How to Start a Podcast with WordPress

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What is podcasting?



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



Search for a word

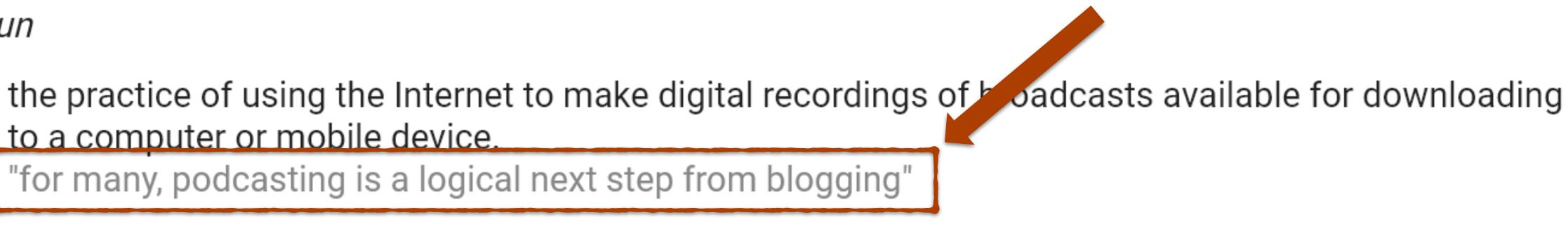
pod·cast·ing /'päd_kastiNG/ 🌒

noun

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

me@email.com

Sign Up

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





Tools of the Trade

- Audacity
- Garage Band
- Logic Pro
- Adobe Audition

A Podcast Needs a Home



A Podcast Needs a Home

- 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
- enough
- You want it to stand out!
- Get the domain, social media

• Do a search on iTunes to make sure it's unique

Choosing the Right Domain

- .com or .fm (in this specific case)
- Make it short (11 characters or fewer)
- Make it speakable
- Have alternates available

Make it memorable - try to match the show name



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

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

The Good Audio Hosts

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 Sin

Select podcast file	
nple 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
- Tuneln
- 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/



