

## How to Set up Feedburner RSS Feed Links on your Blog Tutorial

In addition to setting up an email subscription form on your blog (see [Feedblitz Tutorial](#)) you need to offer several options for your readers to subscribe to your blog through syndication links or RSS. Though RSS ([Really Simple Syndication](#)) feeds are becoming a bit more common, only about 12% of blog readers use them. That number however, is growing everyday and you need to be ready. The beauty of RSS is that feeds are delivered through the Internet to online or desktop feed readers and bypass email and spam filter, increasing the likelihood of your message being delivered AND read by your subscribers.

One of the easiest ways to add multiple RSS feed subscription links to your blog is to "burn" your blog's RSS URL with Feedburner. From there you can create the HTML code for many different feed readers and add to your blog.

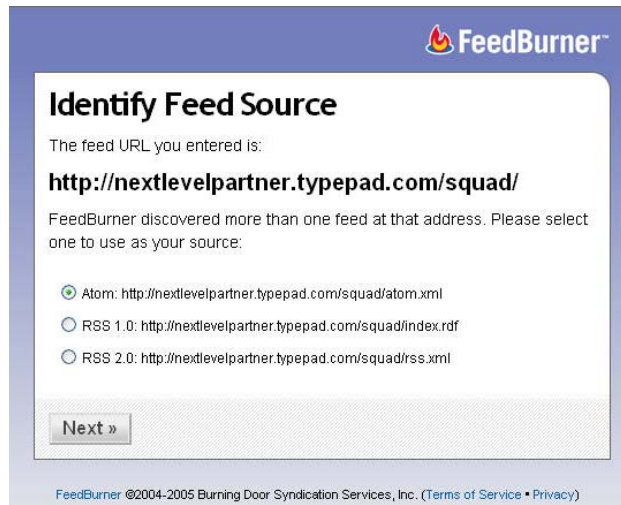


Let's get started...

1. Go to <http://www.feedburner.com>. Enter the URL for your blog in the field where it says "Type Your Blog or Feed Address Here to Get Started". Click the "Next" button.

A screenshot of the FeedBurner website homepage. The page has a blue header with the FeedBurner logo and navigation links like "My Feeds", "Sign Out", and "Support Forums". Below the header is a green banner with the text "Ready to burn your feed? Start here." and a form to "Type Your Blog or Feed Address Here to Get Started:". The form contains the URL "http://nextlevelpartner.typepad.com/squad/" and a "Next" button. To the right of the form are links for "Get started with:" including Blogger, TypePad, WordPress, and Podcasting. Below the form are sections for "Publishers and Podcasters", "Advertisers", and "Publisher Buzz". The footer contains "FeedBurner News &amp; Announcements" for Sep 27, 2005, and various links like "About FeedBurner", "Contact Us", and "Privacy".

2. You'll be given several options from which to select. All the options are considered RSS feeds. Select one; they will all work, and Atom and RSS 2.0 are the most current technologies. Click the "Next" button.



The screenshot shows the 'Identify Feed Source' step in the FeedBurner setup process. It displays the URL 'http://nextlevelpartner.typepad.com/squad/' and lists three options: Atom, RSS 1.0, and RSS 2.0. The 'Next' button is visible at the bottom.

**Identify Feed Source**

The feed URL you entered is:  
**http://nextlevelpartner.typepad.com/squad/**

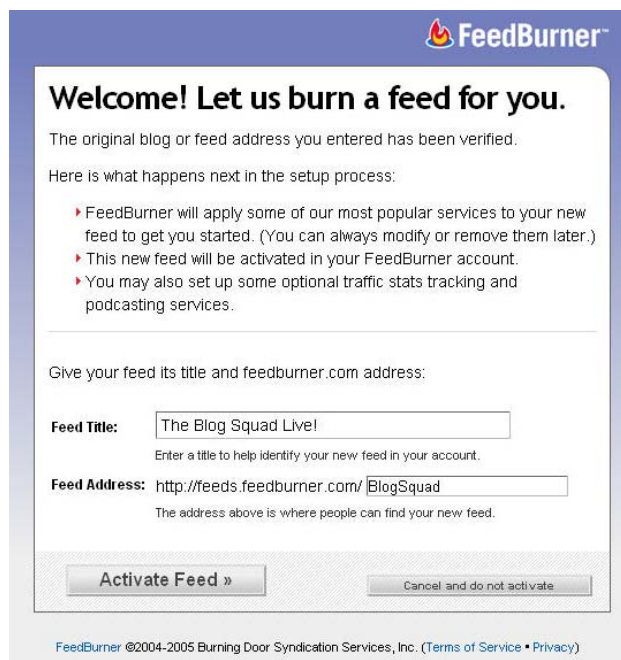
FeedBurner discovered more than one feed at that address. Please select one to use as your source:

