Mastering

The gist is to optimize playback across as many platforms as possible

The Effectiveness of Automated Mastering such as Landr

How to do it on your own

1. Restoration
2. Stereo Enhancement
3. EQ
4. Compression
5. Loudness - If you want a target to shoot for, -2db Peak amplitude and around -16 or -14 LUFS is an average target nowadays.
6. Bit-Depth Reduction and Sample Rate Conversion

The big issue with mastering on our own - We often don’t have a neutral enough environment to hear the true issues with our mixes and thus can’t zero in on what to do during mastering