

WHY PODCASTS WIN IN SEARCH, AI & AUTHORITY

One strong interview creates searchable, reusable proof of your expertise across Google, YouTube, social feeds and AI answers.



167M

Americans 12+ consumed a podcast in the last month

58% of the population · record high

130M

Americans 12+ consumed a podcast in the last week

45% of the population

68%

of 35 to 54-year-olds consumed a podcast in the last month

Ages 35 to 54 · last 30 days

1B+

monthly active viewers of podcast content on YouTube

Worldwide · announced Feb 2025

Market figures describe the overall audience, not the reach of any single appearance.

SOURCES Edison Research / SSRS, The Infinite Dial 2026 (U.S., ages 12+) · YouTube Official Blog, Feb 26, 2025

FROM THE MICROPHONE TO SEARCHABLE PROOF

Publishing creates the chance to be found. Indexing, ranking and AI citations are earned, never automatic.

01

RECORD

An expert conversation on a show your buyers already trust.

02

PUBLISH

The show releases the episode, usually with show notes on its website.

03

INDEX

Search engines crawl the episode page and add it to their index.

04

SURFACE

Your name and ideas become eligible to appear in results and AI answers.

GOOGLE'S RULE FOR AI OVERVIEWS & AI MODE

To be shown as a supporting link, a page must be **indexed and eligible to be shown in Google Search with a snippet**. Google says no special optimization is required; SEO fundamentals still apply.

Eligibility is not a ranking guarantee. Each show controls its own episode pages.

SOURCE Google Search Central, "AI features and your website"

SHATTER THE SCOREBOARD

Third-party scores are estimates. Visibility is what buyers and AI tools actually see.

SCORE CHASING

Estimates built by SEO tool vendors

- ⊖ **Domain Authority** A Moz estimate
- ⊖ **Domain Rating** An Ahrefs estimate
- ⊖ **Authority Score** A Semrush estimate
- ⊖ **Raw link totals** Volume says little about relevance

Handy for comparing sites. **Not used by Google to rank pages.**



VISIBILITY WINNING

Outcomes Google and your audience can see

- ✓ **Indexed pages** Pages that can actually be shown
- ✓ **Relevant links** Still part of Google's link analysis
- ✓ **Cited in AI answers** Named or linked as a source
- ✓ **Impressions & clicks** Tracked in Search Console

What a podcast campaign is **built to grow.**

STRAIGHT FROM THE SOURCE

Moz, which created Domain Authority, says DA is not a metric Google uses to determine rankings. Google says links, through systems like PageRank, still are.

ONE INTERVIEW. MONTHS OF CONTENT.

What a single appearance can produce, and who produces each piece.

● THE SHOW PUBLISHES

The full episode

Audio, often video, on Apple Podcasts, Spotify, YouTube and more

An episode page

Show notes that name you, often with a link to your site

● MEDIA MORPHEUS DELIVERS

10-20 SHORT CLIPS

Professionally edited, vertical

Sized for LinkedIn, Instagram, TikTok, Facebook, YouTube Shorts and X

Organized delivery

Ready to post, delivered in one Dropbox folder

● YOU REUSE

An “As heard on” credit

For your website, media page and bio

Posts and newsletters

Quotes and takeaways from your own answers

Sales follow-up

A link prospects can hear before the first call

63% of people say a short video is how they’d most like to learn about a product or service.
That is what your clips are built for.

Episode format, distribution and show notes vary by podcast; we tell you where each episode is going before you record. Clip count is typical, per episode.

SOURCE Wyzowl, Video Marketing Statistics 2026

HOW WE RUN IT

YOU TALK. WE HANDLE THE REST.

01

Intake
A ten-minute questionnaire on your expertise, topics and goals.

02

Guest profile
We write the one-page media sheet producers review.

03

Matching & human outreach
We pitch hosts and producers whose audience fits your field.

04

You review approvals YOUR CALL
Each one arrives with host notes, audience estimate and a booking link.

05

You record 15–45 MIN
We prep you on format and pacing; many shows add a short pre-call.

06

Publish & clips
Episodes usually air within 2–4 weeks; then your clips arrive.

PODCAST PACKAGES

GUARANTEED BOOKINGS

Presence
5 bookings + 1 feature

\$799

Authority
10 bookings + 3 features

\$1,500

Premier
6 bookings + tier-one feature

\$5,250

One-time prices as of October 2026. Features run within the Media Morpheus publication network; full terms at mediamorpheuspress.com/#podcasts.

VISIBILITY. CREDIBILITY. CONVERSATIONS THAT CONVERT.

When people search your name, what will they find?

93%

of video marketers say video helped them
increase brand awareness

85%

say video helped them **generate leads**

82%

say video helped them **increase web
traffic**

83%

say video has **directly increased sales**

Survey of marketers on video overall. It describes the medium your clips run in, not results from any one podcast campaign.

YOUR NEXT STEP

BE THE EXPERT THEY FIND.

A short call to map the shows that fit your field
and the package that fits your goals.

Book an intro call

calendly.com/mediamorpheus/intro



See packages & pricing

mediamorpheuspress.com/#podcasts

