

# Beginner's Guide to Using and Building Traffic with FeedBurner

By Teli Adlam

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If you'd like more free tips for using WordPress, building a better blog, and growing your blog traffic, then sign up for the [OptiNiche Weekly Summaries](#) mailing list or subscribe to the [OptiNiche blog feed](#).

*(P.S. If you purchased this ebook, then you paid too much.)*

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# Introduction to FeedBurner

You are **not signed in** ([Sign In](#) or [Register](#)) • [Languages](#) • [Forums](#)



## Hello, our name is FeedBurner.

Welcome to **FreeBurner!** Get PRO features gratis.

<b>Blogs »</b> Promote content, build & measure audience, make \$	<b>Podcasts »</b> Track your subscribable audio & video content	<b>Commercial »</b> Join Wall Street Journal, USA TODAY, Newsweek, etc.
<b>Blog &amp; Feed Advertising Programs »</b> See why brands like BlackBerry & Verizon choose FeedBurner for blog and RSS advertising.		

**Start FeedBurning Now. Type your feed or blog URL below. (Why Burn?)**

Learn how to burn your [Blogger](#), [TypePad](#), [WordPress](#), [MySpace](#) or [podcast/video](#) feed.

I am a podcaster!

Currently feeding **517,239** publishers who've burned **883,827** feeds (as of 13 Aug 07). [More »](#)

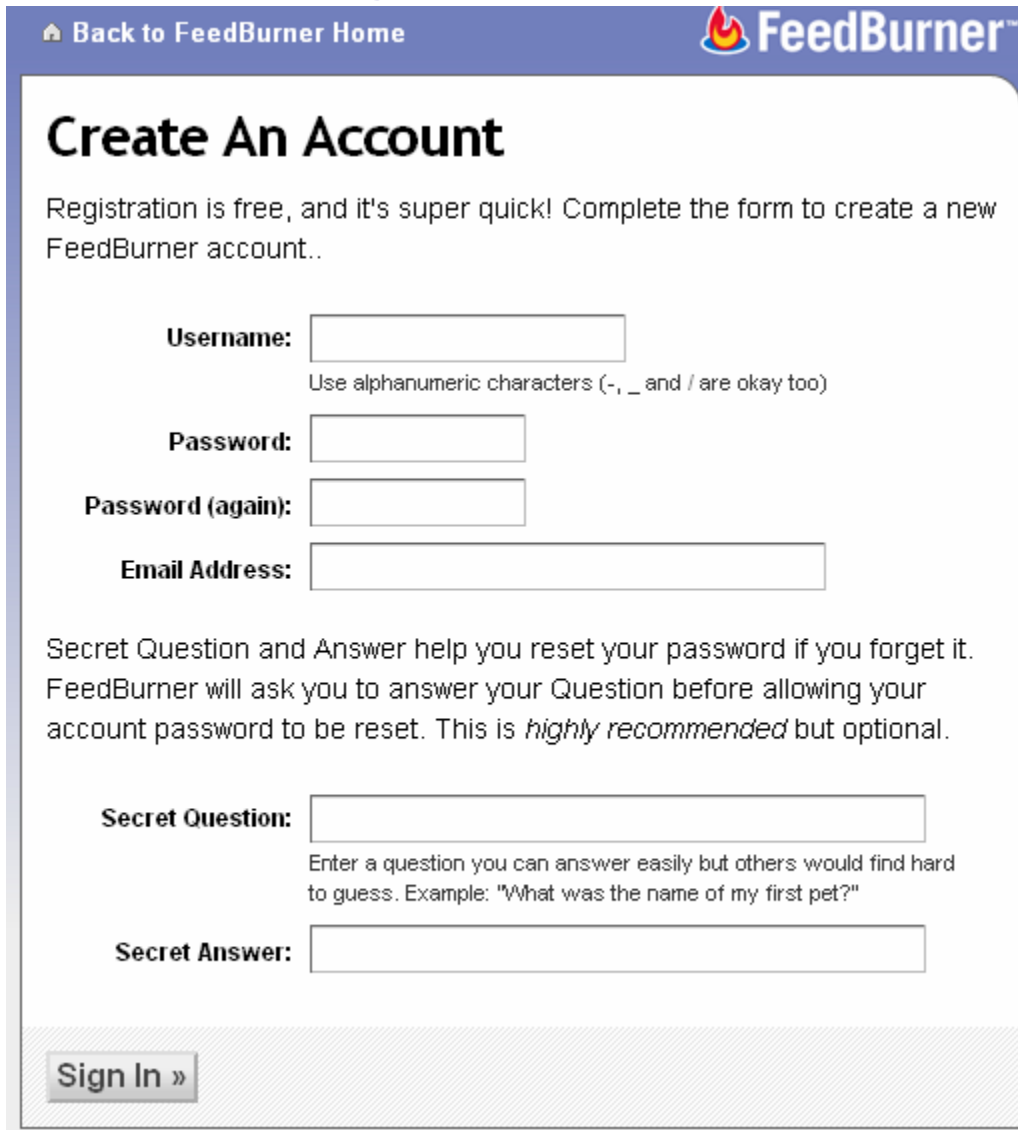
[FeedBurner](#) is a free service which allows you to track and manage your website feeds. The service will not create a brand new feed for you, instead it just takes your current website feed and wraps it up with some amazing features which can be used to help you build and monitor your blog traffic.

