

Podcasting and WordPress

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This presentation is broken down into four sections about how to integrate your podcast with your WordPress site.

- ✓ 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 hottest things in social media in 2013

- ✓ 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
- ✓ Podcasters will hear “I feel like I know you” from their audience
- ✓ Millions of people commute to work
- ✓ Easy to consume
- ✓ Much easier to become an “expert” in iTunes
- ✓ It’s easy to be considered a thought leader
- ✓ Attract a new audience
- ✓ Improve your speaking skills
- ✓ People are agreeing to have you send them your message by subscribing

Podcast Exposure

Discoverability

- ✓ SEO
- ✓ Artwork
- ✓ Related Shows
- ✓ Rankings

Stickability

- ✓ Sound quality
- ✓ Too much fluff
- ✓ Valuable content
- ✓ Actionable tips
- ✓ Social Proof
- ✓ Keep engage during the show (pause, repeat yourself, voice volumes)

Sharability

- ✓ Create something worth sharing
- ✓ Make it easy to share

The Set Up

- ✓ Add an additional hosting account (libsyn.com)
- ✓ Configure RSS feedburner (feedburner.google.com)
- ✓ Submit to audio directories
 - ✓ Must Submit to:
 - ✓ iTunes (under podcasts, submit a podcast)
 - ✓ Blackberry - <http://rimpodcast.quickplay.ca/rimpodcasting/>
 - ✓ Zune Podcast Directory - Email v-robgr@microsoft.com
 - ✓ Stitcher - <http://www.stitcher.com/contentProviders.php>
 - ✓ Other Services
 - ✓ Podfeed.net
 - ✓ PodcastAlley.com
 - ✓ DigitalPodcast.com
 - ✓ Podcast.com
 - ✓ PodSeek.net
 - ✓ GetAPodcast.com
 - ✓ PodcastDirectory.com
 - ✓ PodcastPickle.com
- ✓ Install PowerPress Plugin
 - ✓ <http://wordpress.org/extend/plugins/powerpress/>

Necessary Equipment

Beginner



Equipment:

- iPhone / Android Phone or
- USB headset microphone
- Computer

Intermediate



Equipment:

- Shure SM 58 Microphone
- Edirol R-09 Digital Recorder (or similar)
- Comfortable Headphones
- Behringer 802 Mixer
- Computer

Super Podcaster



Equipment:

- Heil PR40 Microphone
- Edirol R-09 Digital Recorder (or similar)
- Comfortable Headphones
- Mackie 1402 Mixer
- Computer

Software Options

- Audacity
- Adobe Audition
- Garageband

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 (or schedule to be published later)

Your episode is now pushed out to the web!