...**  
These changes can be interrogated and, if relevant, can trigger an adaptive replanning of the ongoing therapy for a more...  
ScienceDirect.com

Show all

**Personalized Ultrafractionated Stereotactic Adaptive ...**  
by C Moore · 2021 · Cited by 85 — Conclusions: These results illustrate that radiation therapy dosing and scheduling affect tumor control, in combination with checkpoint blockade ...  
National Institutes of Health (NIH) (.gov)  
https://pubmed.ncbi.nlm.nih.gov > ...

**PULSAR: A Paradigm for Safer, More Effective ...**  
Aug 8, 2022 — A new approach to radiation therapy that abandons classic daily fractions is now being investigated in rectal, brain, and lung cancer ...  
utswmed.  
https://utswmed.org > cancer > cancer-answers > pulsar-...

# None of these 6 steps are new.

But many brands don't take content marketing seriously, and they should.

1. Identify your approach
2. Choose a niche
3. Pinpoint your ideal audience
4. Create content on Owned Media
5. Share where your people are
6. Measure and optimize



If you do, your audience (and your institution)  
will be pleasantly surprised.



# Thank you!

Watch Our Past  
Webinars!

- [3+1 Landing Page Strategies](#)
- [Prepare Your Content for a Website Redesign](#)
- [Redesign Your Website Without Rebuilding It](#)

# What Questions Do You Have?

Link to related podcast:

[SEO Is Not a Service: It's a Way of Life](#)

Links to related blog articles:

- [AI & the Human Connection: Highlights from Content Marketing World](#)
- [How PR and Content Marketing Can Streamline Superpowers](#)
- [How Long is Too Long for a Webpage?](#)



## Amplify *Opportunity*

Consultation and content services that will improve your site's landing page performance. [Contact us](#) and get ready for an all-new level of winning.

[www.stamats.com/contact](http://www.stamats.com/contact)