When you create your blog, one of the first things you should do is register for a free account at FeedBurner or add your new feed to your already existing FeedBurner account if you have one. Once you've done that, you will have access to a plethora of useful tools, and since FeedBurner was bought out by Google, you have access to *even more*.

Some of the tools that are available include (but certainly aren't limited to):

- Feed subscriber statistics
- Entry click-through statistics
- Feed adverts for monetization
- Various feed optimization tools
- Various subscription options for your readers

# FeedBurner Registration



The screenshot shows the 'Create An Account' page on the FeedBurner website. At the top, there is a navigation bar with a home icon and the text 'Back to FeedBurner Home' on the left, and the FeedBurner logo on the right. The main heading is 'Create An Account'. Below the heading, a paragraph states: 'Registration is free, and it's super quick! Complete the form to create a new FeedBurner account..'. The form consists of several input fields: 'Username:' with a text box and a note 'Use alphanumeric characters (-, \_ and / are okay too)'; 'Password:' with a text box; 'Password (again):' with a text box; 'Email Address:' with a text box; 'Secret Question:' with a text box and a note 'Enter a question you can answer easily but others would find hard to guess. Example: "What was the name of my first pet?"'; and 'Secret Answer:' with a text box. At the bottom left of the form area, there is a 'Sign In »' button.

Signing up to FeedBurner is quick and easy. If you've already created your FeedBurner account, then you can skip to the next section. To sign up, visit <https://www.feedburner.com/fb/a/register> and you'll need to provide the following information to get your account situated.

- Desire username (usually only seen by you)
- Desired password
- Secret question and answer for password recovery

# Burn Your Feed

The sign up process is complete. You have a shiny new FeedBurner account. Now, you're probably wondering what in the world to do next, right? Simple, burn your blog's feed. In other words, you need to add your blog's feed to the FeedBurner account so FeedBurner can start working its magic.

**My Feeds** are just what the doctor ordered

✓ Welcome to FeedBurner, [name].

**You have no feeds set up in FeedBurner. Go ahead, burn yours now! It'll be a hoot.**

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

I am a podcaster! **Next >>**

Monitor the health of your feed by subscribing to **FeedBulletin** — either by feed or by email, whichever works best for you. FeedBulletin is our way of communicating: **FeedMedic** alerts and occasional "official" messages from the FeedBurner team:

**Doesn't your brand deserve to be front and center?**  
Put it there with **MyBrand**

**NOW FREE!**

The FeedBurner Blog

**Pubvertise Your Live Content to a Wider Audience** 8/1/2007

**Flame-Bearing Swag Still**

After you sign up for an account, this should be the first screen you see. What you need to do is type the URL of your blog's feed and click on the **Next** button and the next page will allow you to set up your custom FeedBurner feed URL.

When you're setting up your very first feed with FeedBurner, there are a few steps that you need to go through to get everything situated. But, once you've completed it, then you won't need to worry about doing it again in the future (unless you add additional feeds to the account).

## Welcome! Let us burn a feed for you.

The original blog or feed address you entered has been verified.

Here is what happens next in the setup process:

- ▶ FeedBurner will apply some of our most popular services to your new feed to get you started. (You can always modify or remove them later.)

FeedBurner will grab your blog's title from the Feed you provided and add it for you.

FeedBurner will create a URL based on the suggested name that it pulled from your blog. If you have a long title, shorten it for memorability.

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.

**Activate Feed »**

Cancel and do not activate

On the next page, FeedBurner will pull the title of your blog from the feed and offer up a suggested feed title along with a suggested feed URL. If you have an especially long or ambiguous blog title, I would recommend changing these to something shorter and more memorable. Then click on **Activate Feed** when you're all set.

# Update Your Feed URLs

1. Claim your feed      2. Enhance Your Stats

**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/ suggested-name](http://feeds.feedburner.com/suggested-name)

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
- ▶ **SmartFeed** ensures maximum compatibility for the original Atom-formatted feed you provided as your source

**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](#)

After burning your feed, FeedBurner will give you a new URL to use for your subscribers. What *you* need to do at this point is update your feed wherever it's used on your website or blog. This task shouldn't be too difficult if you already know how to copy and paste.

For most blogging applications, your feed can be found in a few different places:

- In the head of your blog's theme (for auto-discovery)
- In your blog's sidebar
- In your blog's footer

Depending on your blogging software or the theme author, the original blog feed URL may be found in other locations throughout your blog. If you have the theme files saved on your computer, it may be wise to do a find/replace across all the files using software such as Dreamweaver.

### ***WordPress Users, Grab a Plugin***

Instead of going through all the trouble of updating every one of your blog feed URLs, you can quickly have your feed subscribers redirected to the FeedBurner URL by using a freely available [WordPress FeedBurner plugin](#). The plugin was initially developed by Steve Smith, but was later adopted by the FeedBurner crew and renamed FeedSmith when the sheer popularity of it was difficult to ignore.

Using some WordPress plugin magic, and user-agent detection, this plugin simply forwards all your feed traffic to FeedBurner. The plugin will detect all ways to access your feed (e.g. <http://www.yoursite.com/feed/> or <http://www.yoursite.com/wp-rss2.php>, etc.), and redirect them to your FeedBurner feed so you can track every possible subscriber. It will forward for your main posts feed, and optionally your main comments feed as well.

