



## How to Name Your Podcast Checklist

1. **Understand Your Brand and Audience:** Convey your podcast's message, tone, and topic in the title. Identify your niche and vision to align your title with your podcast's purpose.
2. **Choose a Naming Style:** Decide between creative and abstract, descriptive, or host-focused names:
  - **Creative and Abstract:** Intriguing and unique but less explanatory (e.g., *99% Invisible*).
  - **Descriptive:** Clear about the topic, great for building a new audience (e.g., *Stuff You Should Know*).
  - **Host-Focused:** Use your name only if you already have an audience (e.g., *The Ramsey Show*).
3. **Research the Competition:** Explore similar podcasts to identify gaps and ensure originality. Avoid duplicating existing titles.
4. **Keep It Short and Memorable:** Aim for a title under four words or 15–20 characters. Use catchy, easy-to-remember language to encourage recommendations.
5. **Prioritize Clarity and Searchability:** Incorporate 1–2 relevant keywords to improve discoverability in directories and search engines. Avoid keyword stuffing.
6. **Verify Name Availability:** Ensure no one else is using your desired name by checking podcast directories, Google, social media handles, and domain availability.
7. **Make It Easy to Spell and Pronounce:** Avoid complicated spellings, abbreviations, or punctuation that could confuse potential listeners.
8. **Test for Appeal:** Poll friends or your audience on social media to gauge how well your title resonates.
9. **Align with Your Existing Brand:** Use a title similar to your business or brand name for consistency and recognition, if applicable.
10. **Leave Room for Growth:** Choose a name that accommodates changes in your podcast's direction or content over time.

## Common Mistakes to Avoid

1. **Overuse of "Podcast":** Avoid adding "podcast" to your title unless necessary—it wastes valuable space.
2. **Unusual Formatting:** Skip special characters, odd abbreviations, or intentional misspellings that hinder discoverability.
3. **Name Tacking:** Avoid appending your name to the end of your title unless it's integral to the branding.