Simple Steps to Podcast Optimization

Use keywords in the file name.

1 **best-cooking-tips.mp3**

2 Add a branded statement at the beginning and the end.

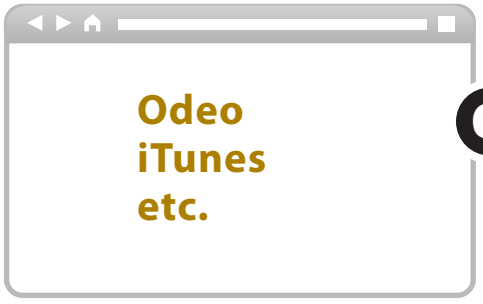
3 Add to RSS Feeds.

Place on a site and optimize the page.

4

MP3 & **iTunes**

5 Make MP3 and iTunes versions.



6 Submit to Odeo and podcast search engines.

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