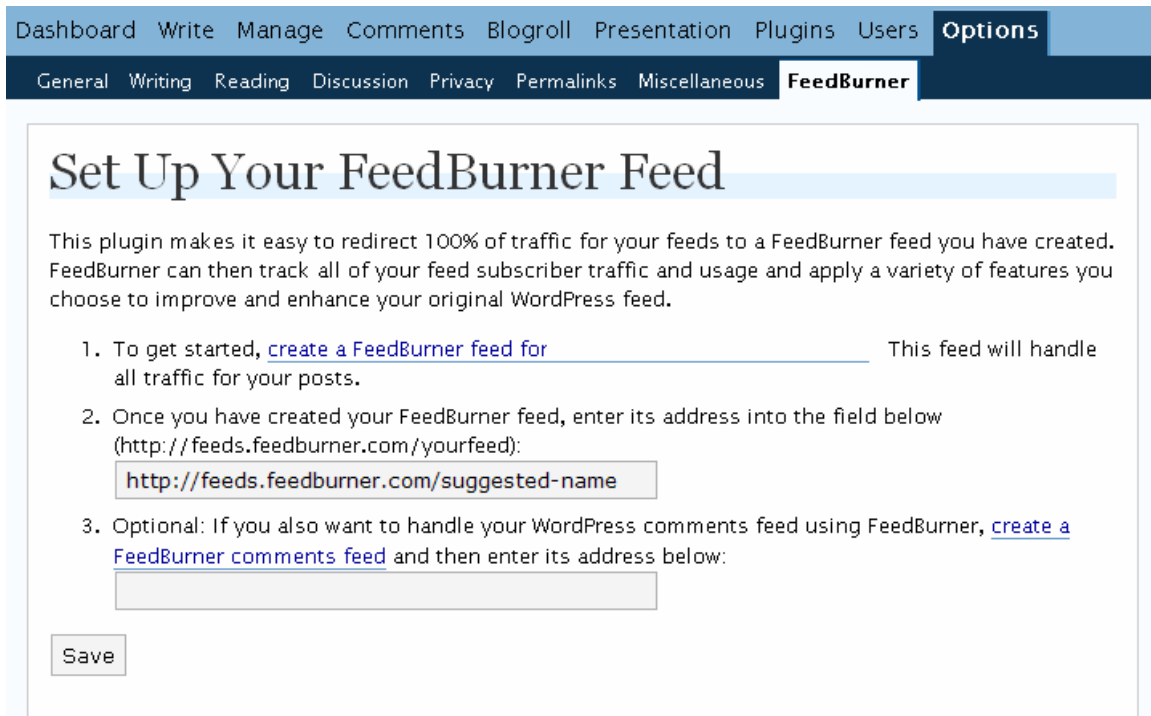
---

~ Steve Smith (<http://orderedlist.com/>)

Once you've downloaded, installed, and activated the plugin on your blog, you can then access the control panel from the **Options** menu. There you will see a sub-menu item named **FeedBurner**; this is where you'll need to enter your FeedBurner URL. After saving the changes, your blog visitors will begin to be



redirected to your FeedBurner URL without you needing to manually update your feed URLs.



The screenshot shows the WordPress administration interface. At the top, there is a navigation menu with items: Dashboard, Write, Manage, Comments, Blogroll, Presentation, Plugins, Users, Options, General, Writing, Reading, Discussion, Privacy, Permalinks, Miscellaneous, and FeedBurner. The 'FeedBurner' option is selected and highlighted. Below the navigation is a section titled 'Set Up Your FeedBurner Feed'. The text in this section reads: 'This plugin makes it easy to redirect 100% of traffic for your feeds to a FeedBurner feed you have created. FeedBurner can then track all of your feed subscriber traffic and usage and apply a variety of features you choose to improve and enhance your original WordPress feed.' There are three numbered steps: 1. To get started, create a FeedBurner feed for [input field] This feed will handle all traffic for your posts. 2. Once you have created your FeedBurner feed, enter its address into the field below (http://feeds.feedburner.com/yourfeed): [input field containing http://feeds.feedburner.com/suggested-name]. 3. Optional: If you also want to handle your WordPress comments feed using FeedBurner, create a FeedBurner comments feed and then enter its address below: [input field]. At the bottom left of the section is a 'Save' button.

### ***Movable Type Users Get a Plugin, Too***

If you're running a Movable Type installation, don't worry, you get a plugin too. The [MT-FeedBurner plugin](#) essentially does the same thing as the WordPress version – it funnels all the people to your FeedBurner feed. (Please note: at the time of this writing, the plugin doesn't appear to be compatible with MT4. If you are using MT4, then you will probably need to use the .htaccess mod\_rewrite tip that follows.)

The FeedBurner support forum also has some [detailed instructions for setting up a special feed for Movable Type](#).

### ***Using .htaccess Magic***

In the event that you're not running WordPress, Movable Type, your blogging application doesn't already have a FeedBurner plugin, or you just don't

feel like using a plugin at all, then you can quickly redirect traffic to your FeedBurner URL without needing to modify your current feed links by using some .htaccess mod\_rewrite magic. Of course, in order for this to work, you'll need to make sure your host supports .htaccess mod\_rewrite.

This technique may vary depending on your server configuration and feed settings, so when in doubt, you may want to ask in the FeedBurner support forums or contact your hosting provider.

Now, on to the technique! In your .htaccess file, you'll need to add the following code, making sure to customize it according to your blog.

```
RewriteEngine On
RewriteBase /XXX
RewriteCondition %{HTTP_USER_AGENT} !FeedBurner
RewriteRule ^feed\.xml http://feeds.feedburner.com/suggested-name
→[R=302,L]
```

(→ means it should be all on one line. XXX should be replaced with the folder name of your blog.)