- Atom: <http://nextlevelpartner.typepad.com/squad/atom.xml>
- RSS 1.0: <http://nextlevelpartner.typepad.com/squad/index.rdf>
- RSS 2.0: <http://nextlevelpartner.typepad.com/squad/rss.xml>

**Next »**

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3. Next, title your feed and the feed address. We suggest making the feed address URL as short as possible. Click the "Activate Feed" button.



The screenshot shows the 'Welcome! Let us burn a feed for you.' screen. It provides instructions on what happens next in the setup process and asks for the feed title and address. The 'Activate Feed' button is highlighted.

**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.)
- ▶ This new feed will be activated in your FeedBurner account.
- ▶ You may also set up some optional traffic stats tracking and podcasting services.

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 »**

FeedBurner ©2004-2005 Burning Door Syndication Services, Inc. (Terms of Service • Privacy)

4. Once your feed is active you'll have the option to upgrade to the Pro version. Click "Next".

The screenshot shows the FeedBurner interface with a blue header and a white main content area. At the top right is the FeedBurner logo. Below it are two tabs: 'Claim your feed' and 'Enhance Your Stats'. The main heading reads 'Congrats! Your FeedBurner feed is now live. Want to dress it up a little?'. Below this, it says 'Subscribe to your feed (and share with others!) at:' followed by the URL 'http://feeds.feedburner.com/BlogSquad'. A section titled 'For your convenience, FeedBurner has applied the following services to your new feed:' lists two services: 'BrowserFriendly' and 'StandardStats'. A note states 'You control your feed. All services are optional and can be changed at any time.' Below that, it says 'You have completed Step 1 of 2. In Step 2, you may consider upgrading to TotalStats PRO for a more richly detailed view of your feed readership.' At the bottom, there is a 'Next »' button and a link 'or Skip directly to feed management'. The footer contains 'FeedBurner ©2004-2005 Burning Door Syndication Services, Inc. (Terms of Service • Privacy)'.

5. If you choose not to upgrade, click on the "Next" button to continue with optimizing your feed.

The screenshot shows the FeedBurner interface with a blue header and a white main content area. At the top right is the FeedBurner logo. Below it are two tabs: 'Claim your feed' and 'Enhance Your Stats'. The main heading reads 'Get More Gusto From Your Feed Traffic Statistics.'. Below this, it says 'FeedBurner's StandardStats is free — we measure the general traffic level for your feed. Consider upgrading to TotalStats PRO, which gives you additional insights for a low monthly fee. (Tell me why going PRO is totally worth it.)'. A section titled 'Free StandardStats service tracks:' lists three items: 'Circulation', 'Readership', and 'Item clickthroughs'. Below this, there is a note: '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.' Below that, there is a checkbox 'I want more! Have TotalStats PRO also track:' followed by three bullet points: 'Commerce service performance — ad earnings', 'Individual item views and resyndication — Popularity of individual items', and 'Why is PRO worth it? Compare it and see.'. At the bottom, there are '« Back' and 'Next »' buttons. The footer contains 'FeedBurner ©2004-2005 Burning Door Syndication Services, Inc. (Terms of Service • Privacy)'.

6. In this section you have several options. This tutorial is directed at solely at how to set up a variety of RSS feeds on your blog and only covers tips on how to "Publicize" your blog. Click on the "Publicize" tab.

Signed in as dlwakeman (Sign Out) My Account • Support Forums

## The Blog Squad Live!

(<http://feeds.feedburner.com/BlogSquad>)  
[Edit Feed Details...](#) | [Delete Feed...](#)

You have successfully updated the feed "The Blog Squad Live!"

