



Podcasting for Ontario Museums Toolkit
Ontario Museum Association
Part of the *Small Bytes* Webinar Series

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Podcasting for Ontario Museums Toolkit

Introduction to Podcasting for Ontario Museums

This podcasting resource was created following the [OMA's "Podcasting for Ontario Museums" webinar](#). This toolkit will draw from the experiences and expertise of our panelists from the July 2023 webinar: Kathleen Powell, City of St. Catharines; Adrian Petry, St. Catharines Museums and Welland Canals Centre; Maxime Escario Blanco, Beyond Productions; and Angela Bobier, Backus-Page House Museum; along with some additional supporting information.

This toolkit provides information on the process of creating a podcast and the benefits a podcast can have for your museum. As technology is constantly advancing, this toolkit contains information on podcasting as best as we know at this time. We recommend using this toolkit as a guide and not a standalone source for your organization's implementation of a podcast.

Throughout this toolkit you will see some highlighted terms (**like this!**). These are words, concepts, and terminologies that we believe are important to understand and learn more about. All definitions of the highlighted terms are available in the glossary toward the end of this toolkit.

What is a Podcast?

Podcast: a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

Audio Podcast: a series of audio episodes, that focus on specific topics or themes

Video Podcast: an audio podcast with a video element. For example, when you can see the people that are speaking/hosting the episode, or a moving slide of pictures/videos that go along with the content of the podcast

Why create a podcast?

Goals of the St. Catharines Museum and Welland Canal Centre's podcasts:

- Develop innovative methods of engaging the public
- Cultivate our relationships with community members
- Enrich and improve the museum visitor experience by making the experience central in all museum activity
- Bring history into people's homes
- A fun and quirky way to engage the public that you might not engage otherwise
- Connect the podcast back to content in your exhibits, programs, blogs, etc.
- A way to engage topics that do not fit easily within your current programs

Why Podcast? by Beyond Productions:

- Storytelling engages customers better
 - Storytelling is among the most vital elements of consumer engagement and should not be underestimated in digital marketing
- Mobile-friendly
 - The car is the #1 place to listen to a podcast. When people are stuck in traffic it is common that they will listen to a podcast from their mobile devices

- Podcasting sets the scene for targeting consumers at times when they are in their natural behaviors, relaxing or spending time off social media (ex. At the gym, on a walk, etc.)
 - Efficiency (Cost and Time)
 - When comparing podcasting to other marketing methods its turnaround time is quicker.
 - The financial investments required are smaller and it is relatively easy to create
 - Shows a brand's personality
 - One of the most attractive things about a good brand is its individuality. Adding a voice makes a huge difference when it comes to connecting to the consumer and showing a true reflection of a company's core principles, values, beliefs, and even behavior.
 - Gives further character to your brand/org that is not always clear through written content and graphics alone
 - Enhances your visibility
 - If you publish a podcast on iTunes or Stitcher, the platforms will make your company's/org's content visible to a large audience for free
 - Creates relationship
 - including podcasting in your content marketing strategy is likely to help your business grow solid and closer relationships with customers or listeners
1. Advertise & Build Your Brand
 - Enhance your visibility: Sharing your podcast online on platforms such as iTunes or Stitcher lets you reach potential visitors, volunteers and donors both near and far.
 - Podcasts are a fun and quirky way to increase transparency and individuality, and share the personality of your institution. Let listeners get a glimpse behind the scenes, and share a voice that is reflective of your museum's core principles, values and beliefs.
 2. Connect & Cultivate
 - Podcasts bring history into people's lives and their mobile-friendly format enables people to learn outside of their visit- on a walk, in their cars or at home.

- Cultivate and deepen relationships with community members by regularly releasing episodes.
3. Educate & Share Histories
 - Storytelling is one of the most effective ways to engage people and share information.
 - Broaden the scope of your institution by engaging with topics that aren't covered by current programming and exhibits.
 - Alternatively, invite visitors to learn more by connecting back to ongoing events, programs and exhibitions.
 4. Save Time & Money
 - Podcasts have a faster turnaround time than other marketing methods.
 - Financial investments are smaller than other methods and flexible depending on your budget.

