

TONY COSENTINO

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# PODCASTING WITH WORDPRESS

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## ABOUT ME

- ▶ 1996 Royal Australian Navy - it got boring so in my free time filmed and co-produced weekly TV show for the crew. That is when my passion for creating and sharing content began.
- ▶ Found WordPress while doing a degree in Internet Communications
- ▶ WordPress developer / evangelist since 2008
- ▶ Podcast producer and host of Eagle Waves Radio back in 2012 and now have my own little podcast about passion and obsession.



# WHY PODCAST

### E.A.T.

- ▶ Builds your expertise
- ▶ Builds Authority
- ▶ Builds Trust
- ▶ 44% of the population has listened to a podcast
- ▶ Your Story - your unique version

# 10 STEPS TO START PODCASTING



STEP 1

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**A DYNAMIC CARDIOID  
MICROPHONE**

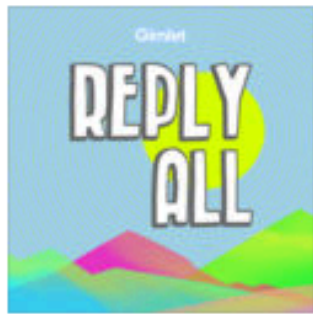
## STEP 1

# MICROPHONE ATR-2100

- ▶ Audio-technica ATR-2100 \$99 delivered
- ▶ Dynamic because they are more rugged, need no external power and less sensitive to subtle background noises.
- ▶ Cardioid because it will allow you to record in any room without the need for sound treatment due to its pickup pattern being specifically in front and close to the mic
- ▶ It's USB and XLR so it will grow with you.
- ▶ Lots of podcasters use the so there's a lot of help videos out there for you to learn from







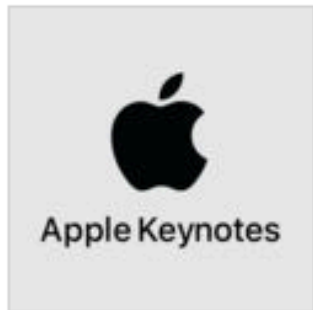
Reply All  
Gimlet



Hollywood Babble-On  
Ralph Garman, Kevin ...



The Joe Rogan  
Experience  
Joe Rogan



Apple Keynotes  
Apple



Still Untitled: The  
Adam Savage Project  
Adam Savage, Norm...



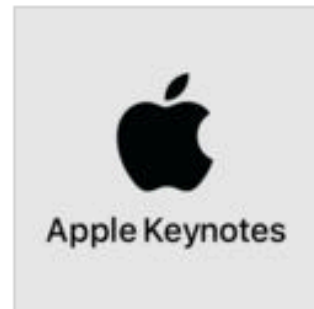
Social Media  
Marketing Podcast...  
Michael Stelzner, So...



Probably Science  
Andy Wood, Matt Kir...



MacBreak Weekly  
(Video HI)  
TWiT



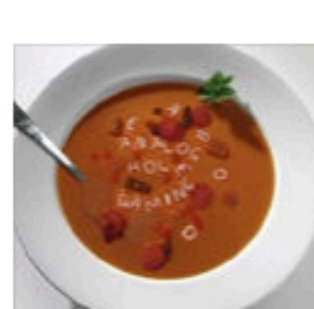
Apple Keynotes (HD)  
Apple Inc.



Beers, Blokes and  
Business - blokes...  
BeersBlokesBusiness...



TED Talks Daily  
TED



Analog Hole Gaming  
Chris Mike and Christy

## STEP 2

# SHOW TITLES AND ARTWORK

## STEP 2

# SHOW TITLES AND ARTWORK

- ▶ Titles/descriptions
  - ▶ Podcast title, Host/talent name, podcast subtitle, podcast summary / description (under 4000 characters)
- ▶ Artwork
  - ▶ 3000px by 3000px max ,I prefer 1400 x 1400px to keep the file size down, Under 500k or will be rejected by itunes
  - ▶ [canva.com](https://canva.com) is a free option to create these with
  - ▶ [namecheckr.com](https://namecheckr.com) to check domain, fb, twitter, instagram, youtube etc for availability



STEP 3

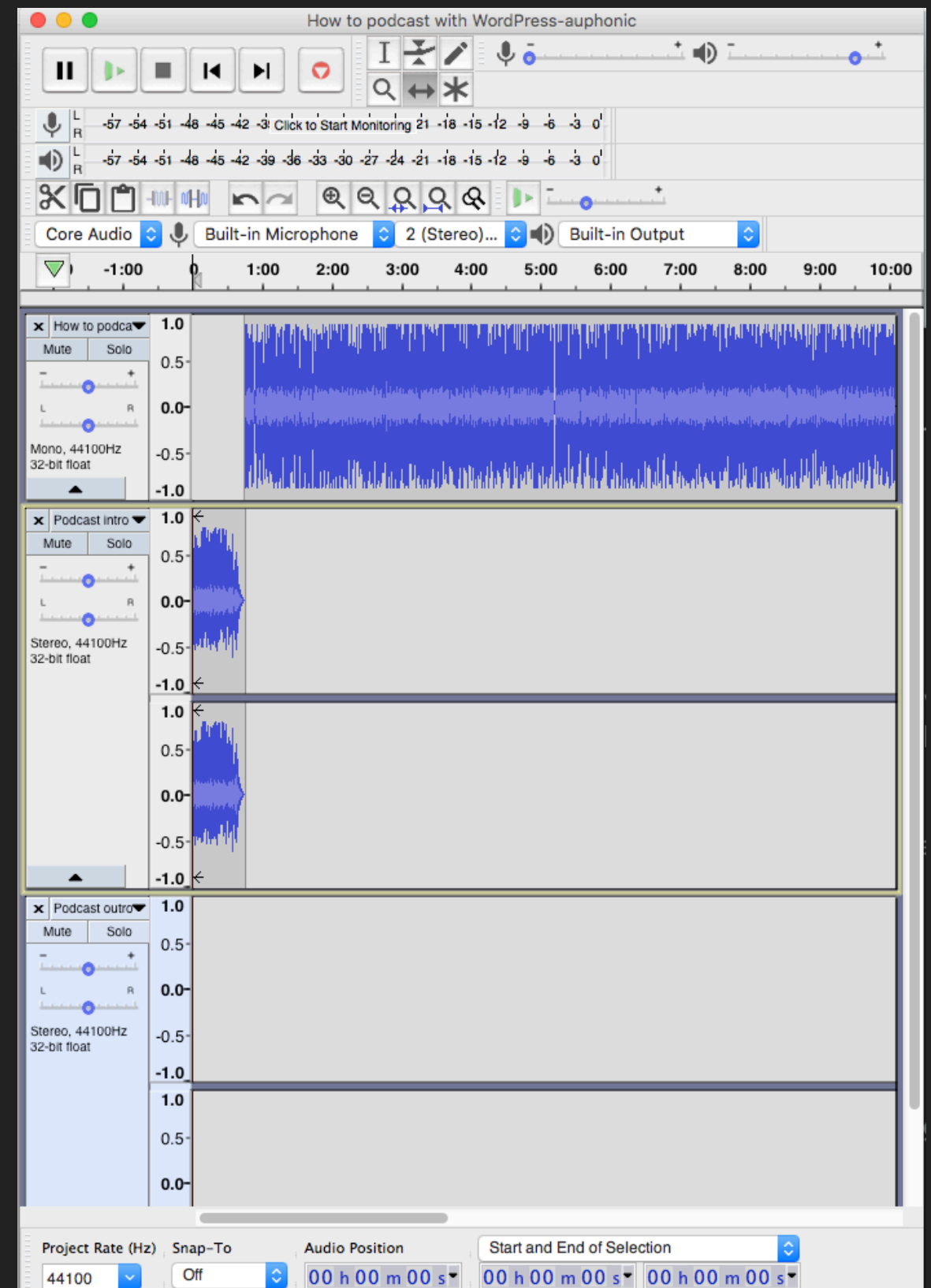
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**EDITING / RECORDING  
YOUR AUDIO**

## STEP 3

# RECORDING

- ▶ [Audacity](#) - recording and editing
  - ▶ - free open source software, powerful, quick once you know a few of the main features
  - ▶ can be pimped up to very professional setup with 3rd party plugins
- ▶ [Zoom.us](#) - guest recordings via the internet or even phone ins
  - ▶ free for 1 guest recordings
  - ▶ can split tracks for easier editing later
  - ▶ can also capture video of all parties

