

How to take advantage of Feedburner on your WordPress blog.

We mentioned Feedburner in a previous lesson, since we only glossed over it there we wanted to add a full lesson. Feedburner integration should be one of the first things you do when setting up your blog. The advantages of using it include:

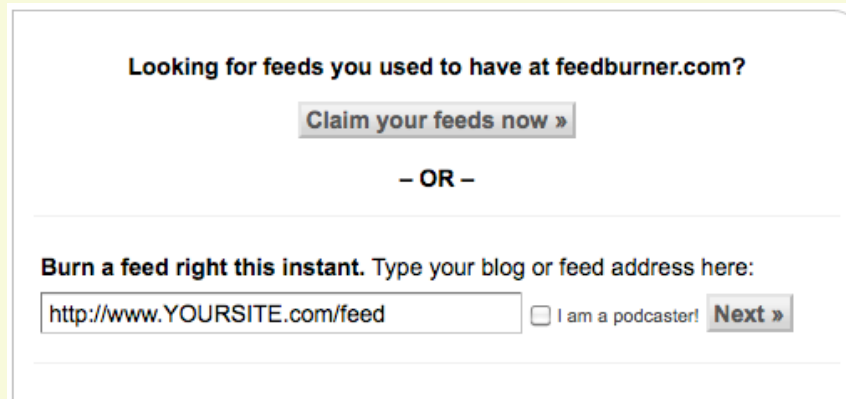
- Track your RSS feed subscriptions
- Easily offer email subscription for your feed
- Looks more professional - The URL will be cleaner
- Abstraction - If you have to change the source URL of your feed, you will still be able to keep the same Feedburner URL, so you won't lose subscribers.
- Adsense Integration - Make money from your feeds.
- Google likes it. Google owns it. You want your blog to rank on Google, so you want to use it.
- Monitor multiple feeds from one single Feedburner account.

The first step you should take is to sign up for Feedburner. To do that, your first step is to visit the Feedburner site:

<http://www.feedburner.com/>

Feedburner is a great tool to use for any blog. besides all of the stats you can see, it is also owned by Google and using it may contribute to your Google rankings.

You can either log in with a current Google account or create a new one. Once logged in, the first thing you will have to do is claim your feed



Looking for feeds you used to have at feedburner.com?

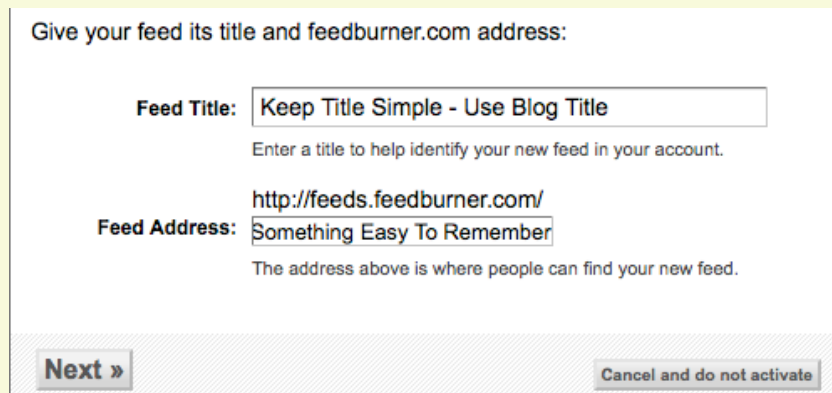
[Claim your feeds now »](#)

- OR -

Burn a feed right this instant. Type your blog or feed address here:

I am a podcaster! [Next »](#)

You enter your feed into the form above, and click “next”. Most likely your feed address will be something like the format in the above image. If you have the firefox browser, you can click the little blue RSS symbol in your address bar when on your site to get the exact Feed URL.



Give your feed its title and feedburner.com address:

Feed Title:
Enter a title to help identify your new feed in your account.

Feed Address:
The address above is where people can find your new feed.

[Next »](#) [Cancel and do not activate](#)

In this next section, you will be asked to enter a Feed Title and your Feed Address. I would keep this part simple. The Feed Title is for your own uses, and I would keep it the same as your blog title. That way, if you have multiple feeds it will be easy to figure out what feed belongs to what blog. Your Feed address is the link that people will use for your feed. Keep it very simple and easy to remember. The simpler and easier the better. A nice looking feed URL is one of the main benefits of Feedburner, so don't mess that up by making it hard to remember. Click next when you are done...

