



# World Podcast Network Success Guide

## Succeeding With Your Show

### Introduction

In [World Podcast Network](#), we want all podcasters on our network to succeed with their shows, and we have come up with so many methods that podcasters can use to help promote and boost their shows. Most of them are free and some of these show-boosting services have prices, but we want all our podcast subscribers who put out content on a regular basis to rise up in various places in our network and we give podcasters a variety of ways to succeed. Your success is our success. If your show is not succeeding on our [podcast network](#), then we have not done our job. This article provides the method you can use on our network to boost your show, find new audience members, monetize, market, make money with your show, and brand your show.

Our [podcast network](#) is all about marketing and branding of the shows in our [directories](#) and we always find ways to add to the network. Everything is available to you on the [podcast portal](#), so log in and see what tools are available to you.

Let's talk about some of the methods and tools we provide podcasters to promote their shows.

## The Daily Podcast Leaderboard

The [daily podcast leaderboard](#), which is also known as the all-time leaderboard, is a way for podcasters to rise for their efforts to promote their shows on our network. We want podcasters who put effort into promoting our shows to rise up in the rankings. Those rankings are done every single day. They update every 24 hours, so every show has a chance of getting to number one.

The [leaderboard](#) has become one of the most visited areas on our [podcast network](#). We want to put in the effort to help podcasters grow their shows through our all-time leaderboard. The leaderboard is made up of weighted averages on various promotion techniques from podcasters as well as other features around our podcast network.

### Voting

In 2022, the World Podcast Network implemented votes. [Voting](#) is a way to get your audience members to help you rise in the [leaderboard rankings](#). On your podcast episodes, you can tell your audience to vote your episodes up, especially if you have a very large audience. The larger your podcast audience, the better your chances of rising in the [leaderboard rankings](#). Simply tell your audience members in your episode to vote you up and provide the link in either the episode or the show notes. What will happen is this: when people come to your podcast, they will see a purple vote link. They click that link and that's it. The vote will be counted and you'll be one step closer to rising in the leaderboard rankings.

When you rise in the rankings, you're competing with everyone else who's getting votes, so the more votes you get, the higher up you move. Getting votes is very easy. Simply direct people to your podcast profile page on the World Podcast Network, and when they see an episode that they like, they can vote it up and we store that vote.

### My Podcast Portal

Now that is not the only way that the leaderboard ranks you. We want people to log into the [portal](#). The new 'My Podcast [Portal](#)' is a way to manage your podcast as well as see other stats

that are happening around the network and allow you to manage information including your account, your podcast, as well as your episodes and even some monetization opportunities. The [leaderboard](#) rates your podcast, partly by your logins. The most recent logins go higher up on our leaderboard. This is available to all [paid and free podcasts](#) on the network.

When you log into the [portal](#), we record the login as well and note the time and date. This helps you also rise up on the leaderboard. This way, if your votes are lower, you can always log in to the [portal](#) for a boost in the rankings. However, we want to make it clear that the votes themselves are the biggest weighted method for you to rise up in the leaderboard. The [portal](#) also plays a big part in your rankings.

### **The Number of Views**

Another method of rising up in the [leaderboard](#) is the metric of views. We want people to view your podcast profile. The more [views](#) you get, the higher your chances of rising in the leaderboard. We want you to get a lot of [views](#) and we want your episodes to be played. When you get more views, your chances of rising up in the leaderboard also increases. This is an independent metric from your votes.

Altogether, the votes and the views as well as your logins play a big part in the rankings of your [leaderboard](#).

That's not all. Also, when people like your podcast ([you can see the article on getting likes for your podcast](#)), that is another way of rising up in the leaderboard. The LIKES system is a way we become more of a social network.

Again, we want to make it very clear that the votes are the biggest metric in ranking in the leaderboard as well as your logins, your profile views, and your likes. The leaderboard itself changes constantly. It's a living breathing document in a living breathing tracking system that helps to rank your podcast. Just like Google decides where your website shows, the leaderboard also works similarly to Google rankings. If you are a search engine optimization expert, these are the ways that you can optimize your podcast exposure on our network. We want you to get new audience members and again, audience members are always looking for ways to find the podcast that they want.

## Recommended Episodes

Our staff is always looking on a daily basis for episodes to recommend. A [recommended episode section](#) of our podcast network was previously known as Staff Picks. They're pretty much the same thing. Our staff looks for episodes that they can recommend to our visitors. We get thousands of visitors a day to the podcast network, so being recommended also helps.

[Recommended episodes](#) are curated, meaning that we manually recommend them. The question is how do you get recommended by our staff? The first thing we do is we look for episode titles. The episode titles that stand out to our different staff members on the podcast relations team will help you become recommended, so it's important to come up with the most important and eye-catching headlines to our staff. If you have boring headings, then we won't recommend the episode, because we probably won't find you. Our staff looks for unique ways to find [recommended episodes](#) for our visitors on our podcast network. When you get recommended, you also receive an email notification from our system so you know that you've been recommended. You can also check the recommended episodes page on a daily basis. We recommend episodes the 50 latest recommended episodes along with the podcast thumbnails of those podcasts.

Speaking of podcast thumbnails, that's also something that our staff looks for. We look for artwork that stands out because if it stands out to us, it's going to stand out to our visitors.

It is also important for you to put out episodes as much as possible. If you put out one or two episodes a week, that is a surefire chance that you'll find more audience members and be recommended as well as voted up for the leaderboard. Podcasters are always asking us how to get more audience members. Our suggestion and number one answer is to put out episodes as much as possible. The more episodes you put out, the more our staff can recommend you and the more you can rise up on the leaderboard. Definitely take advantage of our recommended episodes section.

