

How To Find The Best Spotify Playlists on the Platform

And know if the listeners and curators are actually legit.

[By the way, if you want us to do this for you, click here.](#)

Introduction:

Spotify Playlists are the single most cost-effective way to generate traffic towards your music on Spotify. However, the music industry is very much in a “Wild West” when it comes to fake plays, bot playlists, and low-quality listeners.

Because of this reality, it's our mission at the Indie Music Academy to offer access to legitimate, high-quality influencers so they can trust that their music career is not at risk of being jeopardized.

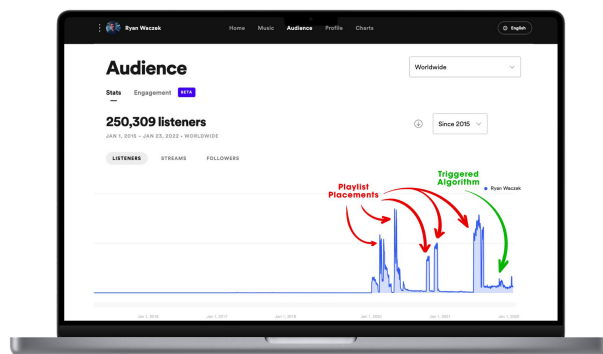
How We Perform Our Analysis:

All the screenshots and graphs in this white paper were either taken from the Spotify App, “Spotify for Artists,” or a playlist-analyzing tool called Chartmetric. We are big fans of Chartmetric but realize that it can be pretty expensive for the average artist. A much more affordable (free) tool that the team has been using lately is <https://www.isitagoodplaylist.com/>, and you can do all of the analysis yourself as you follow our guide.

Our Promise:

Every artist deserves a chance to generate real human-driven traffic and we'll work tirelessly to weed out the fake playlisters that prey on talented artists and advocate for our artists when disputes arise.

Remember, Spotify Playlists are just **one marketing tool** in your toolkit, but when used properly, you can have results similar to what I've done with my music:



To read the full case study on my own personal music promotion journey, [click here](#).

Our Philosophy:

If a Spotify Playlist can't be "discovered" by an average user, then there is no way to validate that the traffic is high-quality and beneficial. This is why we place a heavy emphasis on Spotify Search Engine SEO.

We only pitch to influencers who have playlists that **Organically Rank in the Spotify Search Engine** for validated keywords.

Playlists that do not rank in the Spotify Search Engine could have bot activity, low-quality overseas traffic, or other types of risky and unethical practices.

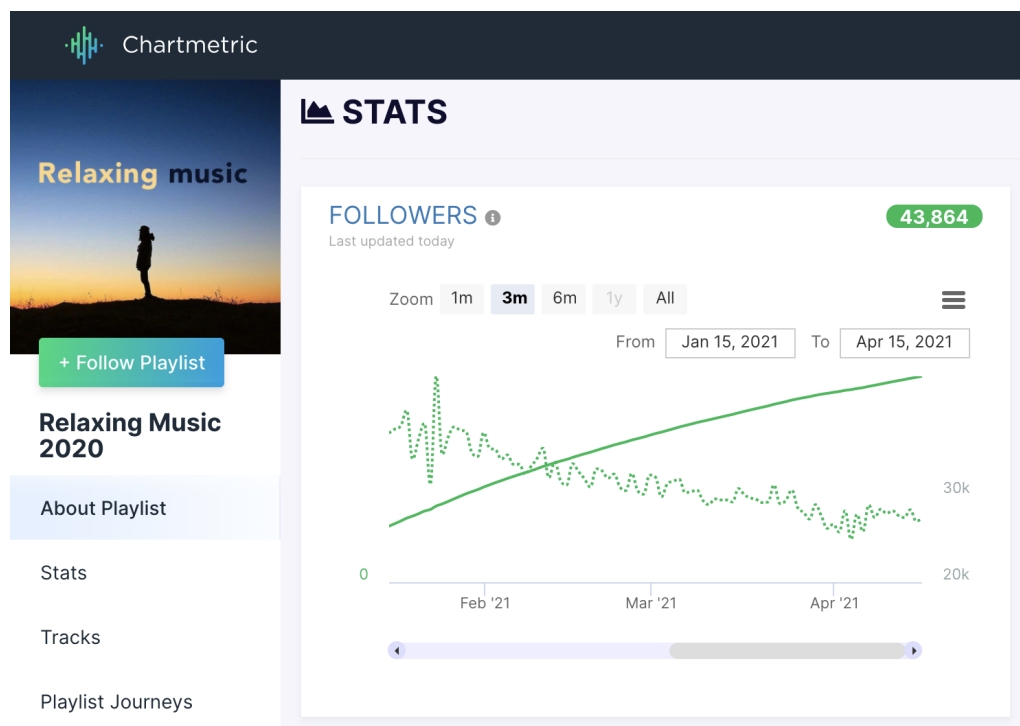
Playlist Vetting Procedure

To offer a Playlisting Service in line with our promise and philosophy, we perform 3 analytical checks to "validate" the legitimacy of each playlist:

Let's use the playlist "Relaxing Music 2020" as our test subject.

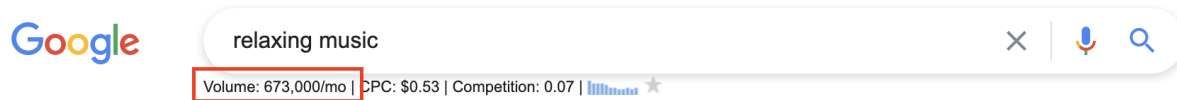
No deleted followers on the playlist - Using analytic tools like Chartmetric we check to make sure that there are no sudden dips in the follower growth line indicating a mass deletion of bot accounts.

We look for growth lines that are smooth like this:



Playlist Keywords / Playlist Name Have Popularity - We need to validate that the playlist name is popular in the first place. No point in getting placed on “Relaxing Music 2020” if no one is interested in searching for “Relaxing Music.”

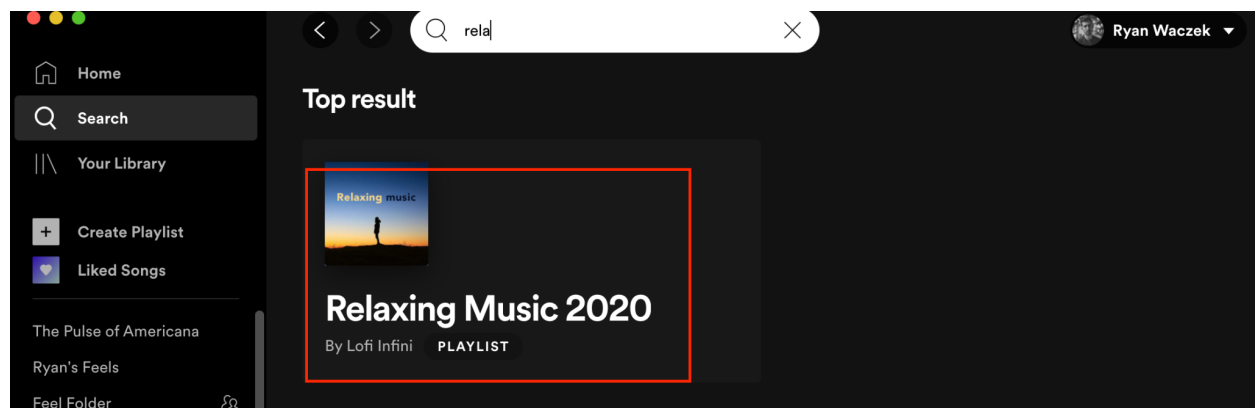
To get a general idea of the keyword monthly traffic, we use “Keywords Everywhere Tool”: 673,000 searches a month is a lot of traffic. This is good!

