

## KEYWORDS: SEO FOR EPISODE TITLES AND DESCRIPTIONS

When it comes to making your podcast findable, keywords are your best friend. It is important to make your episode titles and descriptions SEO friendly by carefully placing keywords. The key to keywords is to get inside the mind of your listeners. Which words are they most likely to type into a search bar when they are looking for the kind of content you cover?

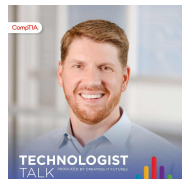
Learn how to optimize your podcast with keywords [HERE](#)

## Podcast Marketing Tip of the Month:

### Repurpose Your Content

- Turn your podcast content into videos, flyers, graphics, blogs, or social posts so it gets as much exposure as possible.
- Post behind the scenes, sneak peek photos and videos that your listeners will enjoy.
- Audiograms: post short clips of your podcast audio as a teaser to the full episode, to stimulate interest.

## Happy Podcasting Anniversary!



**RECORD MORE  
SPEND LESS**

Earn a \$500 credit on your next contract when you refer a friend to start podcasting with us!

*A referral is the best compliment we can receive.*

