



Building your podcast channel on YouTube

MARCH 2021

Note: These best practices are tips to guide you that we have gathered from what has worked previously on the platform, but they are not a guarantee for success.

Why podcasts on YouTube?

1 Find your global audience

With over 2 billion monthly logged-in users, YouTube can provide you access to a vast global audience. Your podcast finds its way to the right audience, no matter how niche. YouTube also allows you to enhance visual appeal, by pairing audio with everything from basic animation to in-studio footage.

Learn how YouTube's search and discovery systems work [here](#).



2 Build an engaged community

Community features such as [comments](#), [Stories](#) and the [Community tab](#) enable you to connect with your audience and gather feedback in real time. In addition, YouTube Analytics can provide targeted data on video performance and audience insights.

Learn how to effectively manage your YouTube community [here](#).



3 Create additional revenue streams

Combine your [advertising revenue](#) with a suite of [alternative monetisation features](#) to build diversified revenue streams. Features like [channel memberships](#) allow your viewers to support your channel in exchange for members-only perks.

Learn how to monetise your content with the [YouTube Monetisation toolkit](#).



Thinking of pivoting your channel content?

Many YouTube creators have experimented with podcasts and found success. This channel experienced newfound growth when it pivoted from lifestyle content to podcasts discussing female empowerment and social issues in Indonesia.



How to optimise your podcasts for YouTube

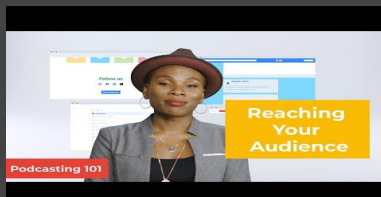
1 Think beyond full episodes. What additional content can you post on your channel? Think clips, Q&As and other lightweight content to keep the channel going.



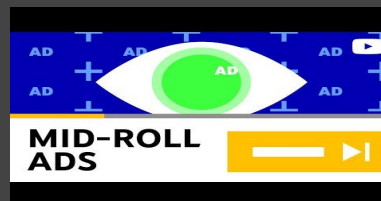
4 Add visual appeal. Be it semi-static animation or in-studio footage, make sure that you add visual appeal to your podcast videos to enhance the viewer experience.



2 Package and promote your podcast. How will viewers discover your channel? Promote your channel across other platforms to draw new audiences.



5 Increase your revenue potential. Available on content over eight minutes in length, mid-roll ads allow you to place multiple ad breaks throughout the duration of your content.



3 Engage your community. Leverage YouTube's community tools to sustain a conversation with the audience and let them engage with your content meaningfully.



6 Encourage higher watch time. Use YouTube Analytics to understand your audience and what makes them stay. Ensure that your script, content and delivery appeal to your fans.



What about clips?

Pros: Highlight clips are great for attracting new viewers and potentially converting them into loyal subscribers. Bite-sized clips keep the audience engaged while you work on a new episode.

Challenges: Producing clips means additional work. It might also be more challenging to precisely track your channel's performance due to a mix of content lengths.

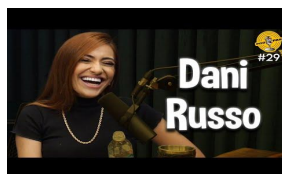
Pro tip: Use playlists to group your content into full episodes and clips. Make sure that you optimise the video metadata to make clips catchy and discoverable.



Full episode (main channel)



Clip (main channel)



Full episode (main channel)



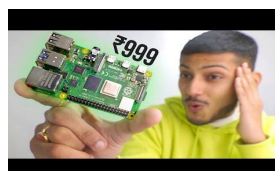
Clip (secondary channel)

Should I create a second channel?

Pros: Creating a secondary channel is a low-risk way to pilot your podcast without compromising your main channel's performance. You can also independently measure the performance of your new content.

Challenges: Managing multiple channels is hard work. It might also take longer to acquire and grow your audience on the new channel.

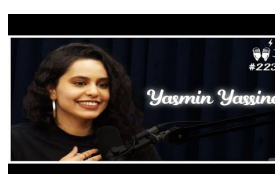
Pro tip: Leverage your main channel by housing a playlist featuring your podcasts. Use the YouTube Analytics Traffic report to understand how your content is discovered.



Main channel (non-podcast)



Secondary channel (podcast)



Main channel (full episodes)



Secondary channel (clips)

Let's talk podcast formats

By number of hosts/participants

Solo/Monologue



Summarising the week with a comedic twist

What it is: A single host sharing stories or particular topic expertise with the audience

Pros: Full creative and structural freedom, strong personal brand

Challenges: Content and delivery are the sole highlights; may need a script to stay within structure

Co-hosted



Hosts discussing everyday topics in Argentina and the wider world

What it is: Two or more hosts guiding the conversation forward

Pros: More organic and balanced discussions due to multiple viewpoints

Challenges: Need strong chemistry between co-hosts and ability to guide the conversation well

Interviews/Panels



Interviewing celebrities on relationship and life tips

What it is: Guest speakers bringing unique views and experiences

Pros: Fresh viewpoints from diverse guests; opportunity to acquire new audiences

Challenges: Highly competitive format; extensive preparation needed

By storytelling format

Fictional storytelling



Urban myths and true crimes narrated by the creator

What it is: Fictional stories narrated over multiple episodes

Pros: An ongoing narrative hooks viewers and encourages them to return for more.

Challenges: Need advance content planning; longer time to build audience base

Non-fictional storytelling



Football podcast featuring commentary and players as guest speakers

What it is: Real-life topics, suitable for audiences who wish to learn more about the world

Pros: Deliver in-depth information on a specific topic of interest

Challenges: Less creative freedom; need extensive research and fact-checking

Repurposed



News podcast clips repurposed for YouTube

What it is: Existing content from other platforms, optimised into podcasts to amplify the reach

Pros: Minimal lift is required to transfer the content to YouTube

Challenges: Lack of visual dimension; potential duplication of content across platforms

Want to learn more?

- Looking for more creative guidance on podcasts? Take a look at Google's Podcasting 101 video series [here](#).
- Want to learn more YouTube general best practices? Take a look at the YouTube Creator Academy learning toolkits [here](#).
- Have technical questions or need support? Visit the [YouTube Help Centre](#).