

The Podcast Location Tag

What it is, why it matters, and why the Nigerian Podcast Index cares

What is the podcast location tag?

The **podcast location tag** (`<podcast:location>`) is a simple line of metadata added to your podcast's RSS feed.

It tells the world **where your podcast is based** — country, region, even city.

Think of it like the *address on a national ID card*. Without it, people may hear you, but systems can't place you.

Why does this matter to you as a podcaster?

Podcasting has gone global, but discovery is becoming **local again**.

The location tag helps:

- Properly **identify Nigerian podcasts**
- Improve **regional discovery** and recommendations
- Support **local charts, directories, and indexes**
- Give brands and researchers **clean data** to find Nigerian voices
- Future-proof your podcast as platforms rely more on structured metadata

In short: if your podcast is Nigerian, this tag lets the internet know, clearly and permanently.

Why it matters to the Nigerian Podcast Index (NPI)

The Nigerian Podcast Index is building a **verifiable, structured record** of Nigerian podcasts.

The location tag helps the NPI:

- Confirm Nigerian-origin podcasts without guesswork
- Reduce false positives (foreign shows talking *about* Nigeria)
- Build credible statistics for the ecosystem
- Strengthen Nigeria's case in global podcast conversations

No tag? You might still be listed, but with more friction.
With the tag? You're immediately legible to the system.

What the tag looks like (behind the scenes)

Inside your RSS feed, it sits neatly under `<channel>`:

```
<podcast:location country="NG">Nigeria</podcast:location>
```

Some platforms support city or region detail. Country alone already does the heavy lifting.

How to add it (three practical routes)

1. Ask your hosting platform (recommended)

If your host doesn't currently expose a location field:

- Email support
- Ask for **support for the `<podcast:location>` tag**
- Mention it's part of the **Podcast Namespace standard**
- State you need it for **national indexing and discovery**

Platforms respond faster when enough creators ask. One email is small. Collective pressure works.

2. Use a host that supports custom tags

Some hosts allow:

- Custom RSS fields
- Advanced metadata
- Manual tag insertion

If yours does, simply add the location at channel level, and you're done. Clean and elegant.

3. DIY (for the brave and careful)

If your host allows RSS export and re-upload:

- Export your RSS feed (XML)
- Open it in a text editor
- Add the `<podcast:location>` tag inside `<channel>`
- Re-upload or point platforms to the edited feed

⚠ Warning: one broken bracket can break your feed. Measure twice, cut once.

A final word

The location tag doesn't change your content.
It changes your **context**.

And for Nigerian podcasters, context is power.

Add the tag.
Stand where you're from.
Let the record show it.

