



## Checklist 14 - Tracking Your Podcast

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Tracking the performance and the statistics of your podcast helps you identify the areas that need improvement, identify the strategies that are working and those that are not working, as well as identifying potential target audience. Using the right podcast analytics is essential in identifying the success or lack thereof your podcast. Here are factors to consider while tracking your podcast:*

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Analyze your podcast reviews and ratings.                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Track the number of subscribers and non-subscribers who listen to your podcast. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Check the number of listeners.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Analyze the number of streams.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Track the number of unique downloads.   | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



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- 6 Evaluate the listens/downloads ratio.
  
- 7 Analyze the demographic of your listeners.
  
- 8 Analyze stats like the average consumption and the time taken.
  
- 9 Use tools like Google analytics to track users' behavior around your podcast.
  
- 10 Evaluate interaction with users on your email list.
  
- 11 Analyze the traffic sources.
  
- 12 Use advanced statistics on the directory to analyze the percentage of the podcast listened.

*Notes*



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- 13 Look for stats regarding the realistic download total.
  
- 14 Use SEO optimization and Topic research tools.
  
- 15 Use web monitoring for notifications when your podcast is mentioned on the web.
  
- 16 Analyze stats on the most popular episodes and most popular device.
  
- 17 Evaluate your social media engagement.
  
- 18 Monitor your trackable calls to action.
  
- 19 Details on each episode.

*Notes*