“Well-crafted museum podcasts help museums to build bridges between their communities and collections and illuminate complex histories.”

- Maxime Escario Blanco (Beyond Productions)

Steps to Starting a Museum Podcast

Beyond Production steps

1. Decide what your podcast is going to be about
2. Who is the podcast for? (i.e. target audience)
3. Give your podcast a trendy name that describes who you are. Decide how long your podcast will be (20 mins-1.5 hours)
4. Choose a podcast format (solo show, co-hosted, interview show, roundtable, documentary docu-drama, etc.)
5. Create podcast cover art/graphic
6. Film and edit podcast, hire podcast producer, or create an **RSS Feed**

What makes a successful podcast?

Here are some key things to consider when **planning** your podcast:

- Your podcast idea is unique
 - What does your podcast provide that others do not?
- A good podcast description (a.k.a **Show summary/notes**)
 - Ensure your description efficiently and effectively describes what your podcast is about for potential listeners.
 - The description of the podcast is THE most important thing potential new listeners will judge your show on according to the *2020 Podcast Discovery Survey*
- You have a clear plan for the podcast and you stick to it
 - Theme
 - Intention
 - Use outlines and scripts to plan individual episodes and ensure you get the information across.
 - Your podcast should align with the mission, vision and strategic plan of your institution.
 - Voice(casual, educating, funny, etc.)
- Know your audience
 - Identify your target audience and keep them in mind.
 - Don't be afraid to switch things up! Attract new listeners by creating broader or more general episodes.

Here are some key things to consider when **producing** your podcast:

- The content is engaging
 - Good storytelling
 - Consider whether you want to be educating, entertaining, or informing your listeners. Use all three approaches throughout your podcast to keep listeners engaged.
- Good host(s)
 - Hosts should be knowledgeable and passionate about the podcast's subject matter, and comfortable talking for extended periods of time.
 - Able to make guests to the podcast feel comfortable
 - Stays authentic

- Each episode is a good length
 - 20 - 45 minutes per episode is recommended
 - Shorter than 20 minutes is not ideal
 - If all episodes would be shorter than 20 minutes maybe it would be better to consider going live on instagram weekly or biweekly instead of a podcast
 - If episodes seem too long consider splitting the episodes into parts
 - Maximum 1hr to 1hr 30 minutes
 - You do not want people to tune out/be disengaged

“So we find 20 minutes is perfect and we figured out that’s 5 pages typed in Word for our script”

-Angela Bobier, Backus-Page House Museum

- The audio and/or video quality is good
 - Invest in or source quality equipment
 - Edit well
- Interact with your audience
 - Maintain an active social media presence
 - Ex. post behind the scenes (BTS) content
 - Ask your audience for feedback and take it into consideration
 - Reply to comments to start a conversation and build community.
- Guests
 - Guests are an extension of your brand and should add value to your podcast.
 - Be selective about who you invite.
 - Experts in their field/topic of the podcast episode
 - Individuals who truly reflect the quality and integrity of your podcast
 - think who your audience would genuinely be interested in hearing from

Here are some key things to consider when **publishing** your podcast:

- Maintain a consistent schedule

- Be consistent with a release schedule that works for your organization. Pick a schedule that you can maintain. (Ex. weekly, bi-weekly, monthly, etc.)
- Be open/honest if an episode will not be released on time
 - Listeners like to know when they can expect content. If you are ever off schedule it is important for the organization and listener relationship to be open about it.
- Record a few episodes at a time
 - Someone could get sick or lose their voice. Having episodes waiting to be posted are good for unexpected situations

“It’s usually helpful to record a couple of episodes before you release them so you’ve got a little bank of releasing just in case”

- Adrian Petry, St. Catharines Museum and Welland Canals Centre

Here are some key things to consider when **promoting** your podcast:

- The podcast is easily accessible and clear
 - Create an effective **search engine optimization (SEO)**
 - Make sure your audience knows how to get to the podcast
 - Some people who could be keen listeners may need help on understanding and accessing a podcast
 - Create a resource hub for all podcast episodes on your orgs website
- Call-to-Actions
 - Make clear call-to-actions throughout your episodes. This can play a huge role in your podcast’s growth
 - Ask yourself: Is there something specific you’d like listeners to do? Such as following you on social media, signing up to your newsletter or joining your community, etc.
 - Whatever your call-to-action is state it in your intros or outros but be careful not to sound like a sales pitch
- Work your podcast into your institution’s social media schedule so that it complements and does not compete with other content.

