

Podcast Directories

1

Apple Podcasts

<https://itunesconnect.apple.com>

You NEED to submit to Apple Podcasts. Many other directories pull from Apple, so create this account first.

2

Spotify

<https://podcasters.spotify.com>

Spotify is the second most popular podcast directory, primarily targeting listeners age 35 and under.

3

Google Podcasts

<https://podcastsmanager.google.com/add-feed>

Google does not have a manual submission process. They use a web crawler to search for RSS feeds. So, sit tight. You can check on your RSS feed through the link above.

It's most important to have your podcast on the top 3 directories. The remaining directories make up less than 10% of total podcast consumption. Click the links to go directly to the submission sites.

Amazon/Audible <https://artists.amazonmusicbackstage.com>

Pandora <https://www.ampplaybook.com/podcasts>

iHeart <https://www.iheart.com/submit-your-podcast>

Stitcher <https://partners.stitcher.com/join>

TuneIn <https://help.tunein.com/contact/add-podcast>