**Example - if your blog is in a folder called 'blog':**


```
RewriteEngine On
RewriteBase /blog
RewriteCondition %{HTTP_USER_AGENT} !FeedBurner
RewriteRule ^feed\.xml http://feeds.feedburner.com/suggested-name
→[R=302,L]
```

**Example - if your blog is the root of your website:**

```
RewriteEngine On
RewriteBase /
RewriteCondition %{HTTP_USER_AGENT} !FeedBurner
RewriteRule ^feed\.xml http://feeds.feedburner.com/suggested-name
→[R=302,L]
```

(Always make sure to change feed.xml to the actual name of your feed file.)

# Get Some Extra Stats



1. Claim your feed      2. Enhance Your Stats

## Get More Gusto From Your Feed Traffic Statistics.

FeedBurner Stats automatically measures the general traffic level for your feed. You may also consider free **PRO** upgrade options that can give you additional insight into how engaged your audience is with your content. ([Tell me more about all FeedBurner Stats features.](#))

**FeedBurner Stats automatically tracks:**

- ✓ Circulation — How many people are subscribed
- ✓ Readership — What feed readers people are using
- ✓ Uncommon Uses — Other services and sites using your feed
- Clickthroughs — How often people click items back to your site  
In order to track item clickthroughs, we redirect all links in your feed through FeedBurner. If you want us to leave your links untouched, leave this option unchecked.
- Item enclosure downloads (podcast downloads)

I want more! Have FeedBurner Stats **PRO** also track:

- Individual item views and resyndication — Popularity of individual items
- Reach — Number of people who viewed or clicked the content in your feed

« Back      Next »

In the next step of the feed burning process (Step 2), you'll be presented with some additional options for tracking your feeds – make sure that you have a check next to **Clickthroughs** and the **FeedBurner Stats Pro** so that you can get some additional statistics for your feed. (If you're running a podcast or have a

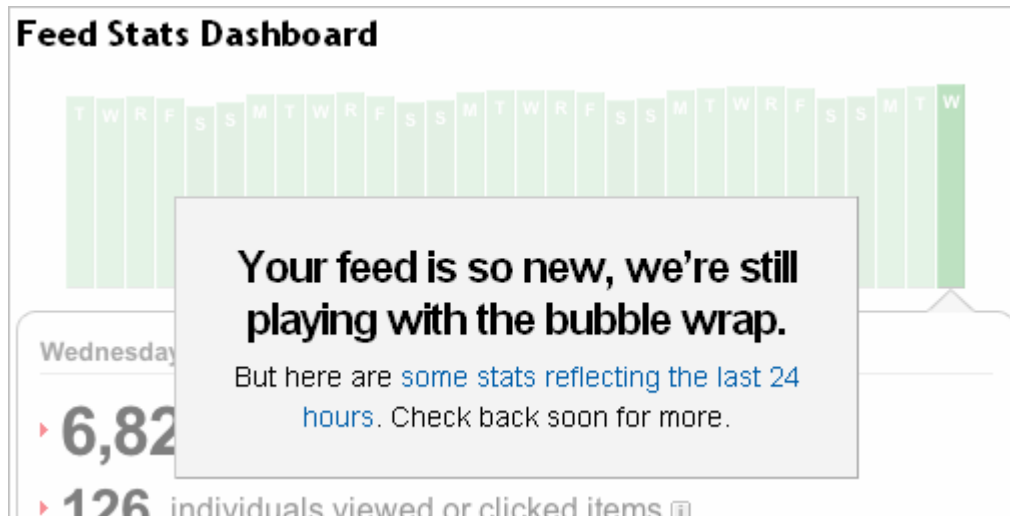
blog that regularly features downloads, then you can place a check mark next to the **downloads** section to track how many times an item was downloaded.)

At the end of the feed burning process, you will be presented with a number of links to various resources aimed at helping you put your new feed to good use. But, for now, we're going to focus on using the FeedBurner services to help you maximize your blog traffic.

In the event that you already have a FeedBurner account and have already gone through the entire process, but forgot to add the extra stat goodies to it, you can still do it by clicking on the title of the feed from your **My Feeds** dashboard area. Then, in the side column click on the **Site Stats** link in order to activate them or the **FeedBurner Pro Stats** link below it.

The screenshot shows the FeedBurner dashboard interface. On the left, a sidebar menu contains several options: 'Live Hits', 'Item Use', 'Uncommon Uses', 'Export: Excel • CSV', 'Site Stats', 'Headline Animator Stats', and 'SERVICES'. Two red arrows point to 'Site Stats' and 'FeedBurner Stats PRO'. The 'Site Stats' section is currently active, displaying a message: 'Site stats are *not* active for your feed. [Dare to be different?](#)'. To the right, a main content area shows a date 'Tuesday, D' and a list of statistics: '296', '24.7% came directly', '9.1% from searches', and '75.3% from other sites'. A callout box with a green border and white background is overlaid on the statistics, containing the text: 'Someday, this will all be yours. Track visitors, page views, referrers, searches, and outgoing links for your web site with FeedBurner. Just [activate site stats now](#), and be happy.'

# The First 24 Hours



The first day that your feed is created, FeedBurner won't be offering up too many stats, but that doesn't mean you can't start optimizing your feed to bring in some extra traffic.

