

TOP TIPS FOR FINDING UK PODCASTS

Podcasts have massive PR potential so finding podcasts for your clients can be an important part of your media relations strategy. But searching for relevant, UK based podcasts can be time-consuming if you don't subscribe to paid tools.

So here are my top tips for finding UK podcasts using free resources.

LISTEN NOTES

WEB

Listen Notes is a free podcast search engine which offers a great basic search option alongside premium features for a fee.

Simply input your topic to search for episodes, podcasts and ready-made curated lists. You can filter results by various parameters including region (eg UK).

The paid premium membership provides additional search tools plus access to full podcast info/ contact details, and classified ads from podcasters seeking guests, sponsors and/or cross-promotions.

BEST START UP

WEB

This website showcases companies across the UK and has a whole section dedicated to podcast listicles - eg Best British Law podcasts, Best British Self Help podcasts.

You can either browse the readymade lists or add your keyword - eg "sports podcasts" - to the search bar.

Info will only be as current as the date that the articles were published but are a useful starting point. Most listings also contain a link to Listen Notes for further info.

FEEDSPOT

WEB

Feedspot is a content reader which also provides a media contacts database of podcasters, bloggers, YouTubers and Instagram influencers. Data is provided on a pay per request basis rather than via a paid subscription.

However, they also have a wealth of podcast lists in their free blog section. As well as podcast name and description, they often include the podcast's location and social media metrics.

The best way to pull up results is to google your topic plus "feedspot" - eg "entrepreneur podcasts UK feedspot".

You can also input your search term directly into the search bar on Feedspot - although the Google method seems to bring up broader results.

They also have [readymade lists](#) on popular podcast topics - and if you click 'by location' you can see if they have a UK specific list.

GOGGLE

Don't forget good ol' Google! Often simply searching for your target podcast topics (eg "top UK wellbeing podcasts") will bring up listicle articles or direct links to relevant podcasts.

UK PODCASTERS

WEB

This podcast directory is dedicated to podcasts created in the UK. It is reliant on podcasters adding their own podcasts so may not be as expansive as podcast search engines. It currently has around 700 podcasts listed.

You can search by keyword or by popular topic. A contact form mechanism is provided on the website if you want to contact podcasters.

UK PODCASTS

WEB

A list of the most popular current British podcasts.

You can search by keyword or by popular topics. It doesn't contain contact details but it does display the date of the last episode which is useful for knowing how current the podcast is.

Compiled by:



KATE GANNON
VIRTUAL ASSISTANT

Specialist business support for the PR industry - helping you focus on the actual PR by taking care of everything else! www.kategannon.co.uk

