

# PODCASTING GUIDE

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The “Podcasting” term comes from a merger of “iPod” and “Broadcasting.” A podcast is more than just a recording of audio placed online for download. A podcast is an audio file placed online that can be subscribed to usually via an RSS or Atom feed (Don’t worry about the technical aspects of this. The FREE cloud software below will create this for you). With a subscription in place, the audio file is delivered to the user when a new episode is posted online.

## PODCAST INGREDIENTS:

- Audio File
- Web Host
- Feed Creator: RSS or Atom
- OPTIONAL Feed Stats
- OPTIONAL Apple Podcast Submission
- RSS Reader

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## AUDIO FILE

To record your audio, you could use the mic built into your computer, or if you happen to own a smartphone, you can make exceptional quality audio recordings using something as simple as a voice memo recorder. It is important when recording to get a good signal to noise ratio. This essentially means we want to hear more of the foreground or main audio sound or signal than we want to hear background noise. To get a good audio signal while recording, keep the following in mind:

- Your proximity to the mic. If you are too far away from the mic, the mic tends to pick up a lot of background noise. If you are too close, you could make the mic clip or your consonants when pronouncing words may cause clipping (or overloading of the mic).
- Background noise. Find a space to record that has no background sounds that will be picked up by the mic.
- Setting a good mic input level. You want to set the level so you can speak comfortably and still get a nice audio signal.
- Watch your meters. You don't want the signal hitting the red constantly.

**You can edit your audio recording using the following free tools:**

**Audacity – <https://www.audacityteam.org/>**

**TUTORIALS: <https://manual.audacityteam.org/>**

Audacity is audio recording and editing software you can download for free that works on both a PC and a Mac. This could be a useful tool to record your lectures or create audio for a podcast.

**GarageBand – <https://www.apple.com/mac/garageband/>**

**TUTORIALS: <https://support.apple.com/garageband>**

**DESKTOP USER GUIDE: <https://support.apple.com/guide/garageband/welcome/mac>**

**iPAD USER GUIDE: <https://support.apple.com/guide/garageband-ipad/welcome/ipados>**

**iPHONE USER GUIDE: <https://support.apple.com/guide/garageband-iphone/welcome/ios>**

GarageBand is free software that comes with your Mac desktop or laptop computer. You can also get a free version of GarageBand for your iPhone or iPad (<https://apps.apple.com/us/app/garageband/id408709785>). GarageBand has a useful option to create a podcast.

## FREE WEB HOST: SoundCloud

The audio file will need to be stored online. Some people opt to purchase online web hosts such as [GoDaddy](#), [bluehost](#) or [DreamHost](#) (*NOTE: I'm not advocating for any of these hosts by listing them here. Do your own research before making a purchase*). The directions below show you how to use the FREE service, SoundCloud, to host and then generate the RSS feed needed for others to subscribe to your podcast. SoundCloud gives you up to 3 hours free. If you need more time for your podcasts, you could sign up for multiple SoundCloud accounts using different emails, or you may need to go to <https://www.podomatic.com/>, which offers 500 MB of free storage.

### POSTING TO SOUNDCLOUD:

- Once you have created your audio file, go to [www.soundcloud.com](http://www.soundcloud.com) (Create an account if you don't already have one) and sign in. **NOTE: SoundCloud can host up to 3 hours of audio for FREE. I recommend that you create a separate SoundCloud account for only your podcast.**
- Upload your final podcast audio file to SoundCloud
- To add the track to your RSS feed, click on the pencil icon below the track's waveform. Once on the edit page, click on the "Permissions" tab and click on the circle next to "Include in RSS feed" so that there is a check mark if there is not one already.
- Create a 3000 px X 3000 px
- px RGB jpg image to represent your podcast and upload it as the profile photo of your SoundCloud account. **NOTE: Having the wrong size image can cause your podcast to NOT be accepted by Apple Podcasts (if you plan to submit).**

### RESOURCES:

- <https://community.soundcloud.com/getting-started>

- <https://help.soundcloud.com/hc/en-us>

## FREE FEED CREATOR: SoundCloud

To enable people to subscribe to your podcast, you will need to create a feed. Usually a feed is created using RSS and Atom. To find out more about how to create custom RSS, go to [https://www.w3schools.com/xml/xml\\_rss.asp](https://www.w3schools.com/xml/xml_rss.asp). Additional RSS and Atom resources can be found at <http://www.intertwingly.net/wiki/pie/Rss20AndAtom10Compared>. However, I don't blame you if you don't want to learn code to create your podcast. Using SoundCloud, it will generate the RSS Feed for you.

