

Quick Start for Blogger



Create a FeedBurner feed and promote it on your Blogger blog. This QuickStart will help you use Blogger and FeedBurner together most effectively.

Creating Your Feed

1. Enter your blog's web address in the "Ready to Burn?" form found on FeedBurner's home page and at the bottom of the pages in the Blog and Podcast sections. If you plan to publish a podcast with your Blogger feed, check the "I am a podcaster" box. Click **Next »**.

A screenshot of the 'Ready to burn your feed?' form. The title is 'Ready to burn your feed? Type your feed or blog URL here'. Below the title are links for 'Quick Start Guides: Blogger • Typepad • WordPress • Podcasting/Vide'. A text input field contains the URL 'myblog.blogspot.com'.

The "Identify Feed Source" page should appear.

2. On "Welcome", make sure the title and FeedBurner address (URI) of your new feed are values you prefer.

A screenshot of the 'Identify Feed Source' form. It has two sections. The first section is labeled 'Feed Title:' and has a text input field containing 'My Weblog'. Below this field is the instruction 'Enter a title to help identify your new feed in your account.' The second section is labeled 'Feed Address:' and has a text input field containing 'http://feeds.feedburner.com/MyWeblog'. Below this field is the instruction 'The address above is where people can find your new feed.'

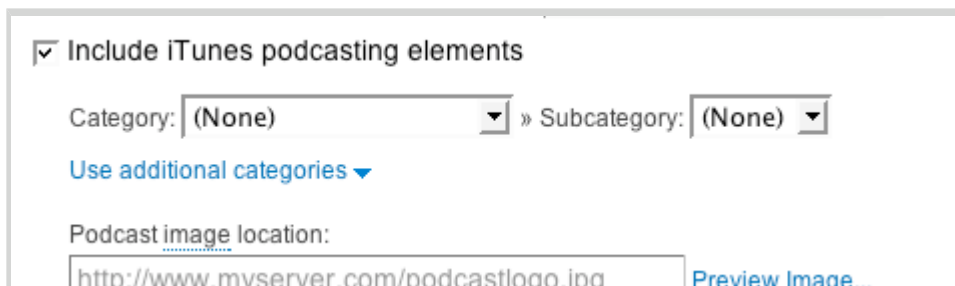
The "Create or Sign In To Your FeedBurner Account" page should appear.

3. Also on this page, create a FeedBurner account by picking a username and password and supplying your email address.

When you've supplied all the required information on this page, click **Activate Feed »**. A "Congrats" page should appear.

4. Read all of the information on "Congrats", then click **Next »** to continue with the setup process.
5. If you selected "I am a podcaster" on the home page, configuration options for our **SmartCast™** service will appear. Here you can supply categories and other information

for iTunes, append a copyright message and submit your podcast to Yahoo! Search.



Include iTunes podcasting elements

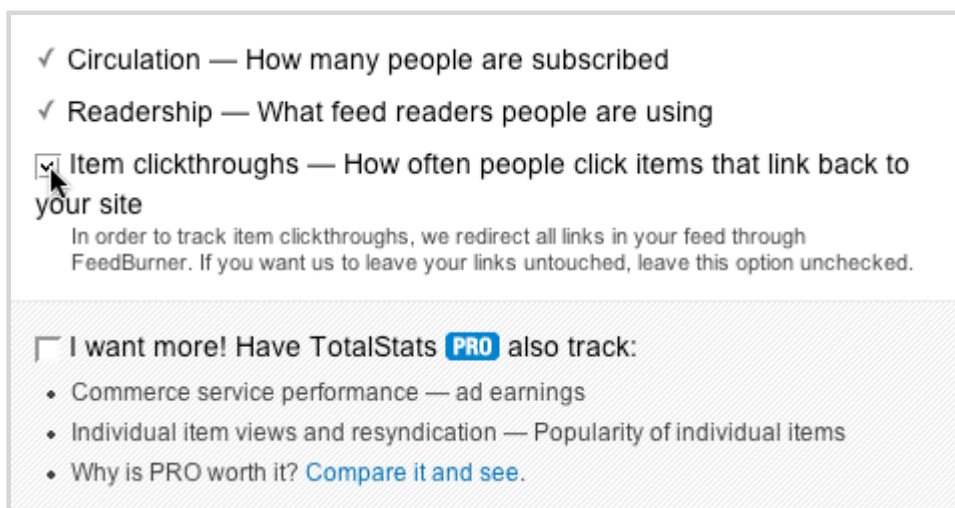
Category: » Subcategory:

[Use additional categories](#) ▼

Podcast image location:
 [Preview Image...](#)

When you are finished, click **Next** ». Configuration options for FeedBurner stats services should appear.