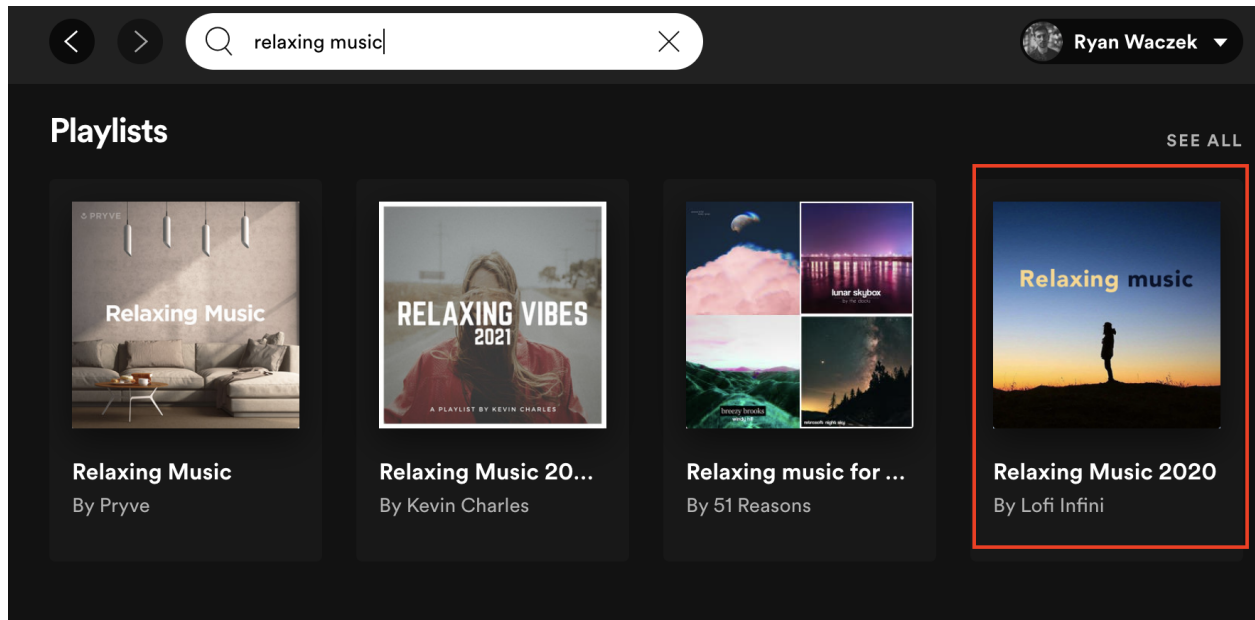


Spotify Search Rankings - Now we need to check to make sure that our playlist ranks in the Spotify Search results. The reason for this is that anyone can create a playlist with a name that has a lot of search popularity. But it’s all for nothing if the playlist doesn’t rank in the top results when searched.

This is how a lot of artists get taken advantage of. They’ll get placed on playlists that have similar names to the Spotify Editorial Playlists such as “Viral Pop” but they rank nowhere when you search for them. This means that users do not Organically discover the playlist and traffic needs to be generated through low-quality overseas facebook ads or with bots.

Here’s an example of a playlist that ranks high in the Spotify Search Results:

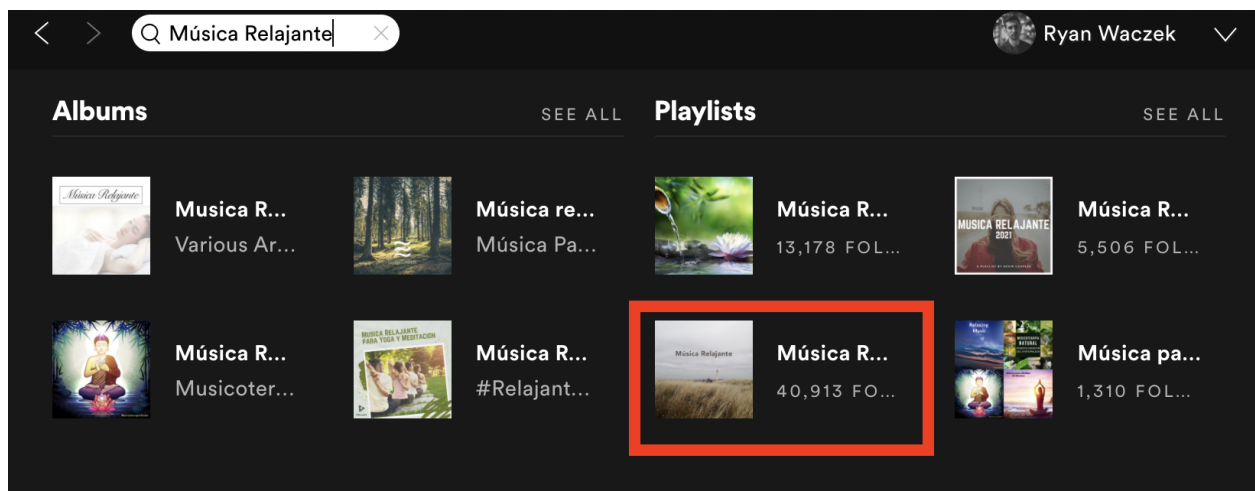
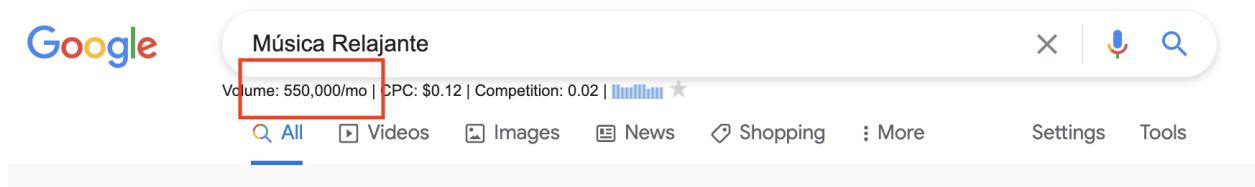


