

Your Website Is the Hub

Rachel Lee on building a simple, trustworthy website that connects your podcast to everything else you do, without burning out.



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The core idea: Unless you're famous, **people judge your credibility by your website**. Your podcast and business should work like **one continuous pipe**, with your website as the hub.

Connect the pipe

- 1 **Apodcast and socials aren't enough.** Over 75% of people doubt a brand when its website is missing, broken, or out of date, often before they ever say hello.
- 2 **Bare minimum: link both ways.** Your site links to your podcast, and your podcast's show notes and about section link back to your site.
- 3 **Put your URL first in your show notes.** Podcast apps only show the first line or two, so lead with "Find us at [yoursite.com](#)."
- 4 **Make contact easy.** Every about section should tell people where to find you, how to reach you, and where your site lives. Make them hunt, and you lose them.
- 5 **Build in steps.** Start with a menu link to your show (or a page listing every platform). Then add a dedicated podcast page, then a podcast domain that points to that page. A full podcast site comes last.
- 6 **Make your brands look related.** If your podcast and business look like they belong to two different people, listeners hesitate at the handoff. The podcast can have more flair, as long as it still feels like the same person.

Bake it in this order

- 7 **Decide the site's job.** Info, sign-ups, or bingeing episodes? Know the next step you want people to take, or your site is a billboard with no phone number.
- 8 **Write the words before you design.** In a Google Doc, list your pages (usually Home, About, Services, Podcast, and Contact), then brain-dump every page's copy from top to bottom.
- 9 **Settle your branding before the builder.** Pick your logo, fonts, and colors, then use them on your site, podcast, and socials.
- 10 **Use real photos of you.** Camera-roll shots beat stock photos people have seen everywhere. And don't use AI-generated people.
- 11 **Pick a builder you can maintain.** Wix is the easiest. Squarespace has design guardrails. WordPress is the most flexible but the most work (Elementor or Divi make it easier). GoHighLevel does everything but limits design. A basic site done well beats a fancy one you can't update.
- 12 **Plan checkups and fire drills.** Review your site at least once a year (every quarter is best). When something breaks, ask AI or the platform's support first, then hire an expert if that doesn't fix it.

Your turn

My website's #1 job is to get visitors to _____.

Pages I need:

☐ Home ☐ About ☐ Services ☐ Podcast ☐ Contact

Builder I can confidently update myself:

Where my podcast links back to my site:

My next website checkup date:
