Notecastr

User Guide

A guide to creating, managing and publishing the best podcast show notes
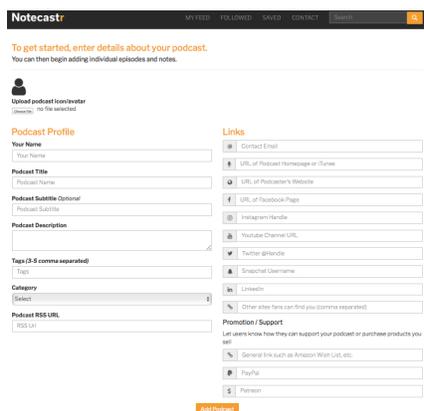
February 15, 2017

Getting Started:

STEP 1 - CREATING A PROFILE

STEP 2 - CREATING A NEW EPISODE

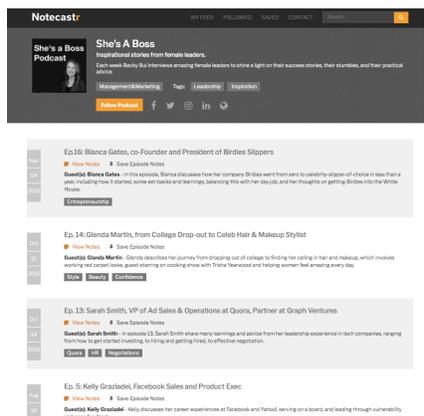**STEP 3 - ADDING NOTES/CONTENT**

BEST PRACTICES

STEP 1 - CREATING A PROFILE

Similar to Facebook and other social media platforms, if you want to publish on Notecastr you will need a Profile. This will allow people to find your podcast, learn more about your show and see a list of all the show notes you've created.

You will input your information on a page that looks like this:

A completed profile will look like this to the public:

Most fields are self-explanatory, however some require additional background and/or suggestions:

Podcast Avatar/Icon:

- Here you will upload an image that will serve as your icon across the site. Best practice is to use what you have on other podcast audio platforms such as iTunes and Stitcher, or other social media sites.
- We recommend JPG or PNG formats.
- Square format, 300x300.

Podcast Profile Section:

- **Your Name** - This will be used for internal communication only, not shown publicly.
- **Podcast Title** - This is the name of your podcast and will also be part of your Notecastr url. ie, www.notecastr.com/podcastname. It is best to use the same name you use in iTunes.
- **Podcast Description** - Provide some brief details about your show. Limit to 500 characters.
- **Tags** - These will appear on your public profile and will help people find you in search. Include keywords that best describe your show. Include up to three, but no more than five. Separate each keyword/tag with a comma.
- **Category** - It's easiest to use the same categorization as iTunes.
- **RSS Feed** - Optional to include. If you want users to have access to your RSS feed, use the full URL of your podcast RSS Feed.

Links Section:

- **Contact Email -** If you add an email address here it will be displayed publicly. If you wish to not have displayed, leave blank. Notecastr will still be able to contact you via the email address you provided during sign-up.
- **URL of podcast home page or iTunes -** Chose the best place for people to find your podcast audio. This will make it easier for people to subscribe and listen to your podcast.
- **Social Media Links** - Provide full URLs of all your social media pages. This will make it easy for people to connect with you and view more of your content across the web.

Promotional/Support Section:

- **General Links such as Amazon -** Do you have an Amazon Associates Account? Add it here so that your fans can support you with referral revenue. If not, you can learn more at https://affiliate-program.amazon.com/welcome/getstarted.
- **PayPal** - Do you use PayPal to accept donations from fans? If so, list your associated url here.
- **Patreon -** Do you use Patreon to accept donations from fans? If so, list your associated url here.

STEP 2 - CREATING A NEW EPISODE

Now that your Profile has been created you can move on to creating notes for specific episodes. Once you have completed your Profile you will be taken to your Dashboard. Click any of the "Add New Episode" links to get started.
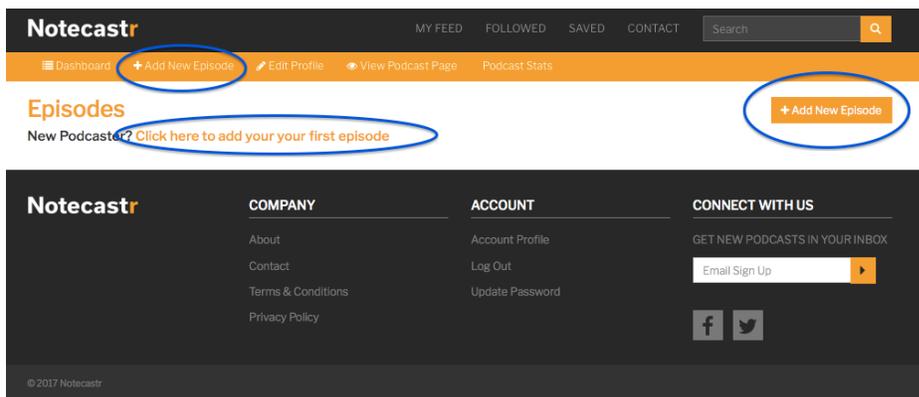
Episode Overview
The first step in creating show notes is to create an overview of the episode which includes things like description and guest information . Once this is complete, you'll be able to add notes direct to the newly created Episode Page.

Add New Episode Section:

• **Title of Episode** - It is usually best to use whatever you have on iTunes, Stitcher, Acast, etc.
• **Episode Date** - This can be either the date the podcast was recorded or published...you decide. Your list of episodes will be displayed chronologically based on this date.
• **Episode Description** - Keep this it short and sweet. People viewing notes on a specific podcast episode probably already have a good idea of what the episode is about. However do include items that might make finding your episode easier via search. 500 characters max.
• **Tags** - These tags will be visible on the site and will let users quickly know what topics are part of the episode. You can include up to three tags related to this episode. Separate each keyword/tag with a comma.
• **Links** - If you want to provide a link to the audio of episode provide the full url here.
• **Episode page on your site** - Is there a stand-alone page on your website dedicated to this podcast episode? If so list it here so users can link directly to it.
• **Published checkbox** – Leave this box unchecked while you add your episode note. Once you're ready to go 'live', check the Published box. If you'd like the episode to go live at a later date – to coincide with when your episode goes live on iTunes – enter a date here, and leave the Publish box checked. You can remove an episode at any time by simply unchecking the box.

Guest Info Section:

- **Episode Guest** - Enter the name of your guest (if you have one). If you have more than one guest, select the "add additional guest" button at the bottom after completing the information related to the first guest.
- **Guest Bio** - Provide a brief bio about your guest and any additional information that you might not have shared during the podcast.
- **Website** - Does your guest have their own website? Put the link here so your fans can easily find him/her on the web.
- **Social Media** - Does your guest have a social media presence? Provide all their related social media pages and links here. Load up, this will make it easier for your fans to connect with your guest. NOTE: These will need to be complete urls. "@guestname" won't work for Twitter, but "www.twitter.com/guestname" will.
- **Additional Guest Links** - Are there other place on the web people can find your guest, or other links you'd like to share? You can include them here.
- **Add Guest Photo** - Your fans want to put a face with the name/voice. Add a photo with decent resolution, at least 300x300 in dimension. JPG and PNG's work best.
- **Add an additional Guest** - Did this episode have more than one guest? Add the second guest here.
- **Create Episode** - This will take all the info you provide above and create a brand new Episode Page. Congrats! Next you'll be able to start adding content and notes related to the episode.

STEP 3 - ADDING NOTES/CONTENT

You're now ready to start adding content directly into your newly created Episode Page. To do this, select the type of content you want to add from the drop down menu in the section that looks like this.