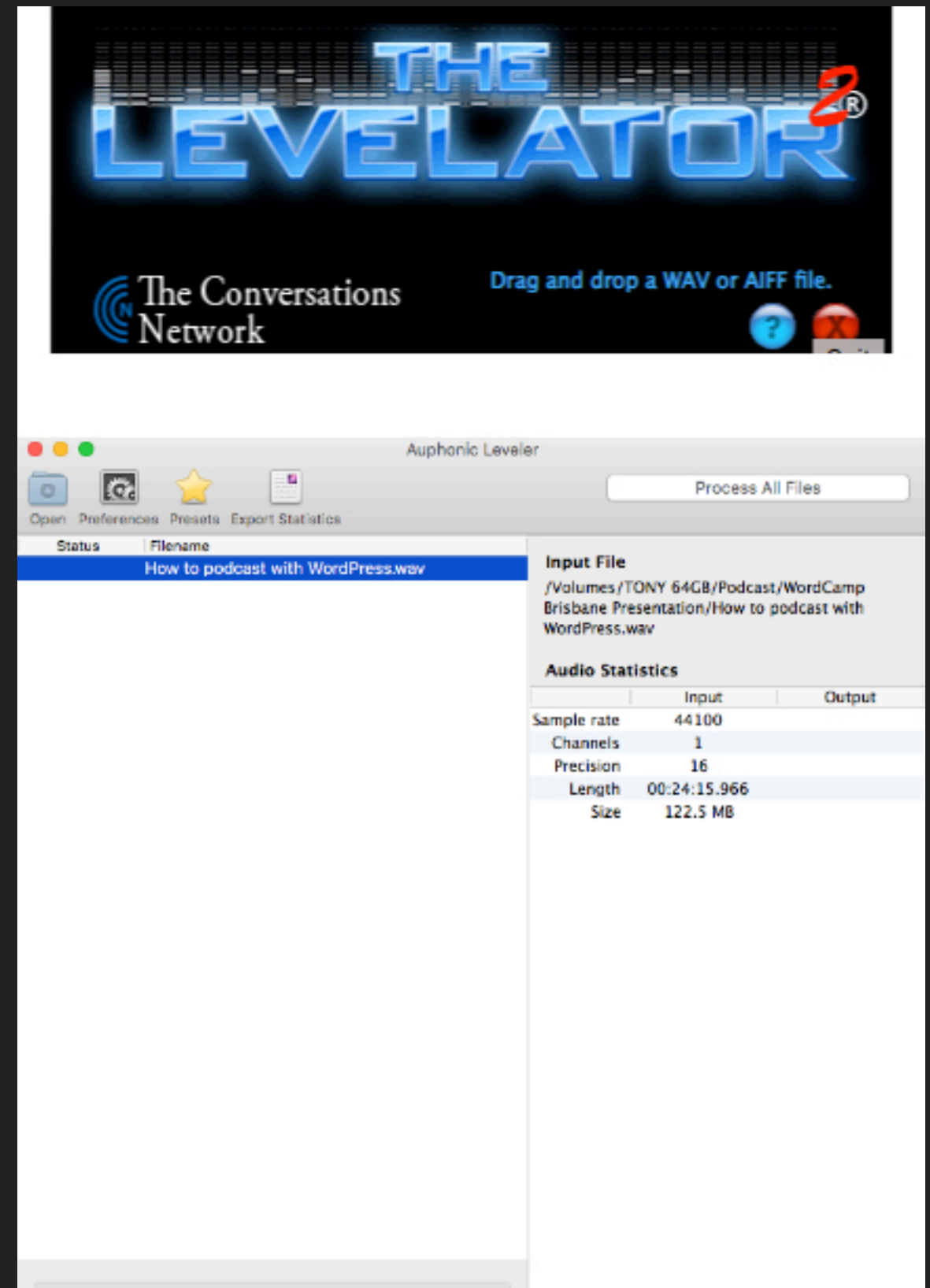




## STEP 3

# EDITING

- ▶ create standard intro and outro mentioning subscribing to get latest episodes
- ▶ Export completed episode as .wav file
- ▶ put .wav file through free [Levelator](#) or paid [Auphonic](#) software to balance all levels for consistent sound
- ▶ add .wav file to itunes and convert to 128kbps mp3 file
- ▶ with itunes add meta data and artwork via file info
- ▶ click and drag mp3 file to your podcast folder ( you will upload this mp3 later )





