

**FEED TITLE**

**SUBSCRIBERS**

<http://principalblogs.typepad.com/YOURBLOGADDRESS/atom.xml>

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

I am a podcaster!

**Next »**

**Click on NEXT**

**Export Feeds:** [Get a list of your burned feeds as an OPML file](#)

**Export Feed Stats:** from  for all feeds. **Export as CSV »**

# 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.

Enter your blog's name here

Give your feed its title and feedburner.com address:

Feed Title:

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

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

Feed Address:

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

your feed address here (note: no spaces all one word)

Next »

Click NEXT

Cancel and do not activate

# 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/LauraBestler>

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

This is your RSS FEED address

- ▶ **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.

Click on NEXT

**Next »** or Skip directly to feed management

# Get More Gusto From Your Feed Traffic Statistics.

FeedBurner Stats automatically measures the general traffic level for your feed. You may also consider additional options that can give you 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 also track:

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

Click NEXT

« Back

Next »

Analyze

Optimize

Publicize

Monetize

Troubleshootize



Click on PUBLICIZE

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

### **Integrate**

FeedBurner integration varies depending on which platform you use to post your blog. Some of the most popular platforms are listed below with links

## ↓ SERVICES

**Headline Animator**

Display rotating headlines

**BuzzBoost**

Republish your feed as HTML

**Email Subscriptions**

Offer feed updates via email

**PingShot**

Notify services when you post

**FeedCount**

Show off your feed circulation

**Chicklet Chooser****Awareness API****Creative Commons****Password Protector****NoIndex**

## Publicize Your Feed

Ready to start attracting subscribers? Here are some tips and suggestions for

[Click on Email Subscriptions](#)

### 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.

### 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 [Headline Animator](#).

## Subscription Link Code

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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.

Copy this



[Preview Subscription Link...](#)

```
<a href="http://feedburner.google.com/fb/a/mailverify?uri=LauraBestler&loc=en_US">Subscribe to Laura Bestler by Email</a>
```