

From the episode "Podcast names: how do you choose one people can find?"

Podcast names: what search reads, and what it skips

01 Reviews don't move Apple search. Follows and plays do.

Apple's own words: ratings, reviews and shares "are not factored into Search results."

What counts is follows, plays and "podcasts with high engagement, such as those that are played or followed from search results."

DO At launch, ask for follows and plays. For Apple search, ratings and reviews don't count.

02 Where Apple's search looks, field by field

FIELD	WHAT THE EVIDENCE SAYS	WHAT GOES THERE
● Show name	On Apple's own list of what search reads.	The words a stranger would type.
● Episode titles	On the list. Apple adds: don't repeat the show name in them.	Search words that don't fit the name, and any guest people would look up.
● Channel name	On the list. Groups two or more shows.	Your company, from show two on.
① Author field	Searched in a 2021 test, and seemed to count in a 2025 one. Not on Apple's list.	Your company or host, as a plain name.
○ Description	Not searched by Apple in a 2021 test; "little to no impact" in a 2025 test. Spotify reads it.	Your topic and the host's name, for Spotify and the web.
○ Keywords tag	Gone from Apple's feed guide; in 2021, 2 of 14 apps read it.	Skip it.

● Apple says it is searched ① Tests found it searched ○ Little or no effect on Apple

03 Before you commit

- **Taken.** Apple's search tool lists 32 shows named exactly Let's Talk About It, and 9 named Real Talk (our count, 10 October 2026; a floor).
- **Can't be passed on.** A shared name is "impossible for anybody who's got that podcast to recommend it to a friend" (Buzzcast).
- **Needs explaining.** "If your title has to be explained, then it might not be a good title!" (podcast teacher Daniel J. Lewis)

DO This week, say your best candidate once to someone who doesn't know the show. Then watch them search for it.

Sources and dates are on the back. Every link is in the written version on workhacker.com.

04 Keep the author field plain. A tagline there got Daniel J. Lewis's show removed.

In 2018, he says, it was “especially” the author field. A rank-tracking company now recommends the same shape as a formula:

REMOVED	~~Daniel J. Lewis, podcasting industry expert and how to podcast teacher~~
FORMULA	[Name/Brand] [Separator] [Credentials/Expertise/Keywords]
PLAIN	Your company, or the host's name

- **When.** Shows he tracked were, in most cases, rejected “the very day they made it into the top 200.”
- **Its data.** Shows with a tagline in both name and author field ranked in Apple's top three for 6.7 times as many keywords as shows with none. Only 0.58% do both. Its caveat: “correlation, not causation.”
- **Already live with one?** Renaming isn't “that big of a deal” (Buzzcast), but Apple seemed to re-check shows that change title or author (Lewis).

DO After the name, at most a few words saying what the show is. In the author field, only the company or host name: no credentials, no keywords.

05 Easy to find, or easy to own?

WEAK • “COLD”

STRONG • “HOT”

“bronz~~er~~” *Dental Implant Answers* **Coppertone®**
for suntan oil made-up example registered

Generic not a trademark	Descriptive only in some cases	Suggestive hints at a quality	Arbitrary real word, unrelated	Fanciful invented word
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The US trademark office's own pair: “bronz~~er~~” for suntan oil “wouldn't be registered alone as a trademark”; Coppertone is. A plain topic name is a bronzer: easy to find, hard to own (our reading, not legal advice).

DO If owning it matters, add a distinctive word, and ask a lawyer.

06 Strike these from a candidate

- **“Daily” or “weekly”.** Skip one and “the name has essentially become a lie,” Lewis says.
- **Mashups that can be misheard.** BuyFryer, a show about buying air fryers, heard as ByFriar.
- **Symbols and cute spellings.** Spotify's bad example: “Eggcellent Solo Cooking @ Home w/ Katie!”
- **“with [your name]” on the end.** Apps already search the author field. Lewis's exception: a name many shows share, where yours helps listeners pick the right show.

Sources: Apple Podcasts for Creators: How Search works (first archived June 2022), Create a channel, and Apple's feed guide for podcasters (all read 10 October 2026). Podnews field test of 14 apps, Mark Steadman with James Cridland (July 2021). Ausha field test (October 2025). PodSEO tagline analysis (March 2026; data of 24 February 2026). Spotify for Creators naming and SEO guides (August 2026). Buzzsprout's Buzzcast, episode 196 (October 2025). Daniel J. Lewis, The Audacity to Podcast (November 2018; February 2023). USPTO, Strong trademarks (updated November 2023). Our count in Apple's search tool (10 October 2026). Links: the written version on workhacker.com.