

# Podcasting with WordPress

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This presentation is broken down into four sections about creating a website that will stand out on the web.

- ✓ Part 1: The Benefits
- ✓ Part 2: The Set Up
- ✓ Part 3: Necessary Equipment
- ✓ Part 4: Step-by-Step Workflow to Create a New Episode

## The Benefits of Podcasting

- ✓ Podcasting is one of the most intimate connection to your audience. Hearing your voice builds rapport
- ✓ Creating the content is easy
- ✓ Audio is available 24 hours a day
- ✓ Podcasts become indexed content on search engines
- ✓ Much easier to become an “expert” in iTunes
- ✓ Millions of people commute to work

## The Set Up

- ✓ Add an additional hosting account (libsyn.com)
- ✓ Configure RSS feedburner (feedburner.google.com)
- ✓ Submit to audio directories
  - ✓ iTunes (under podcasts, submit a podcast)
  - ✓ Blackberry - <http://rimpodcast.quickplay.ca/rimpodcasting/>
  - ✓ Zune Podcast Directory - Email [Rob@Zune.net](mailto:Rob@Zune.net)
  - ✓ Stitcher - <http://www.stitcher.com/contentProviders.php>
  - ✓ [Podfeed.net](http://Podfeed.net)
  - ✓ [PodcastAlley.com](http://PodcastAlley.com)
  - ✓ [DigitalPodcast.com](http://DigitalPodcast.com)
  - ✓ [Podcast.com](http://Podcast.com)
  - ✓ [PodSeek.net](http://PodSeek.net)
  - ✓ [GetAPodcast.com](http://GetAPodcast.com)
  - ✓ [PodcastDirectory.com](http://PodcastDirectory.com)

- ✓ [PodcastPickle.com](http://PodcastPickle.com)
- ✓ Install PowerPress Plugin
- ✓ <http://wordpress.org/extend/plugins/powerpress/>

## Necessary Equipment

### Beginner



### Intermediate



### Super Podcaster



## Step-by-Step Workflow to Create a New Episode

Here is the workflow that I follow for creating each new episode

- Prepare for the show
- Record audio (or video)
- Edit file (if necessary)
- Convert to .mp3
- Tag Media File (<http://pa-software.com>)
- Upload to your media host
- Create a new blog post (show notes)
- Publish Blog Post

Your episode is now pushed out to the web!