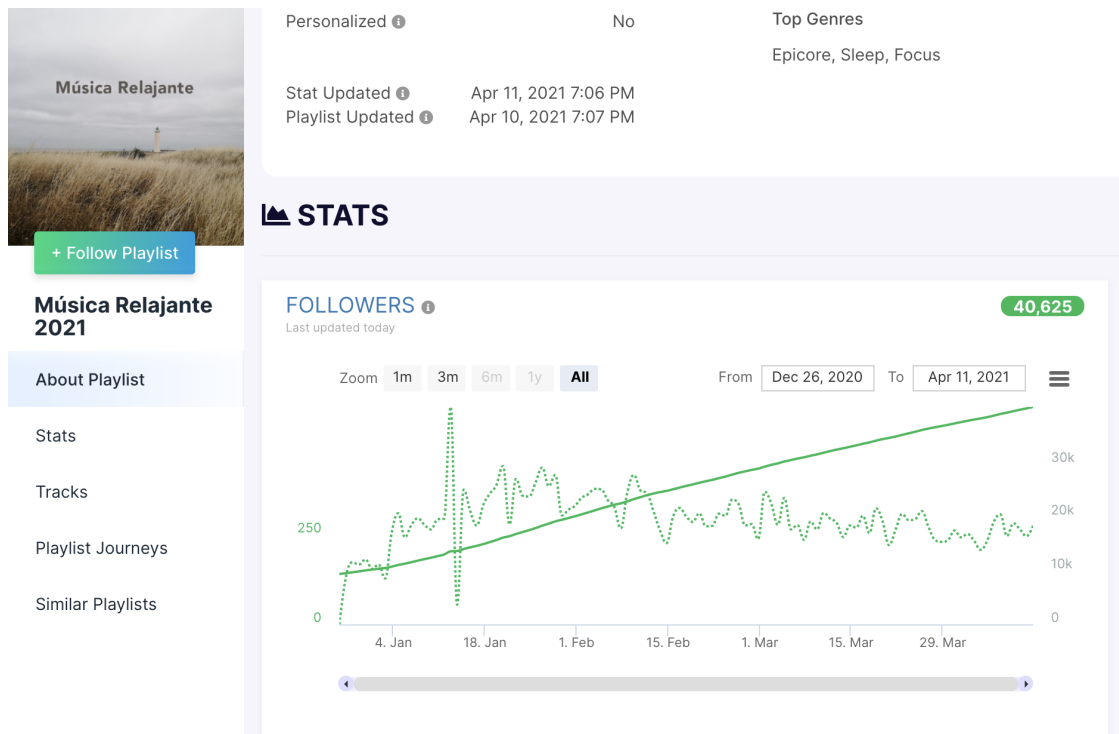


Playlists that meet all three of the above criteria are some of the most valuable and active playlists on the streaming platform.

This is the process we use to approve the legitimacy of our playlists and influencers so Indie Music Academy students know that their investment in playlist promotion is worthwhile.

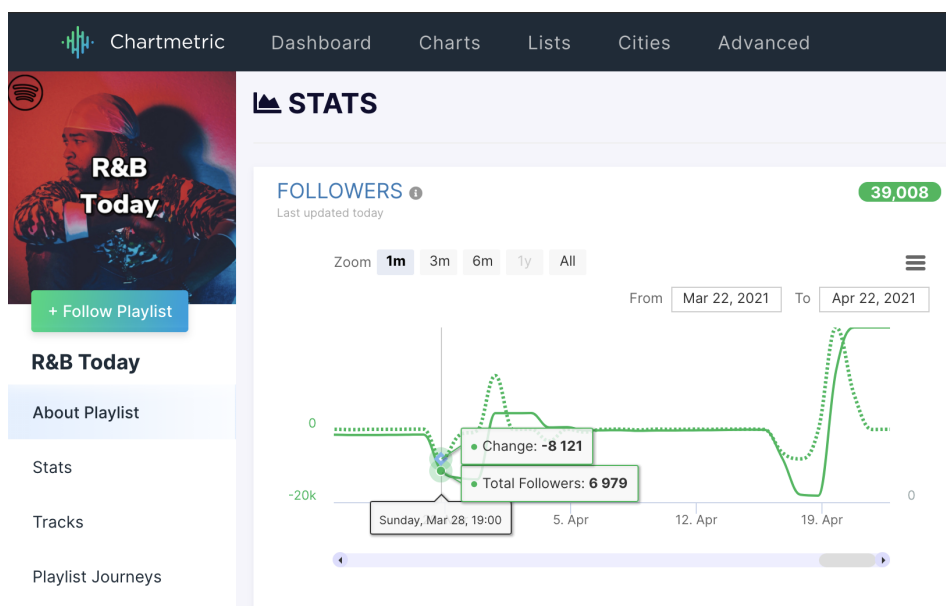
For Artists Growing an International Audience - This process works in multiple languages since Spotify is a multi-country app:





Identifying Bot Playlists (Red Flags):

One of the biggest red flags when analyzing playlists is a **sudden drop in thousands of followers**. Spotify regularly deletes accounts that it deems to be “inactive” or “bot” accounts. When there is a noticeable dip in the number of playlist followers, this indicates that the playlist audience was built using sketchy tactics:



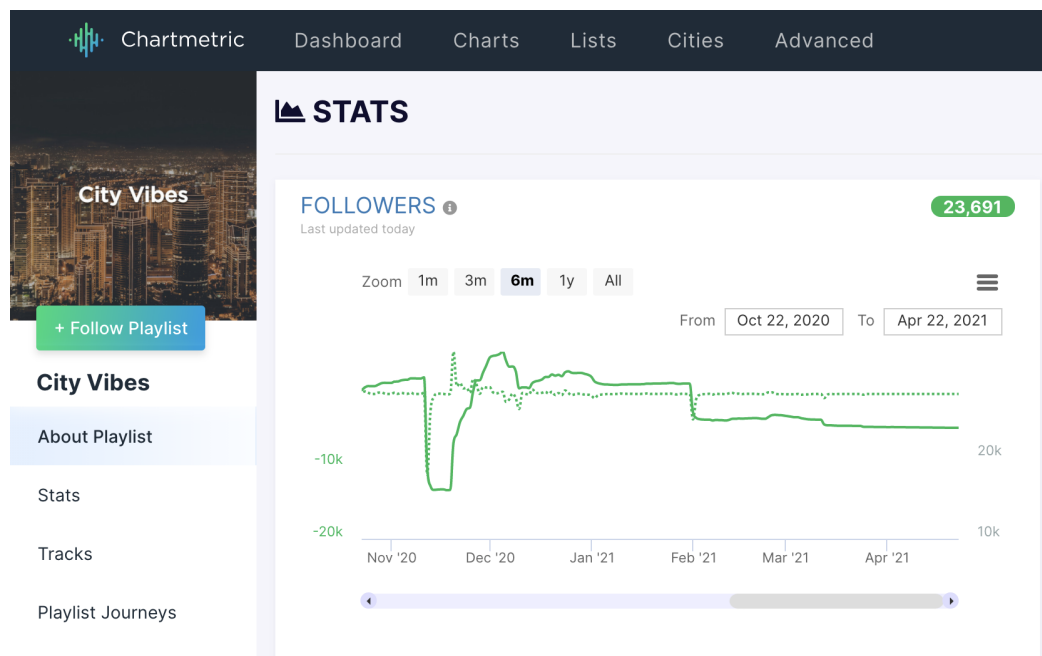
Owners of bot-run playlists will gladly scam artists and take their money in exchange for a placement on these unethically built playlists. At the Indie Music Academy you can

trust that you'll never get a placement on a playlist that doesn't pass our influencer guidelines.

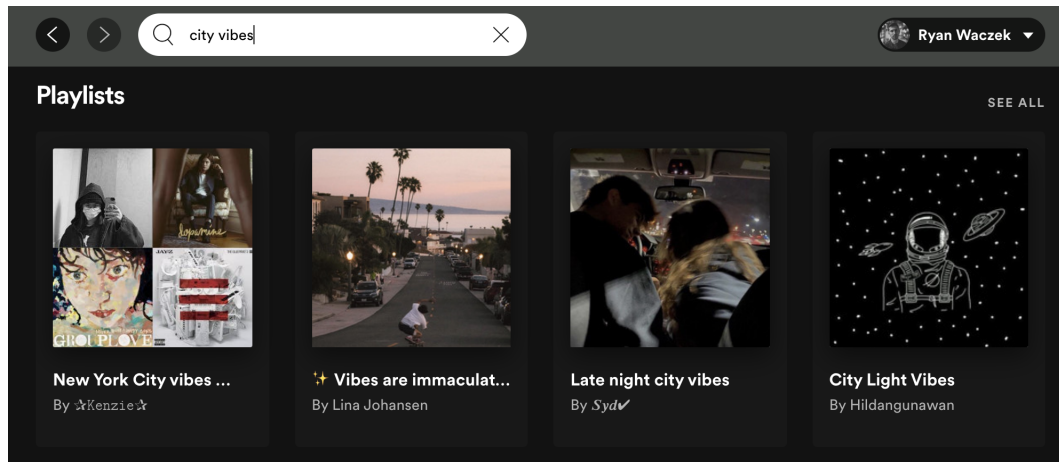
Here's an example of a sudden dip in over -11,000 playlist followers and then a sudden increase in +20,000 playlist followers. This is not natural activity:



The Sad Vibes Playlist (Above) and City Vibes Playlist (Below) were both affected by the same scheduled mass deletions of bot accounts by Spotify.



In addition to having bot accounts “mass deleted” by Spotify, the City vibes playlist does not rank in the Spotify Search Results when you type an exact keyword match:



This begs the questions:

“How are people discovering this playlist?”

“If it can’t be found by an average Spotify user, where are the streams coming from?”

