How to Launch Your Podcast – Day 2

Joe Casabona // Host of How I Built It // casabona.org/ithemes-podcast/

Day 2: Creating Your Website

What We'll Cover

Day 1

- Topic
- Show Format
- Gear
- Recording / Saving
- Editing
- Transcripts
- Artwork
- Other Helpful Tools

Day 2

- Why a Website?
- Podcast Feed
- Hosting / Installing WordPress
- Designing the site
- Getting Audio Hosting
- Finding the Right Plugin
- Publishing
- Submitting

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 6 Things You Absolutely Need.

1. A Good Domain

2. Good Hosting

3. WordPress

4. The Right Theme

5. A Podcast Plugin

6. Great Content

1. A Good Domain

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

2. Good Hosting

Choosing Good Hosting

- Easy WordPress Setup

- Good Support

- Let's Encrypt for SSL

- Backups

- **Should be Different from Media/Audio Hosting**

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

- Bluburry

- Castos (Killer WP integration)

- Simplecast (All-in-One solution)

Relative Newcomer: Anchor.fm

You should avoid:

Soundcloud

Recommendation: Libsyn or Castos
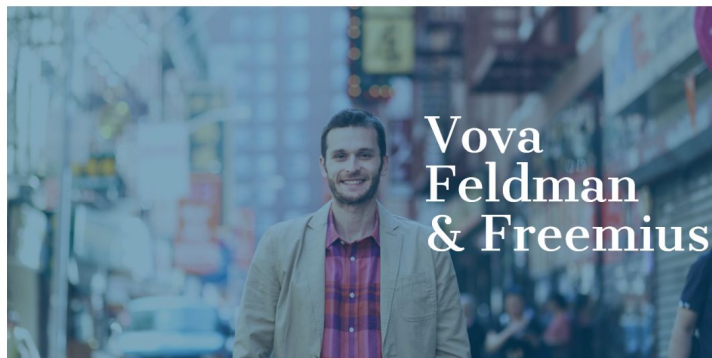
3. WordPress

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

Vova Feldman and Freemius

November 30, 2018

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Show Notes / Transcript

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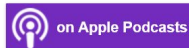
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4. A Good Theme

How to Pick a WordPress Theme

- Determine the features you need

- Decide if you want to go free or paid

- Find a Credible Source (wordpress.org, studiopress.com are 2)

- Look for flexible!

- Test a few out

Recommended (free): Astra

Available in the WordPress Theme Repository

Recommended (paid): Monochrome Pro

...or anything by StudioPress: https://studiopress.com

5. A Podcast Plugin

Evaluating Podcast Plugins

- Consider if your podcast host has a WordPress plugin

    - Also, have a separate audio host for your podcast

- 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?

The Good Plugins

- Seriously Simple Podcasting

- Powerpress

Podcast Episode Details

Episode type:
○ Audio ○ Video

Podcast file:

[Select podcast file]

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

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

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Date recorded:

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Recommendation: Seriously Simple Podcasting

Hands-on Time!

Special Offer – Free Workbook

I'm working on a podcasting workbook – be one of the first ones to get it when it launches later this week.

Sign up Today at

casabona.org/ithemes-podcast/

Thanks for Watching!

I'm Joe Casabona, a Developer, Teacher, and Podcaster.
Find me at https://casabona.org

Any Questions?