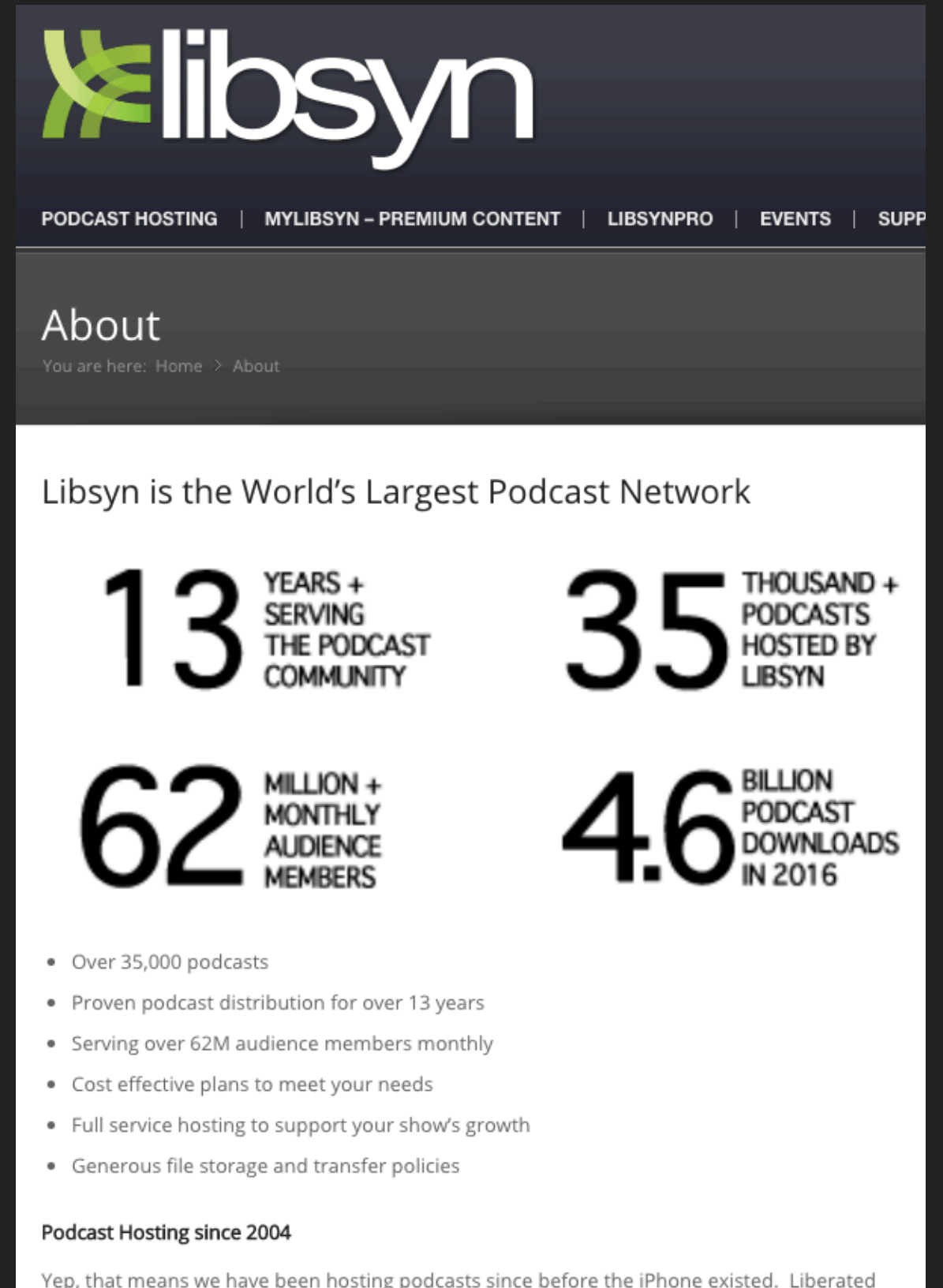
STEP 4

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**AUDIO HOSTING**

# AUDIO WHAT?

- ▶ Audio hosting is to audio is a bit like what youtube or vimeo are to video.
- ▶ itunes, stitcher and all of those podcast networks just point to where you host your audio files
- ▶ [libsyn.com](https://libsyn.com) is reliable, cost effective and scalable. Classic 250mb plan \$15USD/month gets you about 5 hours per month of new audio. Every month you get another 250MB and all of the previous uploads stay online at no extra cost.



The screenshot shows the Libsyn website. At the top is the Libsyn logo, which consists of a green stylized 'X' icon followed by the word 'libsyn' in white lowercase letters. Below the logo is a navigation bar with links: 'PODCAST HOSTING', 'MYLIBSYN - PREMIUM CONTENT', 'LIBSYNPRO', 'EVENTS', and 'SUPP'. Below the navigation bar is a dark grey section with the word 'About' in white, and a breadcrumb trail 'You are here: Home > About'. The main content area is white and features the headline 'Libsyn is the World's Largest Podcast Network'. Below this are four large statistics: '13 YEARS + SERVING THE PODCAST COMMUNITY', '35 THOUSAND + PODCASTS HOSTED BY LIBSYN', '62 MILLION + MONTHLY AUDIENCE MEMBERS', and '4.6 BILLION PODCAST DOWNLOADS IN 2016'. Below these statistics is a bulleted list of features: 'Over 35,000 podcasts', 'Proven podcast distribution for over 13 years', 'Serving over 62M audience members monthly', 'Cost effective plans to meet your needs', 'Full service hosting to support your show's growth', and 'Generous file storage and transfer policies'. At the bottom, it says 'Podcast Hosting since 2004' and 'Yep, that means we have been hosting podcasts since before the iPhone existed. Liberated'.

**libsyn**

PODCAST HOSTING | MYLIBSYN - PREMIUM CONTENT | LIBSYNPRO | EVENTS | SUPP

### About

You are here: Home > About

Libsyn is the World's Largest Podcast Network

<b>13</b> YEARS + SERVING THE PODCAST COMMUNITY	<b>35</b> THOUSAND + PODCASTS HOSTED BY LIBSYN
<b>62</b> MILLION + MONTHLY AUDIENCE MEMBERS	<b>4.6</b> BILLION PODCAST DOWNLOADS IN 2016

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- Proven podcast distribution for over 13 years