Conclusion:

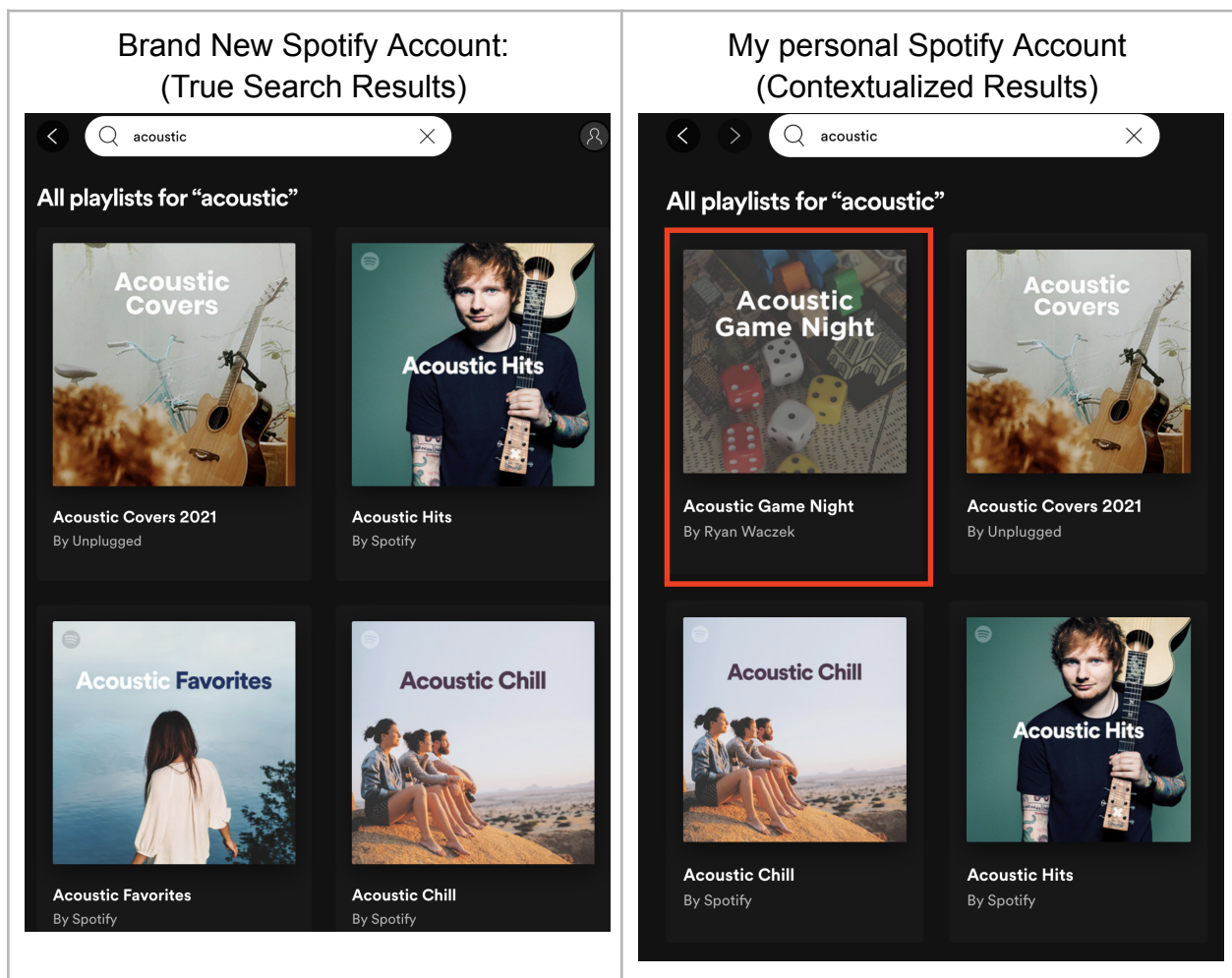
Thanks to this system, we can reliably identify the most legitimate playlists on the Spotify Platform and offer placements to artists who submit quality music.

Every artist deserves a chance to generate real human-driven traffic and we'll work tirelessly to weed out the fake playlisters that prey on talented artists and advocate for our artists when disputes arise.

Contextual Search (CS) Results:

We've discovered that search results vary on desktop and mobile applications. So if something is not ranking on desktop, check the Spotify Mobile app and vice versa.

Search results will also mix in your own playlists among organically ranking playlists because of a feature called "Contextual Search." This is normal and does not affect what the rest of the world sees:



Acoustic Covers 2021 has the top spot in real life but appears second because of CS.

Soundtrack Playlists:

Sometimes the best placement for a song is on a “Soundtrack Playlist.” A soundtrack playlist is not the official soundtrack of the movie but rather **a fan-generated playlist with songs that are inspired by the movie** (it might also include tracks from the Official SoundTrack (OST) within the playlist as well.)

