

How to Set Up Your Own Podcast - Starting Your Podcast





Introduction



Starting your own podcast is far easier than you may think!

In this resource we'll walk through the simple systems and FREE or low cost platforms that you can use to do the initial podcast set up to publish your podcast and make it so people can actually find it publicly!





Hosting Platforms

Hosting Platforms

Choose a hosting platform that stores your episodes, manages your RSS feed, & makes it easy to distribute your podcast across major platforms

Spotify for Creators

£0

For Not Another Nutrition Podcast, we use & recommend Spotify for Creators



- ✓ Free & Easy to use
- ✓ Distributes widely & allows video uploads
- ✓ Has an annual Spotify Wrapped for creators which you could use for social media content



Libsyn

£12/month

A well-established podcast hosting platform & a solid option if you want reliable distribution

- ✓ Distributes to major podcast platforms
- ✓ Strong analytics & hosting tools
- ✗ You can't upload a video podcast to Spotify, it is audio only



BuzzSprout

£0

Simple, beginner-friendly that works well if you want an easy way to publish & manage your podcast

- ✓ Free & Easy to use
- ✓ Good distribution & stats tools
- ✗ No video podcast hosting





Setting Up Your Podcast



What You Will Need to Set Up Your Podcast

- 🧪 Prepare everything before you launch so your podcast brand is clear & consistent from day one!

Podcast Title

Your title should do 2 things:

- ✔️ Tell people what the podcast is about immediately
- ✔️ Include the main searchable term (but only where it sounds natural)

Good Practice:

- ✔️ Keep it short & memorable
- ✔️ Put the core topic near the front

SEO TIP: Choose one primary keyword concept for the title

Podcast Description

A good description should answer:

- ✔️ Who is this for?
- ✔️ What topics does it cover?
- ✔️ Why should someone listen?
- ✔️ What makes it distinct?

SEO TIP: Use your main keywords & close variants naturally in the description. Do not repeat the same phrase unnaturally.

TOP TIP

Spotify explicitly recommends using the words people actually search for in your titles and descriptions. Be clear, specific and consistent.

Category

Pick a category that best matches what you consistently publish

- ✔️ Be precise - don't choose a broad category just because it seems bigger
- ✔️ Choose the category your ideal listener would expect to find you in



Podcast Formula



A Simple Formula:

Podcast Title

Core Topic & Specific Angle or Audience

Podcast Description

For [audience], this podcast covers [topics] so you can become [benefit/outcome]

Category

What fits your niche?

Example:

Podcast Title

Not Another Nutrition [Core Topic & Audience] Podcast

Podcast Description

For nutritionists [audience], this podcast covers business, careers, parenting and self-improvement [topics], so you can become evidence-based & knowledgeable [benefit/outcome]

Category

Nutrition



Podcast

Not Another Nutrition Podcast

Martin MacDonald

Following



All Episodes

The 2026 Seed Oil & Inflammation Study Has Been Published! (Ep.121)

Video • Not Another Nutrition Podcast

Seed oils, linoleic acid, inflammation and oxidized LDL are under fire online, so Martin breaks down a new randomised trial on soybean vs palm oil in real humans with overweight and obesity. Martin walks through a brand new crossover study testing foods...

Wednesday • 30 min 46 sec left



GLP-1 Weight-Loss Drugs vs Aggressive Dieting: Which is better? (Ep.120)

Video • Not Another Nutrition Podcast

Still think GLP1 injections automatically beat dieting for fat loss? Here is the truth when you actually pit them head to head. In this episode, Martin breaks down a unique new study that directly compares three approaches in people with type 2 diabetes...

11 Dec 2025 • 44 min 58 sec



About

Welcome to Not Another Nutrition Podcast!

This is not just another nutrition and fitness podcast; I will be discussing a wide variety of topics including business, careers, parenting and self-improvement, alongside plenty of discussion on a range of nutrition topics!

I try to communicate in such a way that is easy for anyone to understand, and with more of a 'coffee shop chat' vibe than a lecture so don't expect it to be academic fact after fact!! You can also reach out to me on social media via @MartinNutrition and I keep most of my important links here: www.Martin-MacDonald.com/links

Show less



Podcast Artwork



TOP TIP

🧪 Creating podcast cover art is a key step in building your podcast identity, helping listeners quickly understand your show & recognise your brand.

Canva

We use & recommend Canva to design your cover art on, you can sign up for a FREE account and use their basic elements

£0



- ✓ Very easy to use & beginner friendly
- ✓ Large library of free templates
- ✗ Key advanced tools require a paid subscription



Sizing

Well designed, correctly sized cover art makes your podcast look professional, recognisable, and clear across all platforms & devices

- ✓ We recommend using 3000 x 3000 px

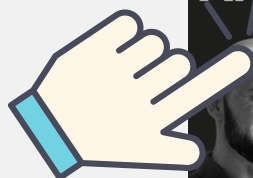
Design

Podcast cover art often appears very small, especially on mobile, so it needs to be clear, simple, & easy to recognise at a glance

- ✓ Use large, readable text & strong contrast
- ✓ Keep the design simple & avoid too much text
- ✓ Choose imagery, colours, and fonts that reflect your podcast style & branding

Here's our Canva template, already set to the correct size, with an example of the text size to aim for:

CLICK
HERE





RSS Feed



Distribute Your RSS Feed

🔬 Setting up on your Podcast platform will create an RSS Feed that you can distribute to other platforms. You'll need to do this before your first episode & approvals can take up to a week. You only need to do this step ONCE

Apple Podcasts

Steps:

- 1 Go to podcastsconnect.apple.com
- 2 Log in with your Apple ID
- 3 Click Add Show
- 4 Paste RSS feed & submit

Approval

Approval typically takes 2-24 hours

Amazon Podcasts

Steps:

- 1 Go to podcaster.amazon.com
- 2 Submit RSS feed
- 3 Verify ownership & publish

Approval

Approval typically takes 1-3 days

YouTube Podcasts

Steps:

- 1 Go to [Studio.YouTube.com](https://studio.youtube.com)
- 2 Select Create > New Podcast > Submit RSS Feed
- 3 Enter your podcast RSS Feed URL & verify ownership
- 4 Choose which episodes to import to YouTube, review & publish

Pocket Casts/Overcast/Others

- ✔ Most apps automatically index your show once it appears in Apple Podcasts
- ✔ No manual submission needed