[Analyze](#) | [Optimize](#) | **Publicize** | [Monetize](#) | [Troubleshootize](#) My Feeds

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**Your feed is ready for the world. Now what?**

**Publicize**  
Share your new FeedBurner feed address (<http://feeds.feedburner.com/BlogSquad>) by:

- Providing a link on your web site.** Learn how to [modify your blog template](#) to advertise your feed on your site.
- Modifying auto-discovery settings on your blog** so people can find your feed easily. [Learn how to do this to your site](#) and watch circulation grow.

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**Optimize**  
Enhance and extend your feed with FeedBurner's array of services. Use [SmartFeed](#) to maximize feed compatibility, improve feed appearance with [BrowserFriendly](#), or easily create a podcast with [SmartCast](#).

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**Analyze**  
Get an up-close look at who's using your feed, and how. Track feed circulation, readership details, clickthroughs and item views (if you're a PRO subscriber).

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**Monetize**  
Place context sensitive advertisements (that is, ads that *make sense* with your content) in your feed using [Google AdSense](#). Burn your [Amazon.com](#) Associate ID into any links to [Amazon.com](#) in your feed.

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**"Troubleshootize"**  
It's true, some good feeds go bad. Learn how to diagnose and solve the most common problems FeedBurner encounters when working with your original feed. The best part? We also notify you about any issues we discover using our [FeedMedic](#) reporting service and place the alerts right here.

7. We are going to focus on the Chicklet Chooser, Pingshot and Creative Commons. Click on "Chicklet Chooser" on the left navigation bar.

The screenshot shows the FeedBurner interface for a feed titled "The Blog Squad Live!". The user is signed in as "dlwakeman". The page has a navigation bar with tabs for "Analyze", "Optimize", "Publicize", "Monetize", and "Troubleshootize", with "Publicize" selected. On the left, a "SERVICES" sidebar lists various tools: BuzzBoost, Headline Animator, PingShot, Email Subscriptions, FeedCount™, Awareness API, Chicklet Chooser, Password Protector, and Creative Commons. The main content area is titled "Publicize Your Feed" and contains several sections of advice:

- Publicize Your Feed**: Ready to start attracting subscribers? Here are some tips and suggestions for maximizing your reach.
- Make it Easy to Subscribe**:
  - Chickletize your web site. Encourage people to subscribe to your feed by posting a [friendly graphic](#) in an easy-to-find location.
  - Why confuse would-be subscribers by offering the full menu of RSS and Atom flavors? Consolidate by serving up just one [SmartFeed](#), digestible from any destination.
  - Pleased with your circulation stats? Promote them using [FeedCount](#).
  - For the XML literate, consider using the [Awareness API](#) to share your subscriber stats with directories and listings.
- Help Your Feed Find its Way**:
  - Many web browsers and feed readers can "discover" where your feed is located just by looking at your web page. Help them out by [modifying the auto-discovery tags](#) in your template.
  - Moving from one feed to another? Don't lose your subscribers along the way! [Redirect them](#), no flares required.
  - Can't wait for the world to come to you to read your latest posting? [Ping's the thing](#).
- Boost Your Cross-Promotion Potential**:
  - Do you maintain more than one blog, newsfeed, podcast or videoblog? [BuzzBoost](#) helps you cross-promote your content by repurposing your feed as go-anywhere HTML.
  - You author some very moving headlines! Promote your content with [HeadlineAnimator](#).

8. Chicklets are the tiny graphic images that identify the various feed readers you can add to your blog so readers can subscribe. You can choose any or all to add to your blog. Popular feed readers are MyYahoo, Bloglines and Newsgator.
9. Select the chicklet you want to add to your blog by using the button next to the graphic image. Once you do that, the HTML in the field below will change to create the HTML you need to add to your blog. Open a copy of notepad and paste the HTML in a new notepad document.
10. Repeat this for each feed reader you want to add. After you've selected and copied the HTML for each chicklet you want, save your notepad doc. We'll be coming back to it shortly.