Non-OST songs highlighted in green:

#	TITLE	ALBUM	DATE ADDED	
9	 The Adventure Begins Howard Shore	The Hobbit: An Unexpected Journey (Origin...	2 days ago	2:05
10	 The World is Ahead Howard Shore	The Hobbit: An Unexpected Journey (Origin...	2 days ago	2:20
11	 Dream Lake Cabela and Schmitt	Dream Lake	2 days ago	3:53
12	 An Ancient Enemy Howard Shore	The Hobbit: An Unexpected Journey (Origin...	2 days ago	4:58
13	 Radagast the Brown - Extended Version Howard Shore	The Hobbit: An Unexpected Journey (Origin...	2 days ago	6:39
14	 Muse Maik Styrnol	Muse	2 days ago	4:36
15	 The Trollshaws - Bonus Track Howard Shore	The Hobbit: An Unexpected Journey (Origin...	2 days ago	2:09
16	 Roast Mutton - Extended Version Howard Shore	The Hobbit: An Unexpected Journey (Origin...	2 days ago	4:57
17	 To Catch Lightning In A Bottle Kluane Takhini, James Hill	To Catch Lightning In A Bottle	2 days ago	4:04
18	 A Troll-hoard Howard Shore	The Hobbit: An Unexpected Journey (Origin...	2 days ago	2:39

These playlists are some of the most active and safest playlists to get a placement on because they organically rank extremely high and are low-risk for bot activity:

