

Using Feedburner to Add Subscriptions to Your Blog Page

Part 1: Setting Up Your Feed

- ▶ Go to feedburner.google.com
- ▶ Sign in, if necessary (use your asw google account).
- ▶ **Find your blog feed address.** It will be the URL of your main blog followed by a few other characters. If you do not know your blog address, open another tab and log into your blog. Go to the settings section and your blog address will be at the top. You will use this address and add **/1/feed** to the end. The 1 stands for the blog page. (If you have more than one **blog page**, see a tech coach for help)

<http://aswg3sheehan.weebly.com/1/feed>

- ▶ On the main page of feed burner, you will need to “burn a feed”. To do this, add your blog feed address in the box that says “Burn a feed right this instant”. Click Next.

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

 I am a podcaster!

- ▶ You can change the title on this page if you would like. This is the title that shows up in the email title that the parents will receive.

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.

- ▶ Click Next.
- ▶ Click Next again.
- ▶ Click Next again.
- ▶ You now have a feed set up, but you still need to add it to your blog (Part 2)!!!

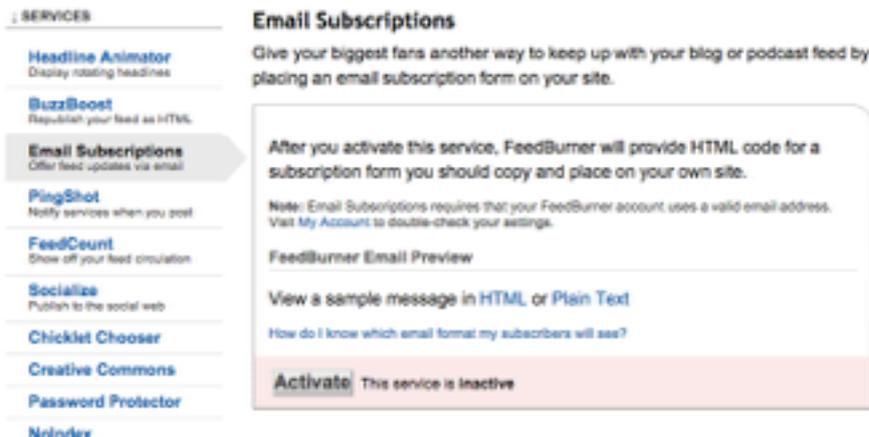
Part 2: Adding the Feed Widget to Your Blog Page

Get the embed code:

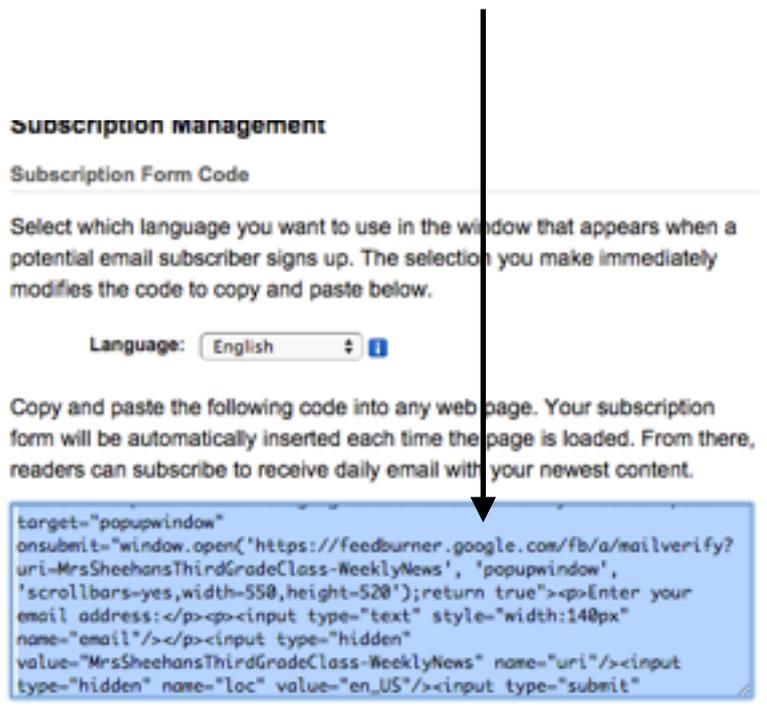
- ▶ Click on the Publicize tab.



- ▶ Click on “Email Subscriptions” on the left navigation bar.
- ▶ Click the “Activate” button on the bottom of the page.

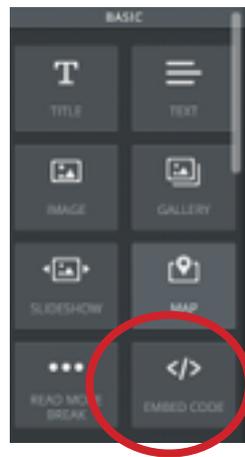


- ▶ Subscription Management Page - Copy the embed code.



- ▶ If you have not already done so, log into the backend of your blog and navigate to the blog page you want to add the subscription option to. Be sure to click on the “Build” tab at the top so you see the tools.

- ▶ From the basic section in the left side toolbar, add the embed code block to the sidebar by dragging and dropping it where you want it to appear. You will see “Click to set custom HTML”.



- ▶ Paste the embed code into this section.
- ▶ Click Publish (top right corner).

Part 3: Shorten Your Feedburner Emails (see graphic on next page)

You want the parents to go to your blog to read the post so they can see the pictures and visit your blog! To do this, you can shorten the email and the parent will then click on the link to read the rest and look at any pictures.

- ▶ Go back to feedburner.google.com
- ▶ Click on the Optimize tab at the top of the page.
- ▶ Click on Summary Burner on the bottom left. If this option is not active, click on the “Activate” button on the bottom.
- ▶ Change the length of characters that will show up in the email (100 is a good number).
- ▶ Add a “teaser” message that will show under the beginning of your post. Something like:

Click on the blog post title above to visit my blog and read the rest of this post.

- ▶ Click Save.

The screenshot shows a web interface with a top navigation bar containing 'Analyze', 'Optimize', 'Publicize', and 'Troubleshootize'. The 'Optimize' tab is selected and highlighted with a red box. Below the navigation bar, there is a sidebar on the left with a 'VIEW' section containing 'Your Feed' and 'XML Source', and a 'SERVICES' section containing various options like 'BrowserFriendly', 'SmartCast', 'SmartFeed', 'FeedFlare', 'Link Splicer', 'Photo Splicer', 'Geotag Your Feed', 'Feed Image Burner', 'Title/Description Burner', 'Convert Format Burner', and 'Summary Burner'. The 'Summary Burner' option is highlighted with a red box. The main content area shows the 'Summary Burner' configuration window, which is also highlighted with a red box. The window contains a 'Maximum length' field set to '100' characters, a 'Teaser' text area with the text 'Click on the blog post title above to visit my blog and read the rest of this post.', and a 'Save' button. The status below the window indicates 'This service is active' with a 'Deactivate' button. Red arrows point from the 'Optimize' tab to the configuration window and from the 'Summary Burner' option to the configuration window.

Part 4: Parents Need to Subscribe

Once the parents enter their email address and subscribe, they will be asked to copy the verification code. They will then need to respond to an email confirming their subscription.