

Simple Steps to Podcast Optimization

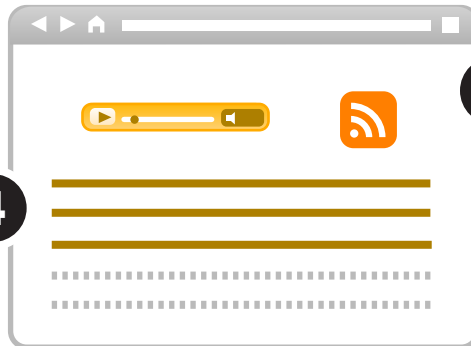
Use keywords in the file name.

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



“ Welcome to The Best Cooking Tips podcast. ”

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



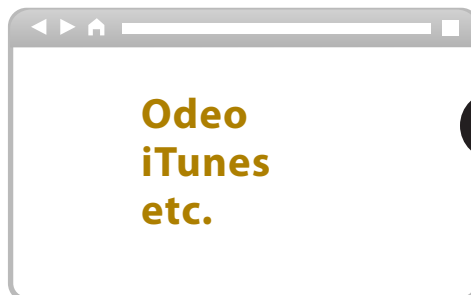
Place on a site and optimize the page.

4

3 Add to RSS Feeds.

MP3 & 
iTunes

5 Make MP3 and iTunes versions.



6 Submit to Odeo and podcast search engines.