

Podcast Best Practices Checklist

This is a checklist of podcasting best practices to elevate your show and complements the article that can be read here:

<https://podsqueeze.com/blog/15-podcast-best-pactices/>

☐ Identify and understand your audiences

Describe your listener's persona, including their goals and interests to find your market.

☐ Define your podcast's goal and a marketing strategy

Describe your podcast's objectives and the steps necessary to bring you closer to achieving them.

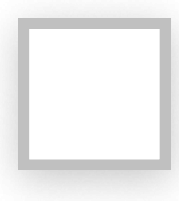
Recommended read: <https://podsqueeze.com/blog/10-podcast-marketing-strategies/>

☐ Form a podcasting team and/or leverage AI to streamline your workflow

Utilize AI tools like Podsqueeze.com to handle the bulk of the work for you.

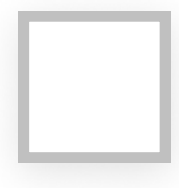
☐ Audit your (best performing) existing content

Audit your current content to gain insight into what resonates most with your audience, then scale it accordingly.



Identify missed content gaps

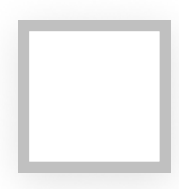
Generate content ideas that may be absent from your current library.



Create evergreen content

Create evergreen episode themes to enhance the longevity of your content.

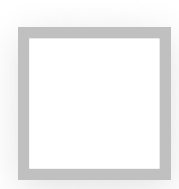
Recommended read: <https://podsqueeze.com/blog/how-to-find-good-podcast-topics-to-talk-about/>



Repurpose your content

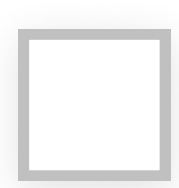
Outline your content repurposing strategy.

Recommended read: <https://podsqueeze.com/blog/how-to-share-a-podcast-on-instagram/>



Personalize your content

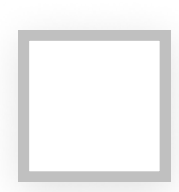
Develop a plan to personalize and make your content more relatable to the persona described in the first checkbox.



Promote your content strategically

Determine the platforms and methods for distributing your show on social media.

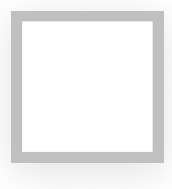
Recommended read: <https://podsqueeze.com/blog/create-a-social-media-strategy-for-your-podcast/>



Diversify your guest niche

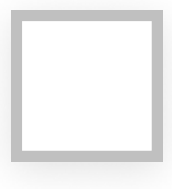
Identify related niche areas connected to your show and seek out guests from those areas to invite onto your podcast.

Recommended read: <https://podsqueeze.com/blog/find-podcast-guests-email-templates/>



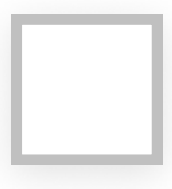
Create value-driven content

List all the areas where your podcast content could improve to better serve your audience.



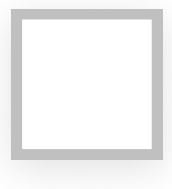
Create repeatable templates

Establish a consistent structure for your episodes to maintain uniformity across each one.



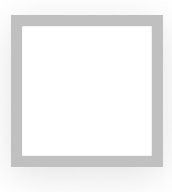
Go ahead of industry trends

Stay updated on industry trends and developments by subscribing to podcasting newsletters, blogs, and podcasts such as Lessons From A Podcaster by Podsqueeze.



Experiment with different types of content and platforms

Give yourself permission to fail and pivot if things don't go as planned. Experiment with various themes and distribution platforms for your podcast.



Befriend your analytics

Analyze your podcast episodes to identify where your audience drops off or becomes more engaged, then note down opportunities for improvement.