- Serving over 62M audience members monthly
- Cost effective plans to meet your needs
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Podcast Hosting since 2004

Yep, that means we have been hosting podcasts since before the iPhone existed. Liberated

# AUDIO UPLOAD PROCESS

- ▶ Depending on which plugin (next step) you use you these are the options
- ▶ A: upload them directly to you audio host ( [libsyn](#)) and get a link to the mp3 file to copy and paste into a special field at the bottom of your blog post
- ▶ B: Upload the mp3 file within the blog post for that episode directly to the audio host ([libsyn](#))
- ▶ don't worry the next slides cover the plugins for both options



STEP 5

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# WORDPRESS PLUGINS

## STEP 5

# PLUGINS TO USE

- ▶ [PowerPress Podcasting plugin by Blubrry](#)
  - ▶ make your website the hub for the podcast directories and you upload the audio file to [libsyn](#) or wherever and then paste the link to the mp3 file at the bottom of a blog post
- ▶ [Libsyn Publisher Hub](#) plugin
  - ▶ connects to [libsyn](#) account so you can upload the audio file while creating the blog post and [libsyn](#) is the hub for the podcast directories

The image shows two screenshots of the WordPress Plugins directory. The top screenshot displays the 'PowerPress' plugin by Blubrry, which is the #1 Podcast Plugin. It features a blue logo with a white circle and three horizontal bars. The text 'PowerPress' is in a large, bold, blue font, followed by 'The #1 Podcast Plugin' in a smaller blue font. Below this, it lists features: 'full iTunes support | multiple players | multiple formats | migration tools | website / feed SEO tools | by blubrry.com'. A 'Download' button is visible in the top right. The bottom screenshot displays the 'Libsyn Publisher Hub' plugin by Libsyn. It features a green logo with a stylized 'X' shape. The text 'libsyn' is in a large, bold, grey font. Below this, it says 'Libsyn Publisher Hub' and 'By Libsyn'. A 'Download' button is visible in the top right. Both screenshots show a navigation bar with 'Plugins', 'My Favorites', 'Beta Testing', 'Developers', and a search bar.