## ***Optimize Your Feed***

The first tab that you'll see in your feeds admin panel is **Optimize**. Clicking this tab will reveal a wealth of options for prepping your feed for the most impact. By default, FeedBurner will enable the **Browser Friendly** feature which will display your feed in nicely formatted design that explains what a feed is to people who click on your feed using their browser instead of an RSS reader – make sure this stays enabled.

## WordPress SEO and Blog Marketing

syndicated content powered by FeedBurner

FeedBurner makes it easy to receive content updates in My Yahoo!, Newsgator, Bloglines, and other news readers.

[Learn more about syndication and FeedBurner...](#)

### Subscribe Now!

...with web-based news readers. Click your choice below:



This is how a browser friendly version of your feed looks and it can be customized, too.

Embed with: [SpringWidgets](#)

### Current Feed Content

#### [Quick WordPress Tip: Playing with More](#)

Posted: Fri, 17 Aug 2007 16:44:23 +0000

Quick tip for modifying the extended entry link when writing a post in WordPress.

FeedBurner will also have **SmartFeed** enabled by default that allows your new feed to be compatible with almost *any* RSS reader whether or not it can only read RSS or Atom feeds – make sure this stays enabled, too.

### Make Your Content Interactive with FeedFlare

FeedFlare adds a small footer to your feed which allows your readers to e-mail, tag, and interact with your content. You can even add the FeedFlare options to your *live* website, not just your feed.

VIEW

- [Your Feed](#)
- [XML Source](#)

SERVICES

- ✓ **BrowserFriendly**  
Make subscribing simpler
- SmartCast**  
Podcasting and iTunes settings
- ✓ **SmartFeed**  
Ensure maximum compatibility
- FeedFlare**  
Build interactivity into each post
- [Link Splicer](#)
- [Photo Splicer](#)
- [Geotag Your Feed](#)
- [Feed Image Burner](#)
- [Title/Description Burner](#)
- [Convert Format Burner](#)
- [Content-Type Burner](#)
- [Summary Burner](#)
- [Event Feed](#)
- [Tickerize](#)
- [Amazon ID Burner](#)

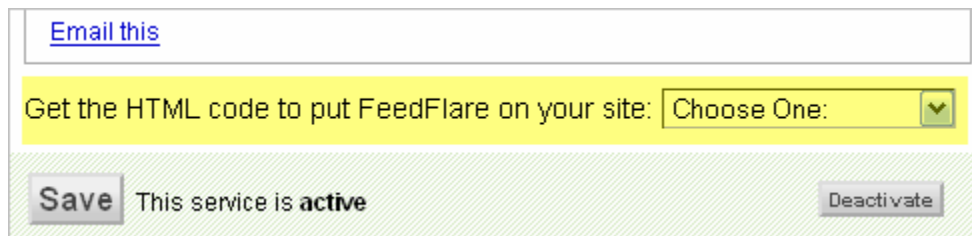
### FeedFlare

Give your subscribers easy ways to email, tag, share, and act on the content you publish by including as many or few of the services listed below. FeedFlare places a simple footer at the bottom of each content item, helping you to distribute, inform and create a community around your content.

Feed	Site
<input checked="" type="checkbox"/>	<input type="checkbox"/> <b>Email This</b> ▼
<input type="checkbox"/>	<input type="checkbox"/> Email The Author ▼
<input type="checkbox"/>	<input type="checkbox"/> Technorati Cosmos Links ▼
<input type="checkbox"/>	<input type="checkbox"/> Comments Count ▼
<input type="checkbox"/>	<input type="checkbox"/> View Creative Commons License ▼
	<input type="checkbox"/> Subscribe to this feed ▼
	<input type="checkbox"/> Sphere: Related Content ▼
<input type="checkbox"/>	<input type="checkbox"/> Scape This ▼
<input type="checkbox"/>	<input type="checkbox"/> Save to del.icio.us ▼
<input type="checkbox"/>	<input type="checkbox"/> Add to del.icio.us (static) ▼
<input type="checkbox"/>	<input type="checkbox"/> Digg This! ▼
<input type="checkbox"/>	<input type="checkbox"/> Share on Facebook ▼
<input type="checkbox"/>	<input type="checkbox"/> outside.in: geotag this post ▼
<input type="checkbox"/>	<input type="checkbox"/> Discuss on Newsvine ▼
<input type="checkbox"/>	<input type="checkbox"/> Stumble It! ▼
<input type="checkbox"/>	<input type="checkbox"/> View my jobs ▼

The items that are highlighted in the image (**Email This**, **Save to del.icio.us**, **Digg This!**, **Share on Facebook**, and **Stumble It!**) are highly recommended. Of course, you're not just limited to the **Flares** that FeedBurner has listed in the initial view; there are a number of other options, such as PayPal donation buttons and TwitThis (short for twitter this), or if you're into geekery, you could even write your own. But, since this is a book for beginners, let's just stick with the basics for now. Be careful, however, when adding additional **Flares** because your footer can quickly become cluttered.

If you opted to put some flares on your actual site as well, then after you've saved your settings, you'll need to scroll all the way down to the bottom of the page where you can grab the HTML code to paste into your template.



