



ULTIMATE PODCAST NAMING GUIDE

1

EXPLAIN THE VALUE

You can increase the number of subscribers that you get by naming your show something that immediately tells the listener what your show is about.

2

MAKE IT EASY TO SAY AND SPELL

Make it as easy as possible for people to share your show with friends. If you have to spell your name out, you've lost the word of mouth campaign.

3

DON'T BE REDUNDANT

People don't talk about reading the Game of Thrones TV Show or Reading the Game of Thrones Book, They say they watched or read Game of Thrones. Do not add Podcast to the end of your title and you will have the flexibility to pivot or expand in the future

4

NO KEYWORD STUFFING

avoid using words like, "with, featuring, sponsored by, etc" also avoid using symbols and delimiters like, "-", ":", "~, a comma, etc." Apple has been known to remove shows who keyword stuff in the title

5

CHECK THE WEB

Check to see if you can get Social Media handles, and relevant domains. You can automate this process with the [Podcast Name Research Tool](#).

6

TAKE IT PERSONALLY

At the end of the day this is your show. it has to be something that you are proud of. Do not name this anything that will embarrass you.

FOR MORE PODCAST WORKSHEETS VISIT

