SEO Your Podcast to Grow Your Audience

10 Point Checklist

Daniel J. Lewis

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps you
can take to take your marketing to the next level.

MARKETING SPEAK 🎙

HOSTED BY STEPHAN SPENCER

"The best thing you can do is
grow your audience and the best way to grow
your audience is make great content."
DANIEL J. LEWIS

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

☐ Your show title or name is the most important text for podcast SEO. If your title wouldn't help in search, create a keyword-rich subtitle.

☐ In iTunes, your individual episode titles are very important. Construct your episode title with relevant keywords.

☐ In Google Play Music, your show description will show up in search. Make sure your show description contains those keywords that are important to your content.

☐ Use CastFeedValidator.com or Podba.se to make sure your podcast feed is valid.

☐ iTunes is very picky about artwork images. Make sure your iTunes artwork image is less than 500kb.

☐ iTunes Podcast Connect is a place to add, remove, or force refresh your podcast. Do not attempt to alter your RSS feed from iTunes Podcast Connect.

☐ Determine your subscriber number by looking at your average download total per episode after a week. Looking at your average download total per episode after a month tells you what your general audience reach is.

☐ Use MyPodcastReviews.com to receive your iTunes and Stitcher reviews from 155 countries.

☐ Long Tail Pro and Google AdWords Keyword Planner Tool can help you identify quality keywords for podcast SEO.

☐ Consider joining an online podcasting group for information sharing, collaboration, and community with other podcasters. These are opportunities to learn and share, not promote.