



10 EXPERT TIPS

# How to Pick a Podcast Category

(& RANK HIGHER!)



## From Unknown to Top 20!

When I started my first podcast, *The Rookie Life*, I Googled almost everything. But the one thing I didn't need advice on was my category — I was dead set on that!

"I should be listed under Business: Entrepreneurship." I was so confident I was right, and my show *was* about being an entrepreneur.

Fast forward to rebranding to *The Proffitt Podcast* in 2019, an educational show about starting, launching, and marketing a podcast — **not** about being an entrepreneur.

"You should switch your podcast category to Education: How-To," a good friend and trusted podcast peer advised.

Do you know what happened when I made the switch?

I jumped from an *unknown podcast*, lost in hundreds (maybe thousands) of other shows to number 16 almost overnight.

Why does this matter to you?

There are ten key things to consider when you choose your podcast category, and I want to give you all my insider tips to maximize your chances of scaling up the charts, too!

So, let's get started.

Selecting the right podcast category is crucial for reaching your target audience and growing your show. Here are some steps to help you pick the perfect category for your podcast:

**1. Understand Your Content:** Start by clearly defining the content and theme of your podcast. What topics will you cover? Who is your ideal audience? Having a clear understanding of your content will guide your category choice.

**2. Research Existing Categories:** Look through popular podcast directories like Apple Podcasts, Spotify, and even YouTube. Browse the existing categories and subcategories to see where similar podcasts are listed. This can give you an idea of where your podcast might fit.



**3. Consider Your Audience:** Think about the interests and preferences of your target audience. Which category aligns best with their expectations? Your category should resonate with your potential listeners.

**4. Narrow It Down:** Sometimes, your podcast could fit into multiple categories. Consider which primary category best represents your content. Then, think about whether a secondary category might be appropriate to reach a broader audience.

**5. Keyword Optimization:** Keep in mind that many listeners discover podcasts by searching for keywords. Choose a category and title that include relevant keywords that potential listeners might search for.



- ✔ **6. Check Competition:** Assess the competition within your chosen category. If a particular category is saturated with established podcasts, it might be more challenging to stand out. Consider a category with a balance between audience size and competition.
- ✔ **7. Stay True to Your Content:** While it's essential to consider what category will attract the most listeners, don't compromise the authenticity of your content. Choose a category that genuinely represents what your podcast is about.
- ✔ **8. Test and Adapt:** You can always adjust your podcast category later if you find that it's not working as expected. Podcast directories usually allow you to update your category selection.
- ✔ **9. Consult with Others:** Seek feedback from fellow podcasters, friends, or your target audience. Sometimes, an outside perspective can provide valuable insights.
- ✔ **10. Stay Flexible:** As your podcast evolves, your category choice may need to evolve with it. Be open to adjusting your category if your content naturally shifts over time.

Remember that your choice of category impacts your podcast's discoverability and audience reach, so take your time to make an informed decision. Ultimately, the right category should reflect your content accurately and resonate with your desired listeners.