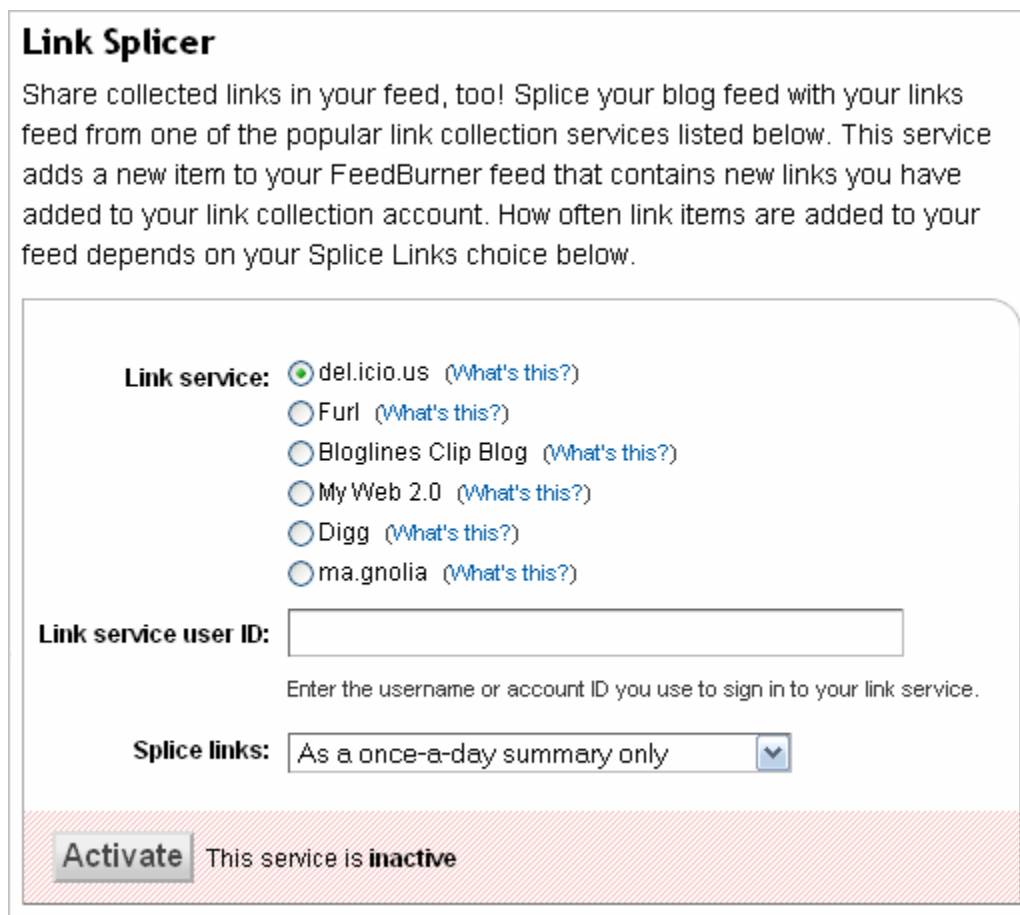
Email this

Get the HTML code to put FeedFlare on your site: Choose One: ▼

Save This service is active Deactivate

## Give Readers a Reason to Stay Subscribed by Sharing Links and Photos

What if you like to collect useful links you find around the web or upload photos more than you like to update your blog or website? Instead of letting your RSS feed wither away and start dropping subscribers like flies high on insecticide, allow FeedBurner to *update your feed with your links and photos*.



### Link Splicer

Share collected links in your feed, too! Splice your blog feed with your links feed from one of the popular link collection services listed below. This service adds a new item to your FeedBurner feed that contains new links you have added to your link collection account. How often link items are added to your feed depends on your Splice Links choice below.

**Link service:**  del.icio.us (What's this?)  
 Furl (What's this?)  
 Bloglines Clip Blog (What's this?)  
 My Web 2.0 (What's this?)  
 Digg (What's this?)  
 ma.gnolia (What's this?)

**Link service user ID:**   
Enter the username or account ID you use to sign in to your link service.

**Splice links:** As a once-a-day summary only ▼

Activate This service is inactive



**Link Splicer** is very much like creating a “quick links” type of post on your blog; however, you don’t actually *need* to create a new blog entry with your links. FeedBurner will grab the links from whichever service you prefer to use and “splice” them into your feed however often you specify. As not to annoy your readers, it’s a good idea not to splice your links in more than once a day.

**Photo Splicer** grabs the photos from one of your photo service feeds and “splices” it into your current website feed. You can determine the total number of photos to include and even specify to include just the photos with a specific tag.

**Photo Splicer**

Merge two views of your online world! Splice your blog feed with your photo feed. Photos in your [Flickr](#), [Buzznet](#), or [Webshots](#) account will be merged in with your original source feed entries, most recent first.

**Photo service:**

**Flickr ID or Screen Name:**

"Flickr ID" is **not** your Flickr screen name. This is a value (e.g. 44124460868@N01) you may find within photo URLs, or in the URL of your original Flickr photostream feed. Your Screen Name is a friendly ID replacement you can set up in your Flickr account.

**Number of recent photos to include:**

Your most recently uploaded photos are spliced into your source feed ahead of all other content.

**Only include photos that you've tagged:**

Tags are descriptive labels you can apply to your photos in Flickr. To enter multiple tags here ↑, separate each tag with a comma.

This service is **inactive**

Each time your feed is updated with your link list or your photos, it’s as though a fresh entry is waiting for your subscribers and it gives them more reason

to stay subscribed to your web feed, even if you don't update the blog on a precise schedule.