**PowerPress**  
The #1 Podcast Plugin

full iTunes support | multiple players | multiple formats | migration tools | website / feed SEO tools | by blubrry.com

PowerPress Podcasting plugin by Blubrry  
By Blubrry

Download

Details Reviews Installation Support Development

Description Version: 7.4  
No. 1 Podcasting plugin for WordPress, with simple & ad- Last updated: 3 weeks ago

**libsyn**

Libsyn Publisher Hub  
By Libsyn

Download

Details Reviews Installation Support Development

STEP 6

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**BLOG POST**

# BLOG POST FOR EACH EPISODE

- ▶ use a blog post which has
  - ▶ show notes with profile info and a photo of your guest and links to websites mentioned in the episode
  - ▶ has a podcast player automatically provided by the previous plugins mentioned
  - ▶ depending on which plugin you decided on you now either:
    - ▶ upload the mp3 file from the blog post
    - ▶ upload the mp3 file to libsyn and then copy and past the link to the file into the bottom of the blog post

STEP 7

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**3 EPISODES**

## STEP 7

### 3 EPISODES DONE BEFORE LAUNCHING

- ▶ gives new listeners something to get their teeth into
- ▶ a thin intro episode is not enough
- ▶ you get better with each episode so by number 3 its already a lot better



TCS 004: A sugar addicts journey - one year with no sugar

I have had a long terrible...

[Listen now](#)

TCS 003: Anyone yes anyone can roast their own coffee, no beard required

Why do it Home roasting is very easy and...

[Listen now](#)



```
< root@indoxploit:~# w00t??? >
```



TCS 002: Hackers gonna hack

Here is a story about dealing with a website...

[Listen now](#)