Signed in as dlwakeman (Sign Out) My Account • Support Forums

## The Blog Squad Live!

(http://feeds.feedburner.com/BlogSquad)

Edit Feed Details... | Delete Feed...

Analyze Optimize **Publicize** Monetize Troubleshootize My Feeds

**SERVICES**

- BuzzBoost: Republish your feed as HTML
- Headline Animator: Display rotating headlines
- PingShot: Notify services when you publish
- Email Subscriptions: Powered by FeedBlitz
- FeedCount™: Show off your feed circulation
- Awareness API
- Chicklet Chooser**
- Password Protector
- Creative Commons

### Chicklet Chooser

Promote your FeedBurner feed directly on your website! Place HTML that Chicklet Chooser automatically generates for you in your site templates to help users easily subscribe to your feed.

1: Choose your chicklet style.

XML
  XML
  FEED
  FEEDBURNER
  FEED POWERED BY FeedBurner

Subscribe to The Blog Squad Live! (Plain text)
  MY YAHOO! (Add your feed to My Yahoo!)
  NewsGator (Add your feed to NewsGator Online)
  Rojo (Add your feed to Rojo)
  NEWSBURST (Add your feed to Newsburst)
  Bloglines (Add your feed to Bloglines)

2: Copy the HTML below into your own page templates:

```
<a href="http://feeds.feedburner.com/BlogSquad"
title="Subscribe to my feed, The Blog Squad Live!"
rel="alternate" type="application/rss+xml"></a>
```

11. Now click on PingShot on the left navigation bar. When you publish new content Feedburner will notify up to 10 web based feed reading services. This keeps your new blog posts front and center in the readers. Select the 10 services you want to ping. We recommend: PubSub, Ping-o-Matic, Newsgator, Feedster, Icerocket, Blogdigger, Rsfwd, Blog Buzz Machine. Then click the "Save" button to activate this feature.

Signed in as dlwakeman (Sign Out) My Account • Support Forums

## The Blog Squad Live!

(http://feeds.feedburner.com/BlogSquad)

Edit Feed Details... | Delete Feed...

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- Awareness API
- Chicklet Chooser
- Password Protector
- Creative Commons

### PingShot

Most web-based feed reading services will check for updates on their own time. Give 'em a push with PingShot. Choose the services you want to ping, and we'll notify them when you publish new content.

When I publish new content in my feed, notify these services...

- Technorati — "Brings you what's happening on the web right now"
- My Yahoo — Customizable personal home page including feeds and other content
- PubSub — Feed and weblog search engine
- Ping-o-matic — Ping dozens of services at once
- Newsgator — Web-based feed aggregator

... plus up to five additional services.

- Feedster (remove)
- Icerocket (remove)
- TailRank (remove)
- Blogdigger (remove)
- Blog Buzz Machine (remove)

Add one: Rsfwd

This service is active

12. Click on the Creative Commons link on the navigation bar. You can elect to have your feeds include a Creative Commons logo stating that your content has some reserved rights. You can read more about it. Select the level of rights you want and then click the "Save" button to activate this feature.

The screenshot shows the FeedBurner interface for a feed titled "The Blog Squad Live!". The page is signed in as "dlwakeman" and has a "My Account" and "Support Forums" link. The feed URL is "http://feeds.feedburner.com/BlogSquad". A success message states: "You have successfully updated the feed 'The Blog Squad Live!'". The navigation bar includes "Analyze", "Optimize", "Publicize", "Monetize", and "Troubleshootize", with "Publicize" selected. On the left, a "SERVICES" menu lists various options, with "Creative Commons" selected. The main content area is titled "Creative Commons" and contains the following text: "Creative Commons is a non-profit that offers an alternative to full copyright. With a Creative Commons license, you keep your copyright but allow people to copy and distribute your work provided they give you credit — and only on the conditions you specify here. This service attaches the appropriate Creative Commons license in your feed's XML." Below this text are two sections of options: "Allow commercial uses of your work?" with radio buttons for "Yes" and "No (What's this?)" (selected), and "Allow modifications of your work?" with radio buttons for "Yes", "Yes, as long as others share alike (What's this?)" (selected), and "No (What's this?)". There is also a checked checkbox for "Use the 'Some Rights Reserved' image as my feed's logo", which is accompanied by a Creative Commons logo and a "NOTE: This option will have no effect if Feed Image Burner is active." At the bottom, there is a "Save" button and a "Deactivate" button. The status "This service is active" is displayed.