### **Optimize Your Feed's Title and Description**

In the rare case that your blog's current title and description are less than stellar (or you're unable to change them), FeedBurner has a solution called **Title/Description Burner** which allows you to customize the title and description that's displayed for your feed.

### **Tease Your Readers**

OK. This suggestion is debatable. In fact, there's still a burning debate going on throughout the blogosphere. Some people prefer full content feeds – and some extremists won't subscribe to a feed unless it's a full content feed – however, an excerpted feed helps some people quickly scan content and decide what they actually want to read. Another reason to use an excerpted feed is to help deter some content scrapers who simply syndicate your content on their blogs as though it were their own.

By default (even if you only offer an excerpt in your regular feed, in some cases), FeedBurner will load up the full post content in the feed it delivers to the RSS readers. You can switch this off by enabling **Summary Burner**. If you go this route, you'll need to make sure your summaries are enticing, easy to scan, and you have a clear call to action for your teaser.

## Summary Burner

Sometimes you just want to be a tease. Offer a short summary of your hyperlink-free content and direct your subscribers to your Web site for the rest of the story. You can also append an optional "Teaser" message to each content item.

Maximum length:  characters

Teaser:

(No HTML allowed)

**Activate** This service is **inactive**

Whether or not you choose to enable this feature is truly up to you and your readers. Weigh the pros and cons, and don't be afraid to tweak and test to see what works best for you.

## Earn a Little Money on the Side

If you already have an Amazon Associate account, then you can use the **Amazon ID Burner** to have FeedBurner slip it into your content whenever you link out to the Amazon website.

## Amazon ID Burner

Save time when linking to Amazon.com. This service conveniently auto-inserts your Associates ID into any links to Amazon.com catalog items it finds in your feed content items.

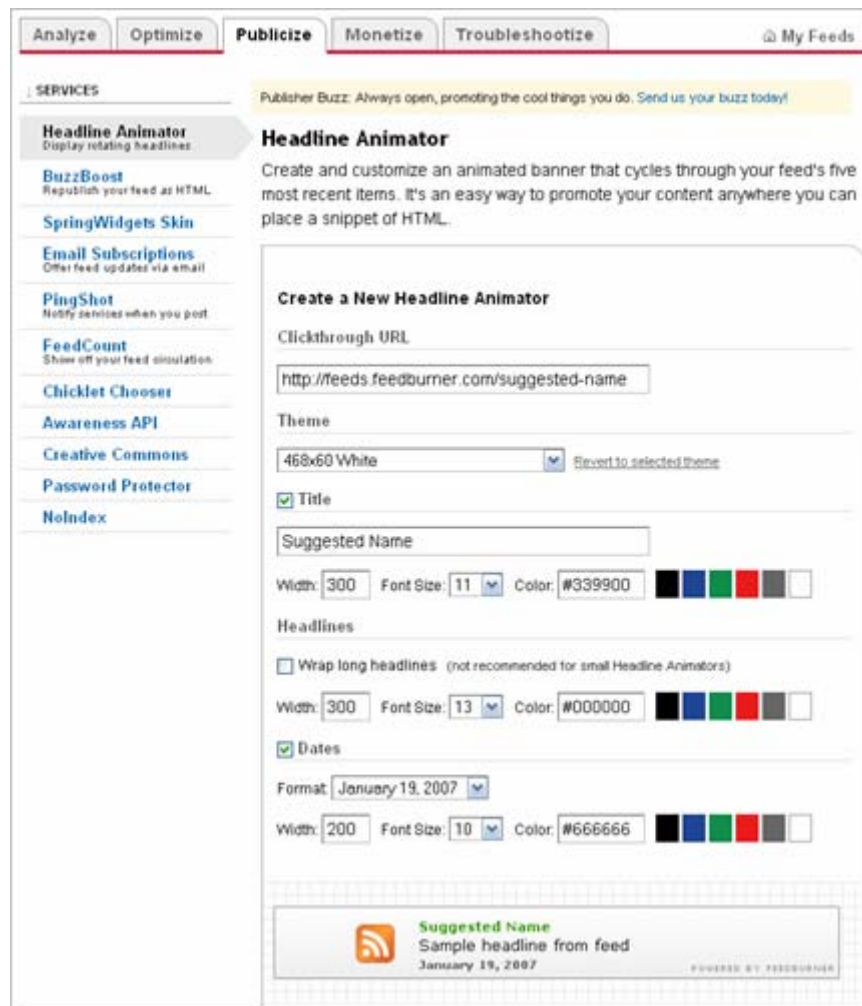
Amazon Associates ID:

**Activate** This service is **inactive**

## Publicize Your Feeds

Got your feed all optimized? Great, now it's time to let the world know they can start subscribing to it. Luckily, FeedBurner offers a number of options to allow you to do that quickly as well.

One of my favorites is the **Headline Animator** which rotates the recent headlines from your feed in a small box that you can customize. The box invites visitors to click through to your blog or subscribe to your feed directly.



