



Checklist 1 - Coming Up With Ideas And Name For Your Podcast

Project Name: _____

Date: _____

Yes No

Podcasting is a great way of building a brand and connecting with your audience. Podcasts are more convenient compared to blogging and social media in that people can listen to a podcast while driving, working out and doing other activities. This checklist provides a step-by-step guide on launching a successful podcast.

Part 1- Developing A Concept For The Podcast

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Develop your angle. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Set goals for your podcast. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Understand the interests of your audience. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Determine your niche/audience. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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5 Establish a theme or topic for your podcast.

6 Decide whether or not you want a co-host.

Part 2 – Naming Your Podcast

7 Select a catchy and memorable name.

8 Be keen on the title, author and description tags.

9 Make the title specific to boost appearance in relevant searches.

10 Avoid a long title/name for your podcast.

11 Create a premise for your show.

Notes



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12 Select a name that reflects the tone and mood of the podcast.

13 Avoid obscure non-intuitive titles.

Part 3 – Using Keywords On The Podcast Name

14 Avoid keyword stuffing on your author tag.

15 Use a distinctive keyword-rich title/name for your podcast.

16 Keep the title clean to avoid being labeled as explicit.

17 Write a compelling description of the podcast title to optimize your title for search.

Notes



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Keep your description/tagline short (maximum of 140 characters).

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