Get started adding items to your Episode

Add New Item

Choose Content Type

Clear
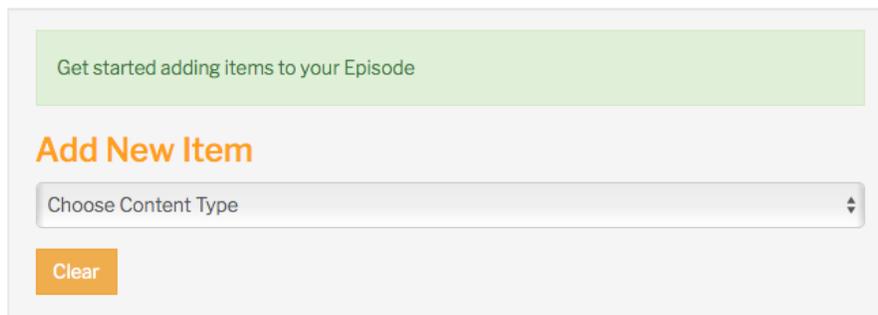
Note, that only you (the admin of the page) will be able to view this section. For Fans visiting your page, this section will not be displayed.

The drop down menu will give you the option to add 13 different types of content:

Photo - Give your listeners visual aids to the things you talked about. People, places, things, even charts and graphs. Best to keeps images in a square format (looks best on phones and tablets) with size of 500x500 (min) and 1500x1500 (max). Please use JPG and PNG file types.

Video - Did you discuss a video clip or movie? Input the associated YouTube or Vimeo url here.

Quote - Did your guest have a memorable quote from the conversation? Is there a powerful quote you'd like to visually share with your listeners? Just add the text.

Link - Links allow your listeners to easily access content and subject in more detail. Add the url you want them to visit.

Person - Do you want your listeners to be able to learn more about a particular person you mentioned in the podcast? Add a link to that person's Wikipedia or personal website.

Book - Did your guest mention a book you think your listeners will want to read? Do you have a book recommendation based on the podcast episode? Find that book on Amazon (or similar site) and link directly to it. You'll also want to save the book image and upload it so that users can get a visual aid of the book. If you have an Amazon

Associates account, make sure to include that in the link so that you can get some referral money if the listener makes a purchase on Amazon :)

Product - Similar to books, provide links to products you mentioned so that your fans can make a purchase. Again, if you are an affiliate of the seller be sure to use your affiliate link so that you can receive credit.

Article - This might be an article you mentioned in the podcast or one that you think would be good supplemental information for your fans.

Text - The Text option allows you to input text in a "free form" fashion.

Call to Action - This is a useful way to get your listeners to take a specific action, as you control the "call to action." Use this to get people to sign up for email lists, buy one of your products or services, or even encourage them to visit one of your sponsors. Adding an image is optional.

Place - Is there a particular location or place of business you want to give your listeners easy access to? If you want to provide a specific link to the place (ie, a restaurant) put the url in the Website field. You can also provide an embedded map of the location using Google Maps. Go to the location on Google Maps, select "Share" and then "Embed Map." Add this url/code to the "Google Embed" field.

App - Did you mention a cool new app people should be aware of? Add the App Store link here.

Music - You can't upload individual music files, but you can allow people to listen to a particular track by embedding the song from a service like SoundCloud or Spotify. Just find an "Embed" version of the link from the service and input it here.