Podcast Production Workflow

St. Catharines Museum

1. Idea → Script
2. Script → Record
3. Record → Edit
4. Edit → Approvals
5. Approvals → Post/Schedule
6. Post → Promote

“The more prep you do, the less and less editing you have to do”
- Kathleen Powell, St. Catharines Museum and Welland Canal Centre

How to Structure a Podcast Episode:

Here is an example template of an episode’s content provided by Backus-Page House Museum:

1. Intro Music
2. Introduction/Summary of Episode
3. Land acknowledgement
4. Acknowledgement of funders or sponsors
5. Music
6. Body of Episode (Also **show notes**)
 - Commercial insert(s) part way through
 - You can promote your museums programming, memberships, etc.
7. Summary
 - Thank guests and listeners
 - Credits to research
 - Credits to editor
 - Etc.
8. Music
9. Sneak peek of next episode
10. Call to action

- Ask for donations
- Direct listeners to the organization's website and all social media platforms

Suggested Recording Gear

Gear Type	Backus-Page House Museum	St. Catharines Museum and Welland Canals Centre	Beyond Reach Productions
Microphones	<p>Pyle 3 Piece Professional Kit (\$69.56) Pyle 3 Piece Professional Dynamic Microphone Kit- Amazon</p> <ul style="list-style-type: none"> - Includes various accessories/ additional items <p>Outdoor recording</p> <ul style="list-style-type: none"> - Voice Activated Recorder Device 180 hr battery- Amazon (\$56.99) 	<p>Snowball iCE (\$49.99) Snowball iCE - Logitech</p> <p>Blue Microphones SnowBall iCE - Best Buy</p> <p>Portable Recorder (\$269.99) Zoom H4n Pro 4-Track Portable Recorder</p> <p>Lavalier wireless mic (\$49.99) MILOUZ Dual Wireless Microphones Lavalier- Amazon</p>	<p>Sennheiser (\$259.95) Sennheiser Evolution Dynamic Super-Cardioid Vocal Mic - Long & McQuade</p> <ul style="list-style-type: none"> ● XLR cable needed to connect to audio interface
Sound Mixers (Audio Interface)	<p>Focusrite Scarlett 2i2 (3rd Gen) \$149.99 Focusrite Scarlett 2i2 3rd Gen USB Audio Interface Sweetwater</p>		<p>Tascam(\$499) TASCAM US-16x08 USB Audio Interface : Amazon</p>

Note: There are many other options for recording and sound equipment out there. Do as much research as possible to find what is best for your organization and podcast needs.

Laptop Audio Recording/Editing Software

- [Audacity](#)
- [Garageband](#)
- [Bandlab](#) (Beginner Friendly)
- [Adobe Audition](#)

Laptop Audio Recording/Editing Software			
Audacity Audition	Garageband	BandLab	Adobe
			

Show Notes

Show notes are a summary of an episode and its key points and external resources. Including show notes is beneficial for potential listeners to quickly know the important details of an episode's content. The show note, when done well, should be a great resource for people who are not podcast listeners to still be able to engage with your content.

What to Include in show notes:

- Summary of episode
- Highlights of key points
- Resources mentioned in the podcast
- Links/social media of the organization and any guest speakers

Show Notes Resources:

[Podcast Show Notes: Templates + How to Write Your Own \(riverside.fm\)](#)

[Show Notes generator](#)

[How to Write Podcast Show Notes \[3 Free Templates\] \(buzzsprout.com\)](#)

Sources of Music for Podcasts:

Incorporating music into a podcast is good for introductions, outros, and between segments. However, unless you are creating your own original music for your museums podcast, use royalty-free music to avoid plagiarism and copyright issues.

When using royalty-free music always cite the source/artist that created the music if known and follow any guidelines regarding copyright that may be provided in rules for use of the music.