The screenshot shows the 'Publicize' tab in the FeedBurner interface. On the left, there is a sidebar with various services: Headline Animator (selected), BuzzBoost, SpringWidgets Skin, Email Subscriptions, PingShot, FeedCount, Chickett Chooser, Awareness API, Creative Commons, Password Protector, and NoIndex. The main content area is titled 'Headline Animator' and includes a description: 'Create and customize an animated banner that cycles through your feed's five most recent items. It's an easy way to promote your content anywhere you can place a snippet of HTML.' Below this is a 'Create a New Headline Animator' section with the following fields and options:

- Clickthrough URL:
- Theme:  [Revert to selected theme](#)
- Title
- Suggested Name:
- Width:  Font Size:  Color:
- Headlines:  Wrap long headlines (not recommended for small Headline Animators)
- Width:  Font Size:  Color:
- Dates
- Format:
- Width:  Font Size:  Color:

At the bottom, there is a preview of the widget showing a sample headline from a feed with the date 'January 19, 2007' and a 'POWERED BY FEEDBURNER' logo.

After enabling the **Headline Animator**, FeedBurner will give you some code that you can use to start inserting it into your regular website, e-mail signature, and even your forum signatures. Keep in mind that if you plan to add it to your forum signatures, double check with the forum rules to make sure it's

allowed. Some forums strictly prohibit the use of images or animations within signatures and it could get you banned from the forum.

## Provide RSS Alternatives

Sometimes people, no matter what you do, will not subscribe to your RSS feed for one reason or another. Instead of just writing them off as a lost cause, offer them an alternative: RSS to e-mail. **Email Subscriptions** allows people to sign up to have your feed entries delivered to them via e-mail.

### Email Subscriptions

Give your biggest fans another way to keep up with your blog or podcast feed by placing an email subscription form on your site.

Choose FeedBurner, FeedBlitz, Squeet, or Rmail to be your feed-via-email service provider.

FeedBurner (Yep. We now do reliable email delivery.) [more info](#)

FeedBlitz [more info](#)

Rmail [more info](#)

After you activate this service, FeedBurner will provide HTML code for a subscription form you should copy and place on your own site.

Email Subscriptions requires that your FeedBurner account uses a valid email address. Visit [My Account](#) to double-check your settings.

#### FeedBurner Email Preview

View a sample message in [HTML](#) or [Plain Text](#)

[How do I know which email format my subscribers will see?](#)

**Activate** This service is **inactive**

With the **Email Subscriptions** service, you have the option of having your e-mails delivered from FeedBurner, FeedBlitz, or Rmail. After selecting which service you'd like to manage your e-mail, you'll receive some HTML code for the subscription box (you'll need to add this code wherever you want the sign up box to appear on your website).

Using the FeedBurner option will give you the basics and can be good if you're just looking for a reliable way to deliver your entries to e-mail; however, if you wish to have greater control over your list management, then you should probably sign up for a premium account with FeedBlitz. Or, even better, sign up for an account with [Aweber](#) which (depending on the plan you select) will allow you to manage as many newsletters as you need to, deliver your blog entries via e-mail, and has a laundry list of additional features including auto-responders.

## Ping the World



I'll only be giving a fleeting mention of **Pingshot** because most blogging software will already ping the services listed every time you publish a blog entry. Enabling **Pingshot** would just be overkill and can get you suspended or banned from a service if you ping your blog too many times.

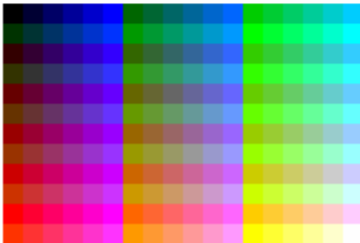
## Show Off Your Subscribers

You probably want to skip this until you have an established readership for your blog because it can either work *for* or *against* you.

### FeedCount

FeedCount is another cool way to promote your feed. It is a dynamic graphic that always displays your feed's current circulation, as calculated by FeedBurner. Choose its color scheme and an animated or static appearance; it is yours to customize!

**Chicklet style:**   Static  
  Animated

**Color scheme:**   #99CCFF body  
 #444444 text

**FeedCount** puts the number of RSS subscribers you have on display. A high number in the box signifies that your blog is an authority with your niche and people have a tendency to flock to authority websites which means an ever growing subscriber base.

Now, if your number is less than 100, don't bother with this just yet. Ideally, you should have around 250+ subscribers before you consider putting your feed count up for the world to see; otherwise it could make your blog seem like a ghost town.

Once you get the code for your button, make sure to place it somewhere visible on your blog. And as a plus, when people click on the button, they'll be whisked away to your feed subscription page.

### ***Analyze Your Stats Carefully***

If you're not paying attention to your stats, then you're missing out on some opportunities to improve your blog, your writing, and your subscription rate.

Assuming that you've enabled the **Item views** and **Clickthrough** tracking in your account, you can see which blog entries receive the most views and which result in the most clickthroughs to your actual website. By keeping a close eye on what people are reading and what actually gets people visiting your website, you can produce more of *that type of content*.

Now that the **TotalStats Pro** package is now free, you have an amazing amount of information at your fingertips – don't let it all go to waste.

**Fun Fact:** This was intended to be a quick 2 page guide on using the FeedBurner service which somehow turned into a 22 page report. :)

Despite the length, I truly hope that you've learned something from it and that you put the information to good use. If so, consider forwarding it to a friend or making it available for download to your readers.

And, if you'd like to receive more tips about how to optimize, monetize, and market your blog, please sign up for the newsletter or subscribe to the feed.

Newsletter: <http://www.optiniche.com/blog/maillist/>

Feed: <http://www.optiniche.com/blog/feed/>

If you want to offer me high praise directly or if you've come across any errors or have suggestions for improving this report, please drop me an e-mail:

<http://www.optiniche.com/blog/hello/?subject=FeedBurner%20Report>

Wishing you well and much success,

~ Teli Adlam

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