



Why Podcast on Wordpress.com?

1. **Simple:** You pay one price for website and podcast hosting.
2. **Trust:** Wordpress is trusted and reputable.
 - a. Wordpress has the technology infrastructure and financial resources to only get better.
 - b. 30% of the websites on the internet use Wordpress (.com + .org) (translation: a lot).
 - c. All paid plans on Wordpress.com include email & live chat support to help you.
3. **Affordability:** Each paid plan includes a podcast, blog, and website.
 - a. *The Personal Plan* is \$4/month for 6 GB of space to load and launch your podcast episodes. To give you an example, this is enough media storage space to create about 200 thirty minute episodes.
 - b. *The Premium Plan* is \$8.25/month for 13 GB of space with the added benefits of premium website themes and being able to load and launch videos.
 - c. *The Business Plan* is \$24.92/month for unlimited space with the added benefits of being able to install plugins to customize your site to your heart's content.
 - d. *Learn more:* <https://wordpress.com/pricing/>
4. **Reliability:** Dynamic server management and dependable bandwidth.
 - a. WordPress.com is known for using a reliable server system which is optimized for uptime, security, back-ups, and heavy bandwidth traffic. This means that your listeners should never have a server-based problem with streaming or downloading your episodes.
 - b. Other platforms may use shared hosting servers, and when a shared server goes down, your site could also go down.
 - c. Wordpress.com handles backups automatically for you 24/7 for peace of mind.
 - d. Wordpress.com handles the security for your website to keep your content and media safe.

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- e. *Learn more:* <https://en.support.wordpress.com/status/>

- 5. **Customization:** Personalize your website.
 - a. Choose from hundreds of responsive (mobile-friendly) themes for the look and layout of your website.
 - b. Add photos, audio, video, pages, polls, contact forms, links, comment threads, menus, and more.
 - c. *Learn more:* <https://en.support.wordpress.com/themes/>

- 6. **Domain Name Included:** Includes a free custom domain name.
 - a. Every paid plan includes one free custom domain name. This means you can replace the free default Wordpress address such as yourpodcast.wordpress.com with something shorter and more professional such as yourpodcast.com as long as the domain name is available. The free domain is good for a year and then you will be responsible for renewing each year.
 - b. You can also use your own domain name on any paid plan if you already own a domain on GoDaddy or another registrar.
 - c. *Learn more:* <https://en.support.wordpress.com/domains/>

- 7. **Social Sharing:** Auto-publicize your episodes.
 - a. With one-click you can post a podcast episode and also send auto-notices to your social media accounts.
 - b. Because your podcast episodes are posted to your blog-roll, anyone subscribed to your blog also gets alerted to new podcast episodes via email.
 - c. *Learn more:* <https://en.support.wordpress.com/publicize/>

- 8. **Schedule:** Publish your episodes whenever you want.
 - a. You can prep some episodes today and then schedule them to post at later dates. Perfect for when you are going to be away but still want to put out your episodes on a regular schedule.
 - b. *Learn more:* <https://en.support.wordpress.com/schedule-a-post/>

- 9. **Flexibility:** Make podcast changes easily.
 - a. Quickly and easily change your podcast name, description, or cover art.
 - b. You can also easily change the audio, title, or show notes of any individual episode you already posted.

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- c. You can even remove an entire episode from your podcast feed.
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- 10. **Multiple Shows:** Create multiple public podcasts.
 - a. With specific protocols, you can create and host multiple podcasts on one Wordpress.com site.
 - b. Each podcast can be submitted to Apple Podcasts/iTunes and other pod-catchers and will work independently of each other.

 - 11. **Private Podcasts:** Create multiple private podcasts.
 - a. Private podcasts never appear in a search in Apple Podcasts/iTunes or other pod-catchers, but can be added to pod-catchers manually.
 - b. It is very easy to create as many private podcasts as you like. You just create a new podcast feed, post whatever audio content you want to it, and then share that one podcast feed directly with as many individuals as you like.
 - c. When the other individuals add that feed to any pod-catcher it will look and act just like their other podcasts.
 - d. Businesses could use private podcasts for internal communications and to share information directly with stakeholders.
 - e. Schools could use private podcasts for courses, internal communications, or communications with prospective students.
 - f. Podcasters could use private podcasts to generate revenue by selling access to bonus, archive, and extended-length episodes.

 - 12. **Monetize:** Make money with your site.
 - a. **E-Commerce:** You can incorporate PayPal buttons to sell items or services directly from your website. Ideal for selling podcast swag or access to private podcast feeds. Make money with your podcast content and recoup any podcast-related costs.
 - b. **Learn more about PayPal:** <https://en.support.wordpress.com/paypal/>
 - c. **Collect monthly payments:** Similar to [Patreon](#), you can create a PayPal Subscribe button on your site which would allow listeners to give you monthly donations.
 - d. **Sell old episodes:** Switch some of your older episodes from your public podcast feed to a new private podcast feed then sell access to that new private feed.
 - e. **Sell bonus episodes:** Post new bonus content on a new private podcast feed then sell access to that feed.

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- f. **Affiliate Partnership** Wordpress.com has an affiliate program whereby you can generate revenue by recommending others to use the platform.
13. **Free Mobile App:** Manage your website and podcast on the go. Includes a free mobile and desktop app (iOS, Android, Mac, Windows, Linux).
- a. This is not an app for your listeners, it is an app for you to manage your site from anywhere.
 - b. You can view stats about visitors to your site, approve or delete recent comments to your site, and even post text or photo content to your blog.
 - c. Learn more: <https://apps.wordpress.com/>
14. **Quotes from Wordpress.com:**
- a. Retain ownership: “Own your content. Whatever you create on WordPress.com is yours alone. Export your content at any time — wherever life takes you, your content follows.”
 - b. Get found: “Search engine optimized. Make it easy for new fans to find you with built-in SEO. All you have to do is publish.”
 - c. Be confident: “Over 28% of the web runs on WordPress. WordPress.com is home to everyone from brand-new bloggers to Time, CNN, TechCrunch, and more.”
 - d. Learn more: <https://en.wordpress.com/features/>