Note: If your podcast is used in a commercial way you may not be able to use some royalty-free music. Read the terms and guidelines of the sites carefully.

Here are a few sites with royalty-free music:

- Filmmusic.io [<https://filmmusic.io/>]
 - “Filmmusic.io represents a central platform where a constantly growing community of artists presents their works. Users are granted access to an impressive library of over 6000 pieces of music. These are accessible free of charge and can also be used in commercial contexts, as long as the artists are duly cited and copyrights are respected. With a comprehensive range of musical genres, Filmmusic.io offers a diverse resource that can meet a wide variety of musical needs in any project.”
- PremiumBeat [<https://www.premiumbeat.com/>]
 - “Our curated library of royalty free music gives you the polished feel of the big production houses. Plus, all our tracks are 100% exclusive and copyright clear.”
 - Offers 10s, 30s and 60s versions of the songs that you may like
- Pixabay **Pixabay**
 - Over 40,000+ free music tracks shared by our talented community

Publishing a Podcast

Search Engine Optimization

Search engine optimization (SEO) is simply how popular your podcast, site, content, etc. is when being searched online or on a social platform.

SEO is different for different platforms. If you want your podcast in a good environment/standing then you need to have your organization's podcast page on your website in strong SEO ranking.

6 Best practices for incorporating SEO in your podcast¹

1. Select the best platform for your podcast
 - You must determine who (and where) your target market is and identify the most popular podcast listening platform for your intended audience and platforms for building connection with the audience
2. Look out for recent trends
 - Just like a regular blog, looking for trends within your niche is a great way to rank your podcast
3. Incorporate targeted keywords in your episodes (ex. leather, deaccession, etc.)
 - Never sacrifice the quality of your content to incorporate a keyword.
4. Create written material for each episode (summaries, shownotes, etc.)
 - Providing search engines like Google with actual content to “read” can increase the likelihood of an episode being ranked highly in search results
 - Creating a page for each episode with written content
 - you will be able to rank individual episodes for specific keywords instead of relying on your organizations site to rank as a whole
5. Strategically place your keywords in written material
 - To get the most out of your keywords, insert relevant keywords in the following places:
 - The title of the article itself
 - The title of the podcast episode

¹ Independent Podcast Network. “SEO for Your Podcast: 6 Best Practices”. 2023

- Subheadings
 - The website address of the post
 - Names of images files
 - ALT attributes of any images
 - Content located at the top and bottom of the page
 - Naturally integrated into the flow of the page's content
6. Ask for reviews and feedback
- Do not just ask for them, interact and respond to them

SEO Resources:

[SEO Starter Guide: The Basics | Google](#)

[SEO for Your Podcast- Independent Podcast Network \(Video\)](#)

[SEO for Your Podcast: 6 Best Practices - Independent Podcast Network \(Article\)](#)

RSS Feeds:

RSS stands for Really Simple Syndication. It refers to files easily read by a computer called XML files that automatically update information.

Here is what the St. Catharines Museum and Welland Canal Centre's RSS feed setup looks like on soundcloud:

The screenshot shows the 'Settings' page for a SoundCloud account, specifically the 'Content' tab. The 'RSS feed' section is active, showing the following configuration:

- RSS feed:** `https://feeds.soundcloud.com/users/soundcloud:users:287200885/sounds.rss`
- Email address displayed:** `museum.stcatharines@gmail.com`
- Custom feed title:** `stcmuseum podcasts`
- Category*:** `Society & Culture`
- Stats-service URL prefix:** `http://`
- Custom author name:** `St. Catharines Museum and Welland Ca`
- Language*:** `English`
- Subscriber redirect:** `http://`
- Contains explicit content
- Upload Defaults:**
 - Include in RSS feed
 - Creative Commons license

Buttons for 'Cancel' and 'Save changes' are visible at the bottom right of the settings panel.