## **Analytics**

Our podcast network [collects data on views, downloads, votes, and more](#). We want you to know the data that's going on behind the scenes. As a high-traffic podcast network, it's our job to keep track of all of that. Without analytics, you won't know how your podcast is doing on our network. You can read the analytics data in more detail in this article. However, we provide you a great way of looking at those analytics and some of those metrics are:

- The downloads-to-views ratio, which is how many downloads your podcast receives and total from all of your profile
- Your plays, which is how many times people actually clicked the play button
- Your five best performing episodes
- Your total downloads by day
- Your external clicks

Those external clicks can go to your podcast profile like Buzzsprout and Anchor as well as Libsyn or PodBean. Also, we collect the data, so if your episodes are coming in through different cities, and people are watching or listening to them, you also can get [metrics on our analytics by city. Please keep in mind that the events analytics are only available to the professional level podcast and not available for free podcast.](#)

When you view your podcast analytics, you'll get a special key and that key will be provided to you on the My Podcast Portal, so definitely log into the portal, check out your [analytics](#) and see what kind of data you have going, and then what has to improve.

## **Podcast Success Videos**

We want you to learn more about succeeding with your Podcast Success Videos on our [YouTube channel reported by Bruce Chamoff](#), founder of the World Podcast Network. With these videos, we have success advice, monetization, audience growth, podcast growth and also recording advice including equipment, microphones, hardware and software. We want you to subscribe to the [YouTube](#) channel so you can always get advice.

## Podcaster Resources Page

The next section for success is the Podcaster Resources page. The [podcaster resources page](#) provides various information in articles as well as blog posts and services that can help your podcast succeed on our network. The resources page provides information on inviting guests to the [Guest Exchange](#) as well as the new [LIKEs](#) feature. When you log in, you will find more information on the resources. The network's Podcaster Resources page is always getting updated, so you want to check in with that page often. The Podcaster Resources page can also be accessed directly from your portal page. We have everything plugged into the portal page, but you can go directly to the [podcaster resources page](#) as well to check that out.

## The Podcaster Blog

The podcaster blog is filled up with several articles each month for you on promoting your podcast as well as various ways and opportunities like monetizing your podcast as well as other advice that we have collected over the years. Check out the blog often as we have new articles coming out several times a month, and this is specifically just for podcasts. When the new promotion idea comes to our podcast network, we write a blog post on it and we send it out so you can actually read it and find more ways to succeed with your podcast.

## The Holidays Page

The next way we promote you to succeed is the [holidays page](#). We do podcast promotion on [various holidays and those holidays can be religious holidays or national holidays](#) from different countries. Visit the podcast promotion on holidays article to learn more about how we promote you on popular holidays like Christmas, Hanukkah, Valentine's Day, Easter, Fourth of July, Halloween and other popular holidays. As our podcast network started out in the United States, we are now adding holidays from other countries and we're starting to build those holiday pages for you. In a nutshell, when you title your episodes to those holidays, or include any of the keywords that are listed on our [holidays page](#), your podcast will show up on them. The holiday directory is a collection of episodes from different podcasts that include those keywords. For example, if you have a podcast episode with the word 'Christmas' in it, then you will definitely

show up on the Christmas podcast page during the time of the year when it is displayed. This is how we promote podcasts around different holidays and it's great advice for you to grow your podcast and succeed.

## **Monetization Opportunities**

We know you want to make money, so we have included several podcast opportunities for you to make money.

### **Paid Commercials**

One of those are [paid commercials](#). We have advertisers who record audio commercials. Those audio commercials are listed in a directory that you can play and download for your show. When you download those for your show, you apply on a portal and then you can actually get paid, and when you get paid, it's one more step closer to you monetizing your podcast.

### **Make Money Playing Podsafe Music On Your Show**

[You can also play music](#). We have contracted with specific artists who want to [promote their music](#). When we get them on our directory, they're known as podsafe meaning they cannot sue people for playing their music. They want a promotion and they want you to play their music, so we reward you by paying you to play those songs. You can apply for the podsafe music directory right inside your portal when you log in. Simply listen to the song and hit the 'Apply' button, and then when you play the song, you have to provide some information for our staff to go in and verify. Once verified, you'll be paid. This is a great way to break up an all-talk podcast and entertain your audience in a different way than just the content. The podsafe music directory has several genres for any type of music that you like including rock, hiphop, country, jazz and more. Visit the podsafe music directory or check it out right inside the portal when you log in.

### **Professional Level Subscription, also known as Podcast Plus**

With the professional level podcast, we promote your podcasts all over our network more than the free podcasters. If you upgrade to a professional level, you will have a lot of access including

- five categories in total
- five social networks you can list like Facebook, Tiktok, LinkedIn, Instagram and more
- two links—Apple and Spotify
- your episodes on our homepage
- your episodes on partner sites
- your podcast shows also on the free podcast
- highlight any episode you like (see below)
- advanced podcast analytics
- several monetization opportunities
- QR code for people who want to scan your podcasts on their mobile devices
- no Ads
- just your show displayed on your profile.
- For the free podcast, we show your professional level podcast on the free podcast profiles, but on professional level podcast, we do not show any other podcast.

## **Conclusion**

That is the success guide. We will update this article as we go along, because we're always adding ways to succeed with your podcast. If you have any questions, you can reach out to our podcast relations team. The podcast relations team will answer any question you have. They've been trained on all aspects of your success on our podcast network.