the hobbit

Ryan Waczek

Playlists

SEE ALL



The Hobbit Soundtrack
By Soundtrack&Sons



The Hobbit Audiobook.
By ehlm2oqsbzc6t7n0kdxs00o9



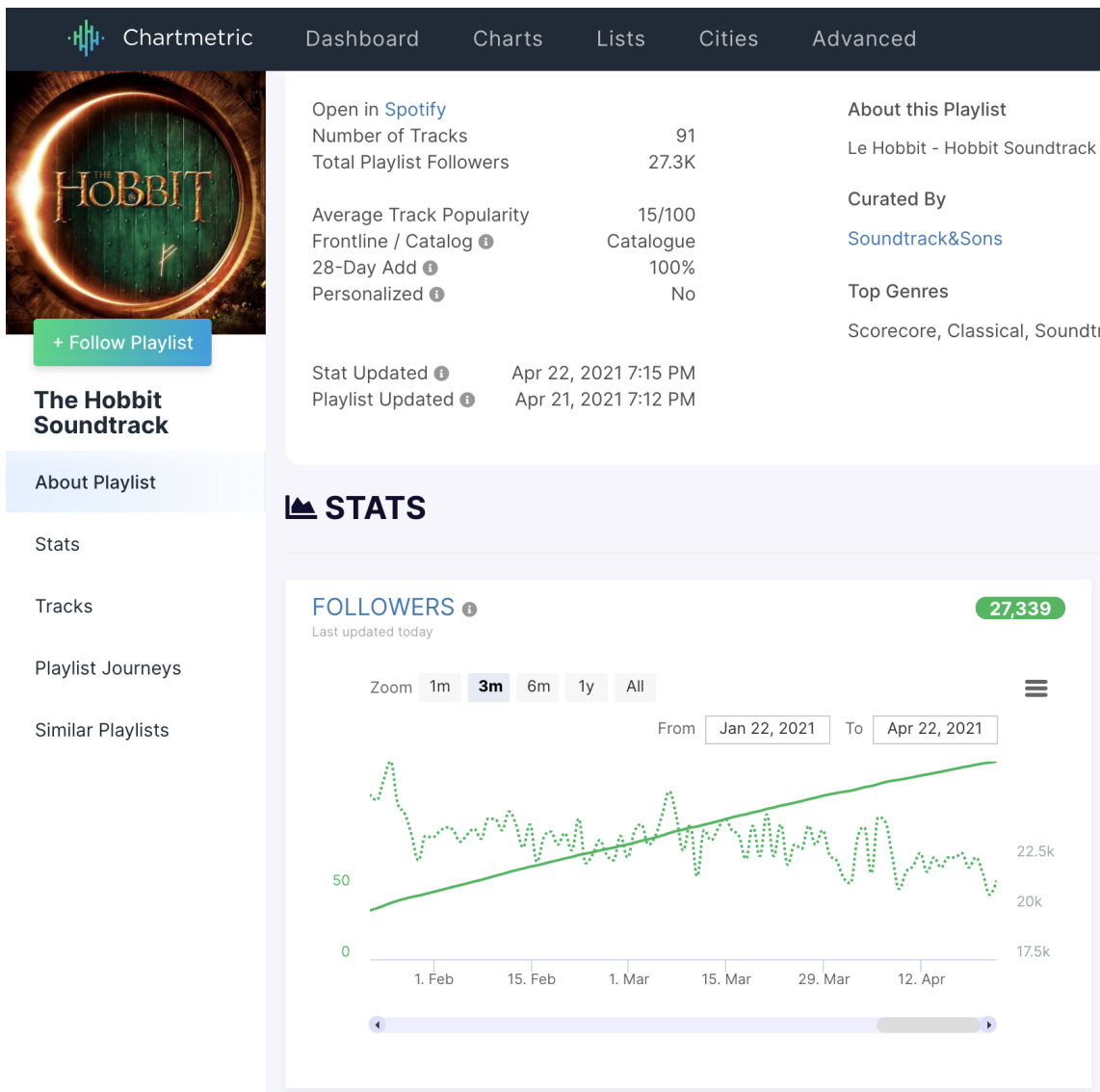
The Hobbit (Audiobook)
By Phuc



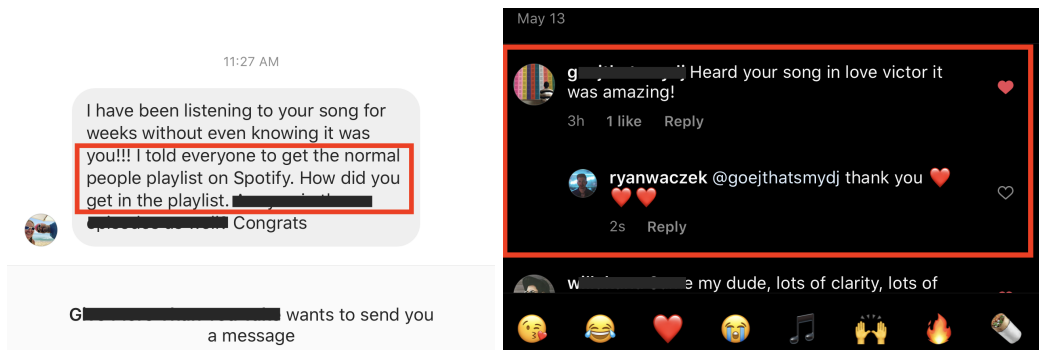
Sound of the Shire // T...
By Andrew Abrams

This playlist ranks #1 in the search results for “The Hobbit!”

Using soundtrack playlists are a little-known hack that major record labels use with their artists to achieve that “omnipresent effect” (where an artist seems to be everywhere). Spotify users are constantly searching for their favorite movies and shows which creates massive engagement and visibility.



Soundtrack playlists might seem unrelated to your music brand on the surface, but in reality it's my secret weapon to getting genuine fan engagement off Spotify:



Listener

Playlists made by Spotify listeners.

#	TITLE	MADE BY	LISTENERS	STREAMS	DATE ADDED
1	 Love, Victor Soundtrack (Hulu) Home	chadejudi	2k	3.1k	19 Jun 2020

<>

love victor

X

All

Playlists

Albums

Artists

Songs

Podcasts & Shows

Profiles



Love, Victor: Official ...
By Hulu



Love, Victor Season ...
By caio



Love, Victor Official ...
By Spotify



A hulu ORIGINAL
NORMAL PEOPLE

PLAYLIST

Normal People Hulu Soundtrack

Normal People BBC - Normal People Soundtrack
Lofi Infini • 48,327 likes • 3 hr 15 min

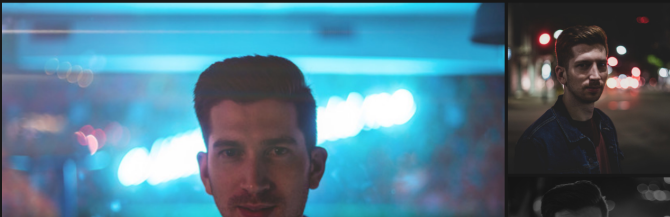
ARTIST  [EDIT PROFILE](#)

Ryan Waczek

[PLAY](#)[FOLLOWING](#)[...](#)

[OVERVIEW](#)[ABOUT](#)[CONCERTS](#)

Image Gallery



More Info

 Instagram

 Facebook

Discovered On

 Normal People Hulu Soundtrack
Lofi Infini

Playlist Legitimacy Checklist:

- No deleted followers or sudden dips in the growth trend line
- Playlist Keywords / Playlist Name Have Popularity in Google
- Playlist ranks at least in the top 10 in Spotify Search Results
- The listeners are from a variety of countries (Spotify is a global app)
- 30 day playlist follower growth $\neq 0$ (This means the playlist is inactive)
- In general we avoid playlists that are losing followers

[By the way, if you want us to get you on playlists, click here.](#)