

File Created by [Blogging Rebirth](#) WP Plugin

Podcasting - A Forgotten Gem

Podcast was once and to some extent still is a growing trend on the web and while it was mainly audio files being the format of choice, video files are being used more and more with broadband connections allowing for bigger downloadable files.

The process of distributing video podcast is through web syndication, a file that users can download and view when they want, and to do so users can subscribe to a variety of different topics, checking them for updates regularly and downloading when they become available.

An internet marketing campaign through podcasting, you can have any number of episodes; this can then tie into a blog, RSS Feed, Social Bookmarking, Google Pipes and Twitter so that you can build a following. Webmasters and companies can become content producers for a variety of products on the internet, but this would require an investment in Video/Audio equipment.

See An RSS Feed Here [A Guide To Heathrow Parking](#)

Podcasters can build Huge audiences around the world because distributing is easy with all the right tools, discovering podcasting through audio or video can be distributed to millions through aggregators and since podcasting is so easy to use more people will start using podcast video.

What is a podcast client?

This is software used to access and download podcasts and it is also known as media aggregators as mentioned earlier. These programs are designed to automatically access an online file, or feed, and download the audio or video file associated with it.

Here are a few of these programs;

- LpodderX
- Juice
- Nimiq
- PodSpider

These are easy to find because there are so many available for free, and you can find one that suits your needs and style.

These programs run on your computer and will periodically download RSS files from sites that you're monitoring. The file tells the program about an audio or video file stored on a server that is new or has been updated allowing the podcast client to download the file for you to view and or listen to.

See Another RSS Feed Here [Cheap Hotels](#)

One of the main reasons why a Podcast client is so diverse is because it allows the user to view information on a wide range of topics from the privacy of their computer without using a web browser and like blogs people can find writers they trust based on any niche/topic they are interested in, and subscribe to the podcasts through audio and or video.

Using the podcast client to access and download the files makes it as easy to keep up with the sites you like and as a distributor these are the elements you need to address, another reason why less people are using Podcast.

How to Create a Podcast?

Creating a Podcast is easy if you're interested in using Podcasting as a marketing tool, and the very first element of the process is having access to a web server, this is because you need to upload files to the server. Like Blogging, Podcasting can't be done from a journal site, so having access to a server is critical.

Once the hosting is set up, a small program called dircaster.php should be customized for your site, and can be used to automatically generate the RSS feed that the subscribers will download.

The mp3 files or video files should be uploaded after all the information about the file has been attached and are in the same directory as dircaster.php, as long as it is in the same directory as the mp3 files or video files, the system will generate an RSS file that will tell your subscribers where to download the latest podcasts from.

To update and add new episode, create and upload the new file to the same directory. When dircaster.php is accessed, it will recognize the new file and relay the information on to your visitors and with these simple steps you can see how easy it is easy for anyone to create a podcast with a small expenditure of time and effort.

The process is easy to set up; domain and hosting is now cheaper than ever before, so almost anyone can have a small site, and the programs that are needed are all easy to find and use.

How do you find Free Podcast Videos?

You can easily find free podcast videos online. There are numerous podcast directories online that can help you find feeds to subscribe to, or you may find a feed that's available from a site you've visited.

Looking through directories and finding feeds you want to download is easy, subscribe to a few that you've found using one of the many free podcast clients available.

The podcast client will automatically download an RSS file that tells your podcast client when there is a new file to download and depending on your client, the program will notify you or maybe even download it automatically based on your initial setup.

?

Once the file is on your computer, you'll be free to listen and or watch your Podcast at any time convenient and start enjoying the information downloaded.

Feeds are available on every topic, from independent news shows to experimental videos, to scientific information and on my favorite subject SEO.

Even colleges and universities distribute their own Podcast and these are very popular for lectures so that students will have a chance to watch and review from the comfort of their computer chair.

The best part is that these free podcast videos, are of course, free. All of these feeds are easy to find, and the publishers, for the most part, do it simply because they enjoy it, and are glad to give it away based on the benefits it provides.

So why not include a podcast into your SEO campaign, if you want to increase traffic to your Blog or website you need to have Podcasting in your arsenal.

It's as simple as that.

Access timely experiences for [free traffic](#) - welcome to your individual tips store.

You can also find this article published on [single file page on filorama.com](#), and on the tag pages [podcasting](#).