How to Create a Podcast RSS Feed

1. Create a free [RSS.com](https://www.rss.com) account
2. Confirm your email address and select the “New Podcast” button
3. Add your new podcast’s details including title, description, and your RSS address feed and select “Next”
4. Add your author details, categories (up to three), your podcast cover art, and select “save and finish”

RSS Resources:

[How Do RSS Feeds Work? | RSS.com](#)

[What is a Podcast RSS Feed and How Do I Get One? \(video\)](#)

[Podcast RSS Feed Explained \(video\)](#)

[How To Create A Podcast RSS Feed | RSS.com Podcasting](#)

Promoting a Podcast

When promoting a podcast it is best to find the **prime time** of the social media apps you are sharing on; This will allow you to get the most attraction/outreach on the various social platforms for your promotional content about the podcast.

Social Media Scheduling

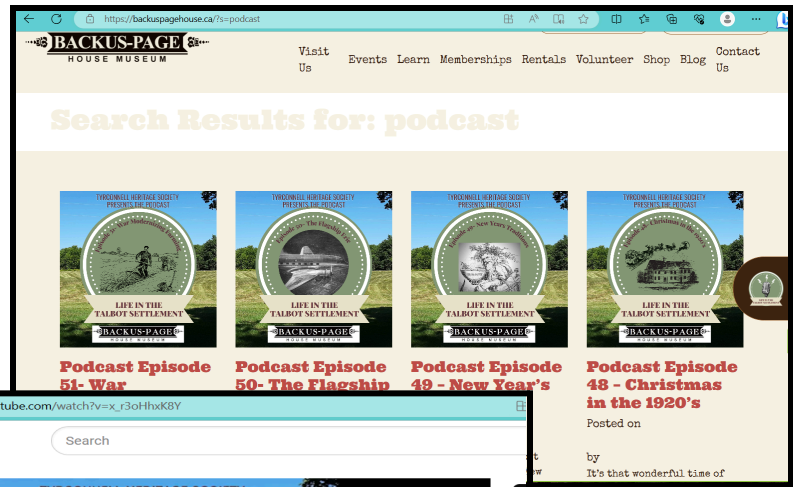
For example, here is a suggested Social Media schedule/plan from Backus Page House:

- Instagram (IG)
 - Go Live Wednesday at 7am
 - Schedule Instagram post the logo at 7am
 - Post a Story at 8am
 - Post a Reel at 11pm
- Facebook (FB)
 - Episode logo and show notes from the blog will auto post at 7am (when your facebook account is connected to your Instagram page)
 - Schedule a Reuse of the IG story for a FB story at 10am
- YouTube
 - Post the video link at 10am
- Twitter
 - Allow Episode logo with link to Anchor.fm to auto post at 7am
 - Schedule a post of the episode logo with a link to YouTube at 1pm
 - Reuse the IG reel and schedule to post at 2pm
- Pinterest
 - Add the Episode Logo with the link to Anchor.fm
 - Add a thumbnail of the YouTube video linking to YouTube between 5-8pm
- MailChimp
 - Send out at 10am

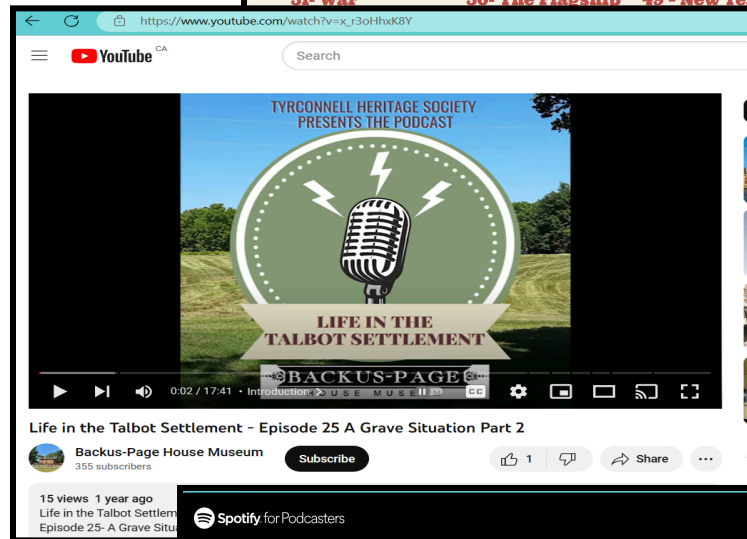
Tip: Keep the featured graphic consistent on all social media platforms!