STEP 8

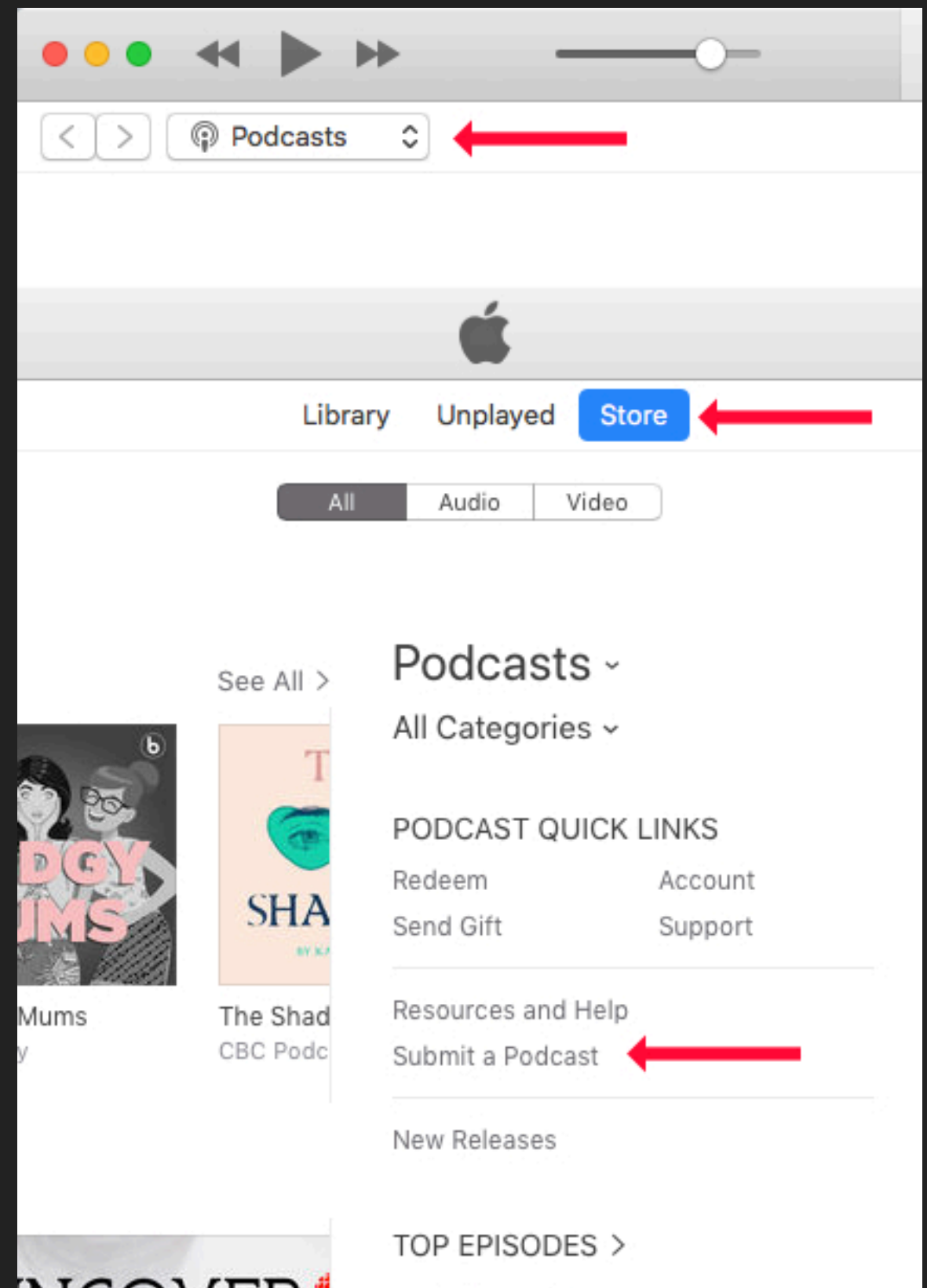
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**SUBMIT TO PODCAST  
DIRECTORIES**

## STEP 8

# HELLO ITUNES, & STITCHER &...

- ▶ You will need your podcast rss feed url
- ▶ Apple Podcasts
  - ▶ - via itunes select podcasts on top left area, top middle select store, then middle right side find submit a podcast
  - via browser - Open podcast connect:  
<https://podcastsconnect.apple.com/> click + sign at top of browser
- ▶ Stitcher
  - signup at <https://www.stitcher.com/content-providers>
  - then submit here:  
<https://partners.stitcher.com/PartnerAddFeed.php>
- ▶ Tunein - <https://help.tunein.com/contact/add-podcast-S19TR3Sdf>
- ▶ Podbean
  - create login: <https://www.podbean.com/site/user/login>
  - submit podcast: <https://www.podbean.com/site/submitPodcast>
- ▶ Blubrry
  - create account: <https://www.blubrry.com/createaccount.php>
  - add your podcast: <https://www.blubrry.com/addpodcast.php>