YOUR DASHBOARD

Your Dashboard is where you will manage your Profile and Episodes.
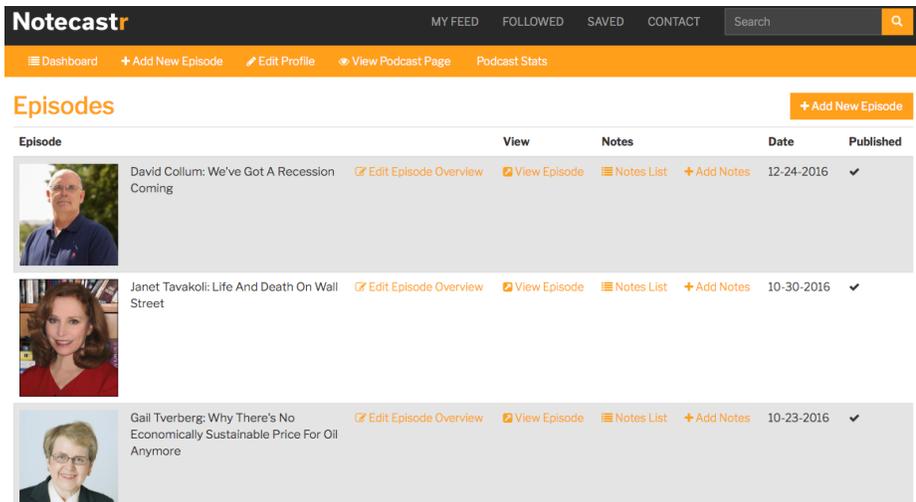
From the main Dashboard Header (orange bar at the top of the page) you can:

• Add a new episode
• Edit your profile
• View your profile page
• View your stats

On the main Dashboard page you'll see a list of all the episodes you've created. Use the links provided next to the each episode to edit the episode's overview info, or manage episodes show notes.

The Notes List button provides a list of all the content you've added to a particular episode. Quickly locate notes to edit (via the pencil icon) or delete a piece of content via the red 'x'.

Podcast Stats:
This will show you how many times an individual episode page has been viewed and how many times it's been saved. Over time we will add more metrics.
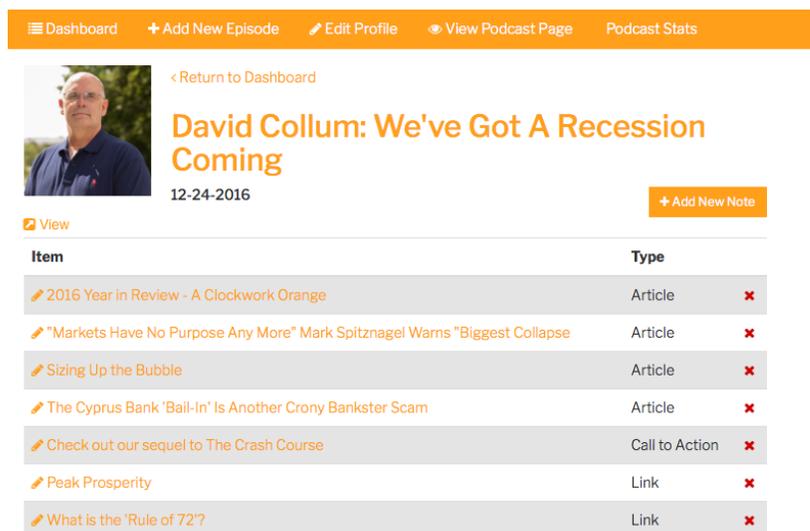
BEST PRACTICES

In order to make the note creation process even easier, help monetize your content and create the best show notes for your audience, here are some best practices:

- Use accurate descriptions to make it easier for fans and new listeners to find you.
- Let your listeners know that they can access all the notes from a specific episode by telling them to "Follow" you on Notecastr.
- Use the Call To Action content type to help promote your sponsors and/or sell products and services you offer.
- Make use of affiliate links for books and products you share.
- Sign up with PayPal or Patreon and allow your listeners to make donations. We will display these links on your Profile page.
- Add "bonus" content for your fans. This can be content that wasn't necessarily discussed on the podcast episode but is relevant to the subject and would add value to the show experience.
- The Photo content type isn't just for photographs. You can also use this to share images of charts, graphs and screenshots. Anything that adds a visual connection to your audio.
- Before starting the process of creating a new episode page, get organized. Pull together all the urls, photos and copy you want to add in advance.
- Follow us on Facebook to be notified of new updates and additional best practices https://www.facebook.com/Notecastr/.

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