



How To Prepare Your Podcast For Mobile

Featuring Greg Hickman



Accelerate Your Business With Podcasting

Mobile Madness

Understand WHERE your customers are.

We live in a mobile world. The stats prove that more and more people are accessing the majority of their content on mobile devices. Understanding this can prepare you for success.

Want to be mobile ready?

1. Check out your analytics stats.

You will likely be surprised to find an average of 20% or more of your traffic comes from mobile!

2. Make sure your site is mobile friendly.

Use a responsive theme (like LeadPages) that shows up well on mobile devices. Check out the site and make sure customers will have a good experience.

Make sure your audio player is HTML5. **DON'T DO FLASH.**

3. Have short, easy to use URLs for everything.

As a podcaster, your listeners will be hearing your show on the go. Be sure they can access your links by using short urls.
(ex: authorityengine.com/6).

Don't give a bunch of URLs on your show. Keep it to one and put the content there. People will forget many addresses and just won't go.

4. Try text message marketing.

Radio stations and television channels have been using this for years. Why not podcasters? Do special giveaways or texting only offers. Set up an account through MoGreet Express and make it easy. Your listeners will text a short number like 58585 with a one word message (ex: Authority), and instantly receive a response. It's fast and instant, exactly what mobile is all about.

Success!

Great
work!

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