

Podcast Launch Requirements & Prep Guide

Below is a list of all assets & information that are required in order to set up a podcast RSS feed, optimize the feed for iTunes/Apple Podcasts, and then publish the show to all podcast directories.

If you are working with the Crate team for production, most of the audio design, artwork, music, etc. can be handled by us during launch (see our pricing sheet for detailed info on services & pricing).

Artwork

Must be 1400x1400 pixels (a perfect square)

JPG format

Less than 500kb in total size

No transparent backgrounds

Podcast Metadata

Title *(e.g. The Tim Ferriss Show)*

Author *(e.g. Tim Ferriss)*

Description Should not include the word "podcast," or the title of the show

Categories Choose up to 3 • [click here for a comprehensive list of categories and sub-genres](#)

Your first category is considered your "main" category, and in certain podcast apps your podcast will be shown as listed in this main category. However, your show will remain in all 3, when users are browsing particular categories to find new podcasts.

Explicit/Clean If your show contains explicit language, it must be marked as such. You may also request to censor any expletives found in your episodes.

Keywords *Keep in mind that keywords in your show description for iTunes do not rank in search, so keep it brief.*

Final Episode Files

If we are not producing your first batch of episodes, please provide us with the final MP3 files in 128kbps stereo format.

.wav, .aif, .m4a, and any other audio formats are not allowed

If we are producing your first batch of episodes, we will need the raw audio assets to assemble the final MP3 for you, including:

In order for the highest quality audio possible, we recommend receiving raw recording assets in full quality .wav format (uncompressed).

Note that this is different than the requirement for the final MP3 version of the episode.

1. Music
2. All recorded assets
3. Main recordings for episode 1 - interview audio, guest intro & outro (if applicable)
4. Main recordings for trailer episode

Titles, Episode Numbers, and Descriptions (show notes)

Numbering style:

1. This is the episode title

Ep. 1 - Talking All Things Keyword, Keyword, and Keyword - with Guest Name

#001 - Guest Name Shares Their Top Tips for Keyword, Keyword, and Keyword

01: Guest Name

Episode numbers and titles can be formatted however you choose - some hosts prefer to leave off the number altogether, and others like to simply have the guest's name as the title with no qualifying keywords.

Descriptions, aka show notes, should be comprehensive. They should include information about the guest (if applicable), their company, product, service, etc., as well as any resources or links that were mentioned throughout the episode.

The show notes themselves do not rank for keywords on Apple Podcasts, but can (and should) be used as a blog post on your website correlating to that episode.

A Specific Launch Date

Choose a date far enough into the future to give you time to properly record, plan, and prepare your podcast for launch. We normally recommend about 6 weeks of prep time, if you have not yet started recording interviews.

Your trailer episode will be set to air two weeks prior to launch, when possible.

We recommend including a teaser/trailer episode to kick off your show. This helps describe the purpose of your show and introduce new listeners to the podcast, but mainly it allows us to publish the podcast prior to the official launch date and allow time for all podcast apps to catch, approve, and aggregate your show on their platforms. Some podcast apps take much longer to publish than others.

An Active Libsyn Account

Choose the "Advanced 400" plan at <http://signup.libsyn.com> and send us the login credentials.
Enter the promo code 'FIRE' to get your first month free as we work on setup & recordings.

Libsyn is the industry leader in podcast hosting. They provide the entire structure of your podcast's RSS feed. This is where your podcast metadata, information, art, files, and all episodes of your podcast are stored. From there, we then publish the RSS feed to all podcast platforms.

Checklist

- Artwork
- Libsyn Account
- Podcast metadata
- Launch Date (and subsequent publishing schedule)
- Final episode audio (trailer & ep. 1)
- Show notes and titles (trailer & ep. 1)

Podcast Terminology

Title	the actual title of your podcast, or on an episode-level, the title of the episode
Author	the author of the podcast, aka the host (in some cases, the network or company sponsoring the podcast)
Show Notes	the description of an individual podcast episode, usually including links, resources, and information mentioned during the episode

RSS Feed	a URL that is the backbone of your podcast; all podcast apps aggregate your show's information (and all new episodes) from your RSS feed (provided by Libsyn or other podcast hosting platforms)
Directories	usually mobile apps, that aggregate information from a multitude of podcast RSS feeds, providing a succinct place to subscribe and listen to any podcast. Also referred to as podcast platforms, apps, libraries, or directories
Download	the metric for tracking traffic to your episodes - in podcasting, a stream, play, listen, download, etc. are all tracked as "downloads"
Audio Assets	the raw recordings that are needed to piece together a final podcast episode - this includes the main podcast interview recording, any necessary introductions to your guest, advertisements, sponsor messages, or personalized intros from the host
Apple Podcasts	iTunes is now Apple Podcasts, as it refers to the mobile iOS app on your iPhone