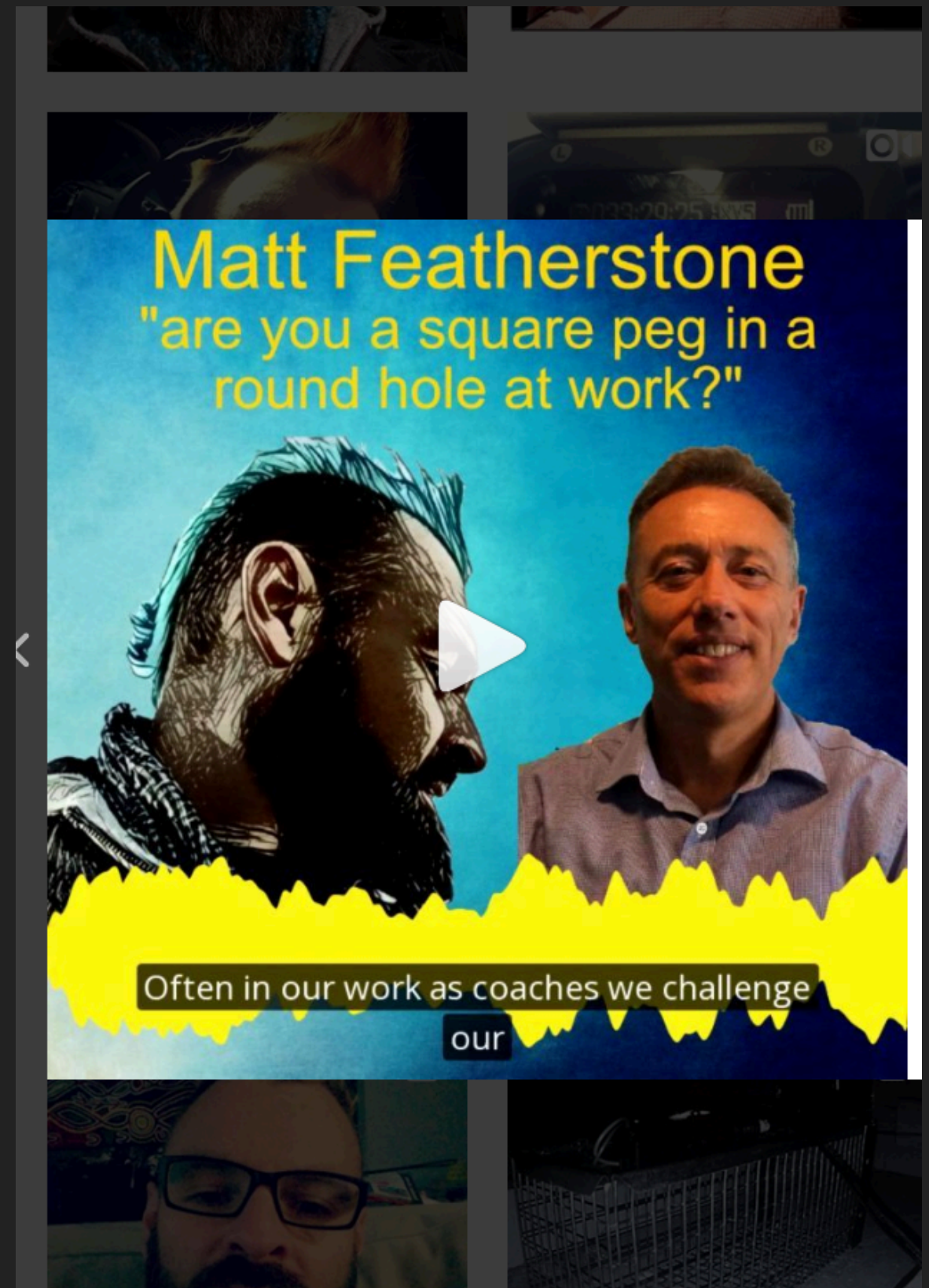
STEP 9

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**PROMOTE ON  
SOCIAL MEDIA**

# TELL THEM ABOUT IT

- ▶ tell people when your latest podcast is out
- ▶ make a little video with a sample of the audio from the show with maybe a photo of the guest. The website [headliner.app](https://headliner.app) can do this for you for free (at the time of this podcast/presentation anyway)
- ▶ promote the blog post on instagram, twitter, facebook etc



STEP 10

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**WORKFLOW**



# THE ROUTINE IS THE KEY

- ▶ Schedule guest / decide on topic
- ▶ Plan show, storyline, questions for guest etc (send to guest)
- ▶ Record audio
- ▶ Edit audio / create show notes
- ▶ Upload audio
- ▶ Schedule or publish post
- ▶ Promote on social media



THIS PRESENTATION IS AVAILABLE  
RIGHT NOW ON MY PODCAST AND  
WEBSITE

**PODCAST:** TONY COSENTINO  
SHOW

**WEBSITE:** [TONYCOSENTINO.COM](http://TONYCOSENTINO.COM)

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**INSTAGRAM: @THETONYCSHOW**  
**TWITTER: @TONYCOSENTINO**  
**FACEBOOK: THE TONY COSENTINO SHOW**

**WEBSITE: [TONYCOSENTINO.COM](http://TONYCOSENTINO.COM)**  
**PODCAST: TONY COSENTINO SHOW**

**Find me here**

TONY COSENTINO

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**TONYCOSENTINO.COM**

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