6. On the stats configuration page, select the level of feed stats detail you want.



Circulation — How many people are subscribed

Readership — What feed readers people are using

Item clickthroughs — How often people click items that link 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.

I want more! Have TotalStats **PRO** also track:

- Commerce service performance — ad earnings
- Individual item views and resyndication — Popularity of individual items
- Why is PRO worth it? [Compare it and see.](#)

Click **Next** » to finish the setup process and enter our feed management interface.

You're now ready to make your FeedBurner feed available on your Blogger site!

Redirecting Your Blogger Feed to Your FeedBurner Feed

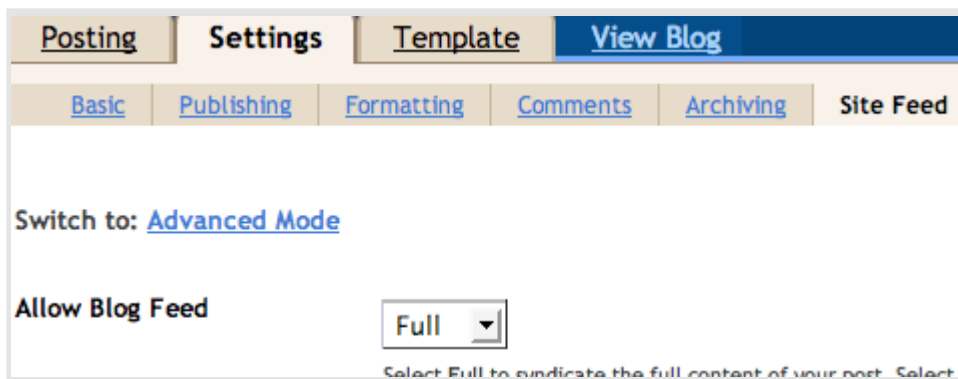
Blogger can make sure all feed traffic for your blog content goes to your FeedBurner feed.

This helps make sure your FeedBurner stats are much more comprehensive and accurate; even subscribers to the 'Original Feed' are routed through FeedBurner. To redirect your feed:

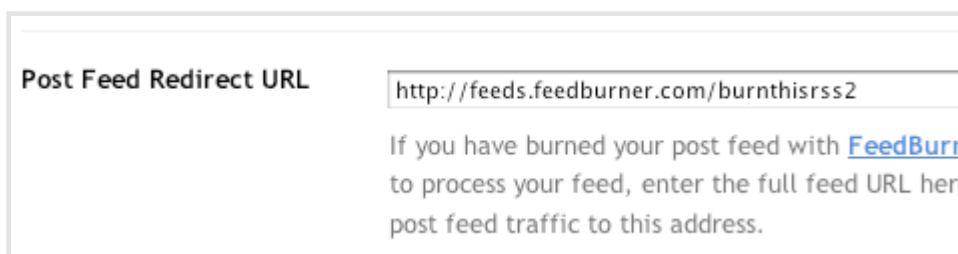
1. In a new browser window, [sign in to your Blogger account](#).
2. From the Blogger Dashboard, click the **Settings** link for the blog you want to promote.

The Settings page for your selected blog should appear.

3. Click the **Site Feed** link under the **Settings** tab.



4. Type your complete FeedBurner feed address into the **Post Feed Redirect URL** text field. **Make sure you type in your entire feed address including the "http://" portion.**



5. Click **Save Settings**.

You should see the message "Settings were Saved Successfully".

6. Blogger will now redirect all feed traffic for your blog to your FeedBurner feed.

Note: If you are using the redirection feature within Blogger to send all of your feed traffic to your FeedBurner feed, you may want to modify the code we give you keep your subscribers with you even if you leave FeedBurner. Learn why from this FeedBurner Forums [Tech Tip](#).

Promoting your FeedBurner feed on your Blogger site

You will now use FeedBurner's Publicity Tools to select a "chicklet" image to display a link to your FeedBurner feed from your blog's home page.