You are now officially hooked up with Feedburner. It was THAT simple.

Congrats! Your FeedBurner feed is now live. Want to dress it up a little?

Subscribe to your feed (and share with others!) at:

<http://feeds.feedburner.com/>

For your convenience, FeedBurner has applied the following services to your new feed:

- ▶ **BrowserFriendly** improves your feed's appearance in most web browsers and makes it easier to subscribe to
- ▶ **FeedBurner Stats** tracks basic feed traffic statistics

You control your feed. All services are optional and can be changed at any time.

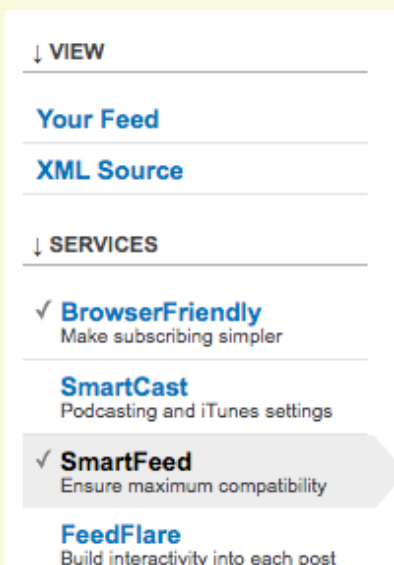
You have completed **Step 1 of 2**. In Step 2, you may consider adding additional free **FeedBurner Stats** options for a more richly detailed view of your feed readership.

[Next »](#) or [Skip directly to feed management](#)

Once you get to the above screen, you can go ahead and click on “skip directly to feed management”, and we can begin to take your Feedburner feed to the next level. When you click that you will see a navigation menu:



The two areas of the menu we will focus on in this lesson is Optimize and Publicize.



On the optimize page, you will see this menu. You can activate anything you want, but I strongly suggest you activate the two settings that are check marked in the picture at the very least.

BrowserFriendly makes sure your feed looks good and is easy to subscribe to on any browser.

SmartFeed ensures your feed looks as good as possible on all RSS readers.

The next step you want to take, is to click on the publicize tag...

BuzzBoost
Republish your feed as HTML

✓ **Email Subscriptions**
Offer feed updates via email

Subscription Management

Communication Preferences

Email Branding

Delivery Options

PingShot
Notify services when you post

FeedCount
Show off your feed circulation

Socialize
Publish to the social web

Chicklet Chooser

Awareness API

Creative Commons


Password Protector

NoIndex

Subscription Management

Subscription Form Code

Select which language you want to use in the window that appears when a potential email subscriber signs up. The selection you make immediately modifies the code to copy and paste below.

Language: 

Copy and paste the following code into any web page. Your subscription form will be automatically inserted each time the page is loaded. From there, readers can subscribe to receive daily email with your newest content.

```
onsubmit="window.open('http://feedburner.google.com
/fb/a/mailverify?uri=SocialD', 'popupwindow',
'scrollbars=yes,width=550,height=520');return true"><p>Enter your
email address:</p><p><input type="text" style="width:140px"
name="email"/></p><input type="hidden" value="SocialD" name="uri"/>
<input type="hidden" name="loc" value="en_US"/><input type="submit"
value="Subscribe" /><p>Delivered by <a
href="http://feedburner.google.com" target="_blank">FeedBurner</a>
</p></form>
```

You can check out any of the options you want, here but for this lesson we will focus on one: Email Subscriptions. If you click this you can activate email subscription...which you should! Once you have activated it you will see the above screen. Here you can get code to add to your blog. I find that the Typepad code (you can select from a view different types) works best on WordPress. You simply copy and paste this code into a text widget and add it to your sidebar. If you feel confident with your coding skills, you can even add it to your header with the WordPress Theme Editor.

The last thing to remember, is to check out the Analyze tab. This will let you view a number of different statistics about your feed and subscribers.

Congrats on taking a big leap forward, by integrating your blog with Feedburner. Check out these WordPress plugins that are related to Feedburner, for even more functionality:

[Feedburner Plugins](#)