

3 Reasons Why Podcasts Fail on YouTube (and How to Fix Them)

Some podcasts get millions of YouTube views while others with better content get ignored. The difference isn't what you think—it's these three specific things that most podcasters completely miss.

Reason #1 - Your approach to video podcasts is completely wrong

Your audio-first approach is killing your YouTube Growth. YouTube requires a different content structure than audio, and it requires tighter pacing and storytelling.

Key Points:

- Audio podcasts can be meandering, because people are in their car or doing something else, so you're just a companion in their ear. YouTube needs tight pacing because a lot (not all) of the people there are watching with their eyes, and guess what, there are other things on that screen (notifications, ads, other videos, comments)--much more competition for a talking head video to compete.

(NOTE: If you target older audiences, then you're in luck. A lot of clients targeting 55+ audiences are more likely to have success with simply talking head videos or interviews, not business or younger generation niches.

- People who watch your YouTube videos are generally not subscribers, so there is LESS TRUST (look at your YT analytics—most people viewing are not subscribers).
- In podcasting, most people who listen are typically already subscribers or have made the decision to take a listen based on a recommendation, reading your podcast description, or it was recommended by the platform.
- Visual elements must support, not distract from content.
- Hook requirements are much less forgiving—you need to be clear, confident, and somehow also get people curious enough to stick around. With audio, you can have variables to control, and hence, production is easier.

How to Fix:

The biggest thing we end up cleaning when we work with a new client, when we are trying to help them create a better approach to YouTube, is their entire content PROCESS.

- This starts with aligning the topic selection with the goals (making sure it's YouTube-friendly, designed to pull the right people towards them, and is something our brand has a unique take on.
- **The first 10 to 20 seconds of the video (i.e., hook)**
We install tighter story pacing since on video, no one is going to take the time to find the good part or main story in a 40-minute interview.
- Inject curiosity into the video (either with editing or scripting). This could look like presenting questions and only some of the answers, sounds, design, and proper scripting for a key story that pulls the listener in.
- Sometimes the audio and video need to be recorded separately in order to make quality content. This makes it easier to record better stuff because you're not trying to do two things at the same time. Or there are times when you just don't use the entire interview for video, maybe there's only 10 minutes worth sharing. That's okay.

Reason #2 - Optimizing the wrong things in the video

You're optimizing SEO when that's not where most people find your videos.

Key Points:

- Titles need to work for browse features, not just search. This means you need to focus on emotional titles and copy—not just hitting keywords.
- Thumbnails are 50% of your success equation because we process images MUCH faster than we process text (13 milliseconds), and when a thumbnail doesn't work, that's when the real WORK begins. I've also seen thumbnail split tests produce 5 to 10x results in terms of views and subscribers to a channel. After the initial design failed, this is where I see a lot of brands making thumbnails an afterthought.

How to Fix:

- **Stop Trying to Game the System with SEO: Make Content People Actually Want**

Here's the problem: Most people think the reason their content flops is because they didn't use the right hashtag or forgot to cram the description with keywords.

Wrong.

You can have a 10/10 SEO-optimized post that checks every "best practice" box—and still get crickets.

Why? Because nobody cares about the content itself.

You can't polish senseless content and expect it to go viral.

Stop relying on SEO tricks to carry bad content.

Hashtags, metadata, and keywords help, but they don't save bad or average content.

If nobody wants what you made, no amount of algorithmic sugar will fix it.

- If you're struggling to find content that would take off, try asking these questions:
 - **What does your audience OBSESS over in a good or bad way?** Think: What would they binge-watch for hours? What are they struggling with in this season of their life? What stories do they want to hear? You've probably already talked about this in previous episodes. That's OKAY, you need a different angle and packaging. (Tip: A lot of people in your audience may find news/current events interesting...can you share a unique take on something like Trump's 50-year mortgage plan.
 - **How is YOUR BRAND able to help them get what they want?** Position yourself as the guide. The one who's been there. The one with the map. When you find the overlap between what they crave and what you deliver like no one else, you win. This sometimes lies in weeds and details. You may have a unique view because you work with thousands of ECOMM sellers, so that's an advantage because you see their day-to-day wins and struggles. That's a **UNIQUE VIEWPOINT** you can build on.
 - Last to fix this problem of optimizing for the wrong things. Start putting that energy into testing more important things like A/B testing titles and thumbnails. If I had to pick one, I'd split-test thumbnails at least 2, but ideally 3. And one should be kind, modeling a proven thumbnail from another industry... (copy as much as you can)

Make content so good it doesn't need hashtags to spread.

Reason #3 - You're treating YouTube like a podcast player

If you want to grow on YouTube, you cannot post and ghost. YouTube is a community unlike Apple and, to a certain extent, Spotify. There's more to do and more opportunity, but you have to work at it.

Key Points:

- The best YouTube channels and podcasts use comments to talk with their listeners. (asking questions, replying to comments, etc.).
- They use the comments as episode ideas or Q&A episodes for the future.
- Smart channels use things like posts or lives to their advantage.
- Smart channels use collabs to generate more impressions.
- Cards in the video
- Playlists for Key topics