13. Now that you've activated your feed and selected the feed reader chicklets you want to offer on your blog, you need to add the HTML you copied to your blog. To complete the process, you need to create a TypeList on your blog. Log in to your Typepad account.

Click on the TypeLists tab.

In the right column there is a box that says Create a New TypeList.

1. Use the drop down menu to select "Notes"
2. Enter a List Name, i.e., Subscribe to Get Updates or Syndicate this Blog or something more creative
3. Click on the Create New List Button

Albums TypeLists Control Panel

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### Where can I use TypeLists?

Once you create a TypeList, you'll be able to easily add it as an item to the weblog of your choice. To display the items in a TypeList in your weblog, edit the Content section of the template set assigned to that weblog. You'll see the names of the TypeLists you have created; check the boxes next to the lists you wish to include, then press Save Changes. Your list(s) will appear in the sidebar of your weblog.

### Create a new TypeList

**1** List type:  
Notes

The list type reflects the type of information you'll be posting in your list. [Learn more about TypeLists.](#)

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**2** List name:

What your list will be called.

14. In the blue box that comes up on the next page, be sure to click the link that says "Add this list to your weblog(s) and About page." A new window will open and place a check mark next to the blog you want to add the subscription form. Close the window.
15. On the next page, click on the link that says Add New Item under the Manage tab. In the window that opens, paste the HTML code for your first chicklet subscription form into the Notes field. DO NOT put any text in the Label field. Save the info and add a new item; copy the HTML code for the next chicklet you want to add. You can have multiple items in the TypeList.
16. After you've added all the chicklets, click on the green Weblogs tab at the top of the page. Choose the blog you are adding the subscription form to and click on the link that says **Edit Design** in the Shortcuts box on the right.

17. In the box that says **Your Content**, click on the link that says **Change Ordering**. You can drag and drop the gray box for your subscribe link to any position in a gray column. When you have placed it, save your changes. View your blog to make sure it's exactly where you want it. If not, repeat the steps under the Change Ordering link.

**TIP:** For the best results in getting people to subscribe to your blog, it's best to put all forms of subscription whether email or RSS, in either **the top** of the left sidebar or the right sidebar.

If you found this tutorial helpful, you'll get more detailed, step by step tutorials in the complete ebook on setting up and optimizing traffic to your blog with **Build a Better Blog: The Ultimate Guide for Boosting Your Business with a Professional Blog**. You can get all the details here: [www.BuildaBetterBlogSystem.com](http://www.BuildaBetterBlogSystem.com)



## About The Blog Squad:



Denise Wakeman is Chief Implementor of Next Level Partnership, a company dedicated to assisting you to take your business to the next level by partnering with you to realize your big ideas through strategy, support and implementation. Denise has more than 20 years experience in small business management. She has specific experience in working with independent professionals, helping them leverage Internet marketing strategies to create awareness, build customer loyalty and increase the bottom line. Visit Denise's blogs, Next Level Biz Tips at <http://www.biztipsblog.com>, Your

Project Partner at <http://www.YourProjectPartner.com> and Build a Better Blog at <http://www.buildabetterblog.com>



Patsi Krakoff was trained and licensed as a psychologist. She has expanded her interests and talents into writing newsletters for life and business coaches, and consultants. She provides ezine services through her website, [CustomizedNewsletters.com](http://CustomizedNewsletters.com)

Visit Patsi's blogs, CoachEzines at <http://www.coachezines.com> and BizBook Nuggets at <http://www.bizbooknuggets.com>

Patsi and Denise have teamed up as **The Blog Squad** to work with professionals to maximize their marketing strategies by implementing ezines, blogs and ecommerce tactics. They have co-authored "Build a Better Blog: The Ultimate Guide for Boosting Your Business with a Professional Blog" and "Secrets of Successful Ezines: A Guide to Writing and Publishing an Ezine that Gets Results."

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