### FINDING YOUR RSS FEED ON SOUNDCLOUD:

- Go to [www.soundcloud.com](http://www.soundcloud.com) and sign in.
- To find your RSS Feed, click on the navigation dots on the upper right hand of the page, and click on "Settings." Click on the "Content" tab in "Settings," and then find the "RSS Feed" box with the URL to your Feed on SoundCloud. **NOTE: Make sure to uncheck the "Include in RSS feed" box under "Upload Defaults" at the bottom or everything you submit to SoundCloud will be submitted to your feed. You would only want to check this if you were only going to post your podcast series to SoundCloud and nothing else.**
- Before copying your feed, make sure to update the "Custom Feed Title" cell with your podcast name, the "Category" using the dropdown menu, and the "Custom Author Name" cell with your name. **NOTE: Also, if you want to track the stats for your podcast and submit to Apple Podcasts, follow the directions below for Stats–Service Tracking before submitting your SoundCloud RSS feed to "Apple Podcasts Connect" below.**

### RESOURCES:

- <https://community.soundcloud.com/getting-started>
- <https://help.soundcloud.com/hc/en-us>

**NOTE: The instructions above are everything you need to create a podcast. The next two steps are OPTIONAL steps to creating a podcast available on Apple Podcasts.**

## OPTIONAL FEED STATS: Podtrac

This next step is optional, but if you want to be able to track your feed (how many people are using it and other metrics), you will want to submit your feed to [Podtrac](#). This is a free service that offers the ability to collect stats and insights on the performance of your feed. Apple Podcasts does not make this kind of information available to you once your feed is submitted so you will want to submit your RSS feed to Podtrac to track performance stats.

### SETTING UP PODTRAC:

- Go to <https://analytics.podtrac.com/>
- Sign up for a free account by clicking on “Login” and then go under “Sign Up” to register. Once you are signed up, it will ask you to login using your email and password.
- Once logged into Podtrac, click on the “+” next to “Shows” in the left-hand navigation and submit your RSS feed from SoundCloud. To find your RSS Feed on SoundCloud, login and click on the navigation dots on the upper right hand of the SoundCloud and click on “Settings.” Click on the “Content” tab in “Settings,” and then find the “RSS Feed” box with the URL to your Feed.
- Once your SoundCloud RSS has been entered, click “Continue” and verify that the “Title,” “Description,” Feed URL, number of “Episodes” is showing correctly and click on “Add this Show.”
- Once complete, copy the following URL and pasting it into the “Stats-service URL prefix in SoundCloud):  
<https://dts.podtrac.com/redirect.mp3/> (making sure to include the final slash and changing the “.mp3” to match the type of file that you uploaded to SoundCloud. If you uploaded a .wav file, change it to <https://dts.podtrac.com/redirect.wav/> or if it is an mp3 file, leave it as is.).

### RESOURCES:

- <https://podtrac.freshdesk.com/support/solutions/articles/48001184593-how-to-measure-with-podtrac-in-4-easy-steps>
- <https://help.soundcloud.com/hc/en-us/articles/115003564928-Adding-a-stats-service-URL-prefix-to-your-RSS-feed>

## OPTIONAL SUBMISSION: Apple Podcasts

To make your podcast an “official” podcast hosted on Apple Podcasts, you would need to submit it.

- As noted above, check your images in the SoundCloud RSS feed before proceeding (should be used as the “Profile Photo” of your SoundCloud account). Verify they are 3000 pixels X 3000 pixels. Any image links in your feed that are below the minimum requirement will cause your feed to not be accepted to iTunes.
- Test your podcast feed from SoundCloud before submitting by submitting the RSS feed to <https://podba.se/validate/> and <https://castfeedvalidator.com>.
- To submit your podcast to Apple Podcasts Connect, go to <https://podcastsconnect.apple.com/>.
- You will need an Apple ID in order to submit your podcast. Please go to <https://appleid.apple.com/account> to get a Free Apple ID (if you don’t have one already). In order for your Apple ID to work, it will need to have payment information included or it will not verify (**NOTE: Don’t worry. This submission is FREE and will not cost money**). Fill out all information at Apple Podcasts Connect and submit. Please note that it may take several days before your podcast is accepted or rejected.

### RESOURCES:

- <https://podcasters.apple.com/support/>

## RSS READER

If you have an iPhone, there is a [Podcasts](#) app that will allow you to listen to iTunes podcasts (comes preinstalled with current phones), or on Android, you can download an app that will allow you to listen to podcasts. You can also use a desktop RSS reader that has apps for your phone. I personally use [Feedly](#), but there are many [free RSS readers available](#) (just make sure that they have an app version if you plan to play your podcasts through your phone).

## ADDITIONAL RESOURCES

Here are some additional resources from Apple that describe the process of creating a podcast:

- <https://podcasters.apple.com/>
- <https://podcasters.apple.com/support/>
- <https://podcasters.apple.com/market>

## ADDITIONAL FREE PODCASTING OPTIONS

Here are some additional FREE all-in-one podcasting options if the information previously provided is more time than you wanted to spend or you needed options with over 3 hours of recording time:

- Spotify for Podcasters\* – <https://podcasters.spotify.com/>
- Podomatic\* – <https://www.podomatic.com/>
- Podbean\* – <https://www.podbean.com/>
- Redcircle\* – <https://www.redcircle.com/>

*\*NOTE: These sites should all have free options, but technology changes quickly and free options can sometimes become paid tiers. Do your research to find out the specifications and limitations of the sites listed above before signing up. Also, be careful to make sure you are signing up for an actual free account and not a free trial that will expire. Proceed at your own risk.*