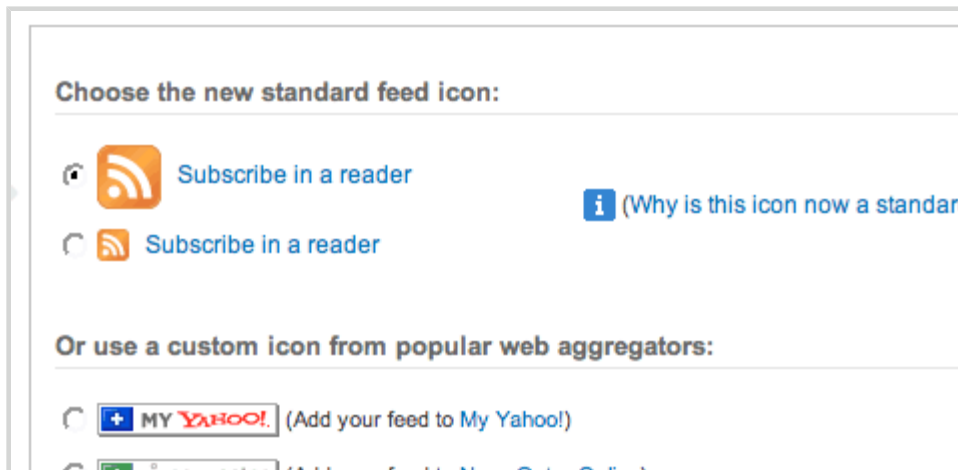
1. Click the **Publicize** tab.



A list of publicity-related services appears.

2. Locate and click the **Chicklet Chooser** service.

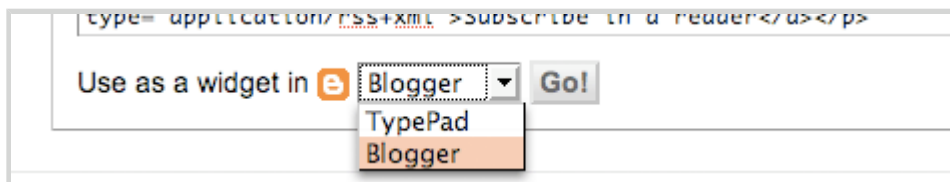
The form shown below loads into the right side of the screen:



The screenshot shows a form titled "Choose the new standard feed icon:". It features two radio buttons, each followed by an RSS icon and the text "Subscribe in a reader". The top option is selected. To the right of the top option is a blue information icon with the text "(Why is this icon now a standard)". Below this section is another heading: "Or use a custom icon from popular web aggregators:". Underneath, there is a radio button followed by the "MY YAHOO!" logo and the text "(Add your feed to My Yahoo!)".

This form contains several options for buttons that promote (and link to) your FeedBurner feed.

3. Click the radio button next to the button you want to display on your site.
4. Click the drop-down and select "Blogger" to add the chicklet as a widget.



The screenshot shows a form with a text input field containing the code: `Subscribe in a reader</p>`. Below the input field is the text "Use as a widget in" followed by a Blogger icon, a dropdown menu with "Blogger" selected, and a "Go!" button. The dropdown menu is open, showing "TypePad" and "Blogger" as options.

5. Blogger will open in a new window. Follow the prompts there to continue to add the new widget.

Add Page Element

You're about to add content from another site to your blog. **Make sure you t**
This action will place some code from the content provider into your blog pa
below.

Select a blog:

Title:

▶ [Edit Content:](#)

ADD WIDGET

Offering Email Subscriptions To Your Blog

Subscription Link Code

You can also offer email subscriptions from a link rather than a form. Just copy the following link code. Users who click it will be prompted to enter their email address in the form that appears.

```
<a href="http://www.feedburner.com/fb/a/emailverifySubmit?feedId=6861
```

FeedBurner also offers our Email Subscription service, which uses your feed to send an update once each day that you make new post(s) to your blog. If you want to offer a link to subscribe to these email updates to your readers, you may do so by following a procedure very similar to the one outlined in "Promoting your FeedBurner feed on your Blogger site," above.

Verifying Blogger "Site Feed" settings for podcasting

If your feed is used for a podcast, you will need to make sure you're publishing a "full content" feed in order for FeedBurner's SmartCast service to pick up links to your audio files and generate enclosures for them. To verify your original Blogger site feed format is correct:

1. In a new browser window, [sign in to your Blogger account](#).
2. From the Blogger Dashboard, click the **Settings** link for the blog you want to promote.

The Settings page for your selected blog should appear.

3. Click the **Site Feed** link under the **Settings** tab.



4. Set **Allow Blog Feed** to **Full** if it is not set to this value already.
5. Click **Save Settings**.

You should see the message "Settings Were Saved Successfully".

[Close Window](#)