



PODCAST CHECKUP

Follow these best practices to ensure your podcast is in top shape!

SEO-Friendly Show Notes

To entice potential listeners to tune in and ensure your podcast is discoverable by search engines, be sure you're giving proper attention to the written aspect of your podcast.

Each episode should include a minimum 250 words written summary, including links and resources mentioned within the episode.

Consistency is Key

Having a consistent podcast release schedule will help ensure that you have an engaged audience eagerly awaiting your next episode!

Whether you're publishing weekly, bi-weekly, monthly, or on some other schedule, maintain consistency in terms of date, time, and length.

A+ Audio Quality

Listeners won't tolerate bad audio quality. If they're struggling to understand words or being startled by loud background noises, your podcast is at a great disadvantage.

Ensure your own audio is great, and then help guests do what they can with what they have available, since not all will own a professional microphone. Ask for our free guest prep sheet if you'd like more details!

Social Media

Promoting your podcast on social media is one of the best ways to grow your audience!

Audiograms and graphic quote cards are a great start. With these you can promote each episode multiple times in an attention-grabbing way, being sure to include links or instructions for people to tune in.

Directory Listings

To reach as many listeners as possible, your podcast must be available on all the most popular podcast listening platforms.

These include Apple Podcasts, Google Podcasts, Spotify, TuneIn, Stitcher, and Amazon Music! There are many others, but most will appear automatically so long as you're in the main ones listed here. If you have a Facebook page, you may even be able to connect your podcast there.

Podcast Website

For ultimate flexibility and ownership of your content, the podcast's online home should be at a domain name which you own.



Learn how we can help you save time and scale your business!

[Book a discovery call with us today.](#)