

How to Start a Podcast with WordPress

Joe Casabona // @jcasabona // casabona.org/podcasting/

What is podcasting?

The practice of using the Internet to make digital recordings of broadcasts available for downloading to a computer or mobile device.

Dictionary

Search for a word



pod·cast·ing

/ˈpɑdˌkɑstɪŋ/ 

noun

the practice of using the Internet to make digital recordings of broadcasts available for downloading to a computer or mobile device.

"for many, podcasting is a logical next step from blogging"



Translations, word origin, and more definitions

Feedback



SETH'S BLOG

Search

Subscribe

Connect

News and updates

Social Media

Podcasting is the new blogging

Not as a way to make big dollars (blogging didn't do that either). But as a way to share your ideas, to lead your community, to earn trust.

Podcasting is a proven technology that is still in its infancy. It's an open mic, a chance for people with something to say to find a few people (or perhaps more than a few people) who'd like to hear them say it.

And podcasting is the generous act of showing up, earning trust and authority because you care enough to raise your hand and speak up.

**Podcasting is a way to
get your messages to
thousands of people.**

The Right Gear

What You Need

- A Decent Mic
- Pop Filter
- Boom Arm (optional)
- Headphones
- Links to everything: <https://casabona.org/podcasting>

Mic: USB vs. XLR



**What you
should get:**

ATR2100

Recording / Saving

Improving Your Recordings

- Good mic helps
- Deflect and dampen sound
- Wear headphones
- Pop filter / Boom arm

Capture Audio

- Quicktime
- Audacity
- Garage Band
- Windows Recorder

Editing

Tools of the Trade

- Audacity
- Garage Band
- Logic Pro
- Adobe Audition

A Podcast Needs a Home

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- Podcasts should have a website
- They allow for a central place for content, RSS*, and Canonical Links**
- Setting Up a good website for your podcast can help it grow

*Really Simple Syndication - needed to get your podcast on Apple Podcasts, Spotify, and more

**The one true source for your content.

The 4 Things You Absolutely Need.

- A Good Domain
- Good Hosting
- WordPress
- A Podcast Plugin

A Good Domain

Pick Your Name

- Pick a name that communicates the show's message
- Do a search on iTunes to make sure it's unique enough
- You want it to stand out!
- Get the domain, social media

Choosing the Right Domain

- .com or .fm (in this specific case)
- Make it short (11 characters or fewer)
- Make it speakable
- Make it memorable - try to match the show name
- Have alternates available

Good Hosting

Choosing Good Hosting

- Easy WordPress Setup
- Good Support
- Let's Encrypt for SSL
- Backups
- Should be Different from Media/Audio Hosting

**Recommended:
SiteGround**

Why Separate Audio Hosting?

- Specialization means faster downloads
- If your site goes down, your podcast won't
- Advanced Analytics
- Custom (or customizable) audio players

The Good Audio Hosts

- Libsyn
- Bluburrry
- Castos (Killer WP integration)
- Simplecast (All-in-One solution)

Recommendation: Castos

WordPress

Why WordPress?

- Streamlines entire website setup process
- Used by over 30% of web
- Strong community
- Great tools for podcasting
- Easily add blog, shop, or community as well

A Podcast Plugin

Evaluating Podcast Plugins

- Consider if your podcast host has a WordPress plugin
- Make sure it has Apple Podcast compliant RSS feeds
- Look at the features - how customizable is everything?
- Does it play nice with other themes and plugins?

Podcast file:

Upload the primary podcast file or paste the file URL here.

Duration:

Duration of podcast file for display (calculated automatically if possible).

File size:

Size of the podcast file for display (calculated automatically if possible).

Date recorded:

The date on which this episode was recorded.

Mark this episode as explicit.

Block this episode from appearing in the iTunes & Google Play podcast libraries.

iTunes Episode Number:

The iTunes Episode Number. Leave Blank If None.

iTunes Episode Title (Exclude Your Series / Show Number):

The iTunes Episode Title. NO Series / Show Number Should Be Included.

Seriously Simple Podcasting

Other Helpful Plugins

- Smart Podcast Player
- Simple Sponsorships
- SearchWP
- ThirstyAffiliates

Recommended Themes

- Astra
- Monochrome Pro
- Minimum Pro

Submitting Your Podcast

Submit your show to:

- Apple Podcasts



- Spotify



- TuneIn



- Stitcher



- Google Podcasts



Tips for Submitting

- Have an Episode 0 so your launch day isn't at the mercy of Apple.
- Get onto Apple first - they are the biggest, and many smaller podcast apps just pull from their directory
- A good audio host should help you, but if you're using your website as your feed, you might be on your own
- Each host's submission process is slightly different

Wrapping Up!

Steps to Start a Podcast

- Choose a topic & name
- Record a few episodes
- Buy a domain & web hosting (SiteGround)
- Get audio hosting (Castos)
- Install WordPress
- Get a podcasting plugin (Seriously Simple Podcasting)
- Publish & submit!



Joe Casabona

Educator, Developer, Podcaster

@jcasabona

SiteGround Ambassador

<https://casabona.org/podcasting/>