Example of consistent graphic marketing in promotion: Backus-Page House Museum

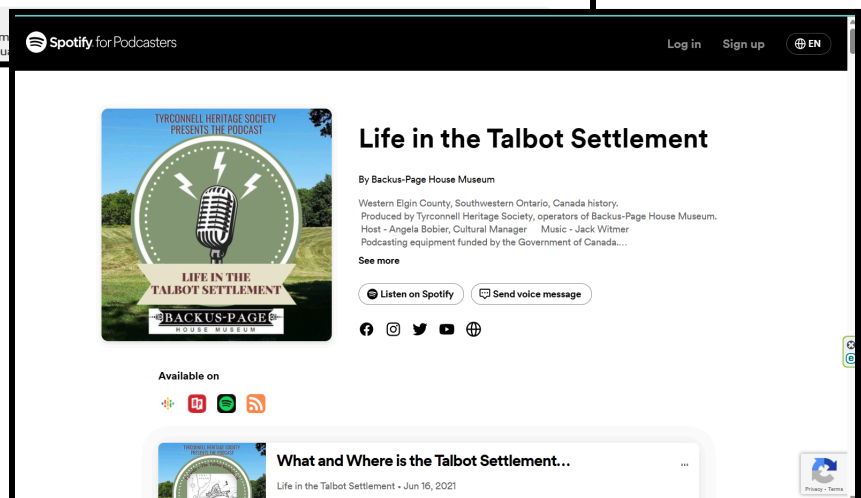
Backus-Page
Website



Backus-Page
Youtube



Backus-Page Spotify for
Podcasts



Notice how they use the same style graphic for the different episodes of the podcast? This allows for their podcast to be noticeable on any platform just by the graphic alone.

Short video/reel Promo

A quick introduction to a podcast episode on Instagram Reels, TikTok, or other social media can get people interested in tuning in.

Ex. “Hey everyone, I have a brand new episode. Let me give you a few takeaways just to see if this is an episode you’d like to dive into.

You’re going to learn this, this, and that. I can’t wait for you to check it out! The episode is called ‘this’, it’s number ‘this’”

Expenses and Revenue

There is no general price for how much creating and maintaining a podcast will cost you. The price could range from \$0 to \$500 or more. The overall cost will be specific to your organization based on factors like the technical skills and abilities of the podcasting team, resources already within the organization, the budget dedicated to the project, and your intended goal for the podcast.

If you are on a tight budget or would just like to save money, do extensive research and outsourcing. There may be someone on your team or in your local network that is able to help and/or provide resources for a reasonable rate or maybe even for free.

The question that is most important to ask when budgeting is, will having this thing, hiring this person, buying this specific equipment, etc. improve the quality of the podcast? If not, you probably do not need it or can find a cheaper version.

Tip: Work within your budget and team's technical abilities without sacrificing the overall quality and delivery of the podcast!

Lessons Learned

--St. Catharines Museum list—

- Scripting is important to keep the podcasts on track and a reasonable length
- Good quality recording is important for enjoyable listening.
 - Use or find quality technology to record with
 - Consider what's in your environment that will impact what you hear- background noise or echoey spaces.
 - Remember to pronounce well so you're easy to understand
- Record simultaneously using Zoom or Teams, and a good quality microphone. This ensures you have both good quality sound and a back up.
- Try to vary topics to capture wider audiences - do not do an entire season of 1 type of episode
- Consistency in releasing episodes is helpful in maintaining audiences
- YouTube has plenty of tutorials where you can find answers to your questions.
- Keep an eye on new platforms, methods and the background management
 - Examples: YouTube Podcasts and Twitter changes
- Do what works for you and your team *Like all of your social media*
- It is just like doing any other museum program, just in a different format

Example Podcasts:

Ontario

Aga Khan Museum: “This Being Human”

- [This Being Human on Apple Podcasts](#)
- [This Being Human on Google](#)
- [This Being Human | Podcast on Spotify](#)

Agnes Etherington Art Centre: “With Opened Mouths: The Podcast”

- [With Opened Mouths: The Podcast on Spotify](#)
- [With Opened Mouths: The Podcast – CFRC Podcast Network](#)
- [With Opened Mouths: The Podcast – CFRC Podcast Network on Apple Podcasts](#)

Backus-Page House Museum: “Life in the Talbot Settlement”

- [Life in the Talbot Settlement on Spotify](#)
- [Life in the Talbot Settlement on Google Podcasts](#)
- [Life in the Talbot Settlement on RadioPublic](#)
- [Life in the Talbot Settlement \(RSS\)](#)

Sault Ste. Marie Museum: “Stories of Northern Life”

- [Stories of Northern Life on Spotify](#)
- [Stories of Northern Life on Apple Podcasts](#)
- [Stories of Northern Life on Google Podcasts](#)
- [Stories of Northern Life \(RSS\)](#)

St. Catharines Museum and Welland Canals Centre: “One Hour in the Past”

- [One Hour in the Past on Spotify](#)
- [One Hour in the Past on Soundcloud](#)
- [One Hour in the Past on Apple Podcasts](#)
- [stcmuseum podcasts on Google Podcasts](#)

The Champlain Society: “Witness to Yesterday”

- [Witness to Yesterday Homepage](#)

The Royal Canadian Regiment Museum Speakers Series

- [RCRM Homepage](#)

Other Podcasts:

History Hit: [History Podcasts | History Hit](#)

International Council of Museums “Museums and Chill”:
<https://soundcloud.com/icomofficial>

Glossary

Audio Podcast: a series of audio episodes, that focus on specific topics or themes

Podcast: a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

Prime Time (Social media): the window of maximum user activity

RSS: Really Simple Syndication. It refers to files easily read by a computer called XML files that automatically update information

Search Engine Optimization (SEO): the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine

Shownotes: Written content that summarizes episodes, highlights key points, and shares about resources mentioned within an interview or an episode

Video Podcast: an audio podcast with a video element. For example, when you can see the people that are speaking/hosting the episode, or a moving slide of pictures/videos that go along with the content of the podcast

Links to All Resources

Gear: Microphones

- [Snowball iCE - Logitech](#)
- [Blue Microphones SnowBall iCE - Best Buy](#)
- [Sennheiser Evolution Dynamic Super-Cardioid Vocal Mic - Long & McQuade](#)
- [Pyle 3 Piece Professional Dynamic Microphone Kit- Amazon](#)
- [Voice Activated Recorder Device 180 hr battery- Amazon](#)
- [Zoom H4n Pro 4-Track Portable Recorder](#)
- [MILOUZ Dual Wireless Microphones Lavalier- Amazon](#)

Gear: Soundmixers/audio interface

- [Focusrite Scarlett 2i2 3rd Gen USB Audio Interface | Sweetwater](#)
- [TASCAM US-16x08 USB Audio Interface : Amazon](#)

Show Notes

- [Show Notes Generator](#)
- [Podcast Show Notes: Templates + How to Write Your Own \(riverside.fm\)](#)
- [How to Write Podcast Show Notes \[3 Free Templates\] \(buzzsprout.com\)](#)

Audio Recording/Editing Software

- [Audacity](#)
- [GarageBand](#)
- [BandLab](#)

SEO

- [SEO Tips For Beginners \(Video\)](#)
- [SEO Starter Guide: The Basics | Google](#)
- [SEO for Your Podcast- Independent Podcast Network \(Video\)](#)
- [SEO for Your Podcast: 6 Best Practices - Independent Podcast Network \(Article\)](#)
- [SEO and Social Media: How Search Boosts Social Efforts | Sprout Social](#)
- [SEO Best Practices: 10 Tips to Improve Your Google Rankings \(backlinko.com\)](#)
- [The 17 Most Important SEO Tips for Higher Rankings \(backlinko.com\)](#)
- [15 SEO Tips for Beginners: The Best SEO Tips for 2021 \(webfx.com\)](#)

RSS Feed

- [How Do RSS Feeds Work? | RSS.com](#)
- [What is a Podcast RSS Feed and How Do I Get One? \(video\)](#)
- [Podcast RSS Feed Explained \(video\)](#)
- [How To Create A Podcast RSS Feed | RSS.com Podcasting](#)
- [Free RSS Account](#)

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