

Setting up Feedburner

Setting up a Feedburner account

Open a web browser such as Internet Explorer and type this url in the address bar.

http://www.feedburner.com/ Your browser will take you to this page.



Enter the web site **address** of your **blog** and click on the **Next** button. You will be taken to this page.



Click on either of the two feed links and click on the Next button. You will be taken to this page.

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.

Create an account to claim your feed (or sign in if you already have one):

Username:
Use alphanumeric characters (-, _ and / are okay too)

Password:

Password (again):

Email Address:

Complete your **details** and click on the **Activate Feed** button. You will be taken to this page.

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/webtwoworkshop>

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

Do not make any changes. Click on the **Next** button. You will be taken to this page.

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)

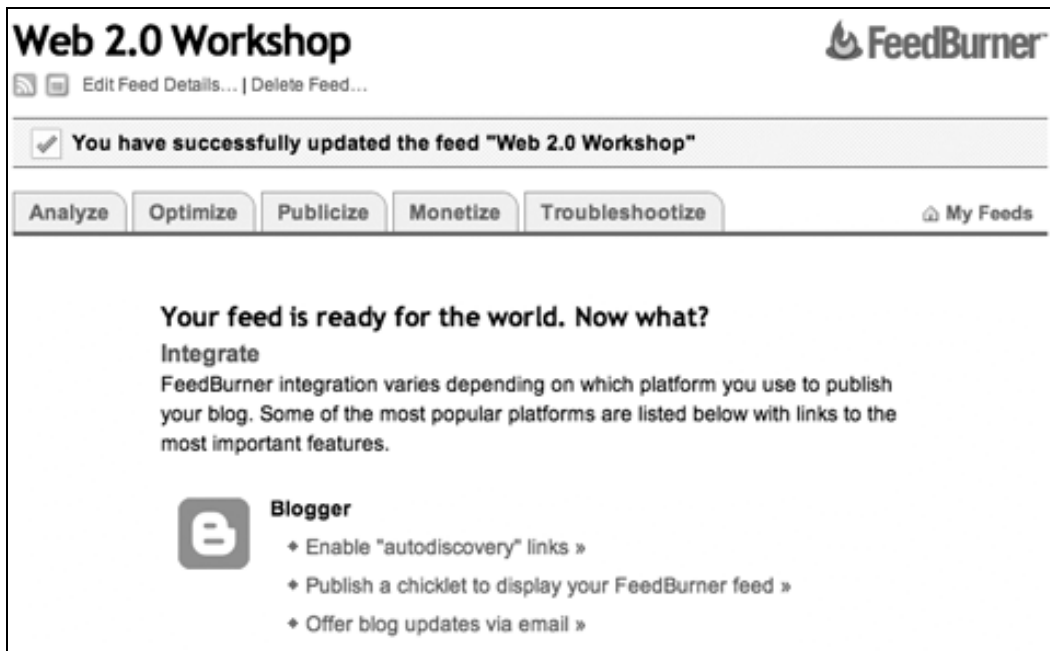
I want more! Have FeedBurner Stats **PRO** also track:

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

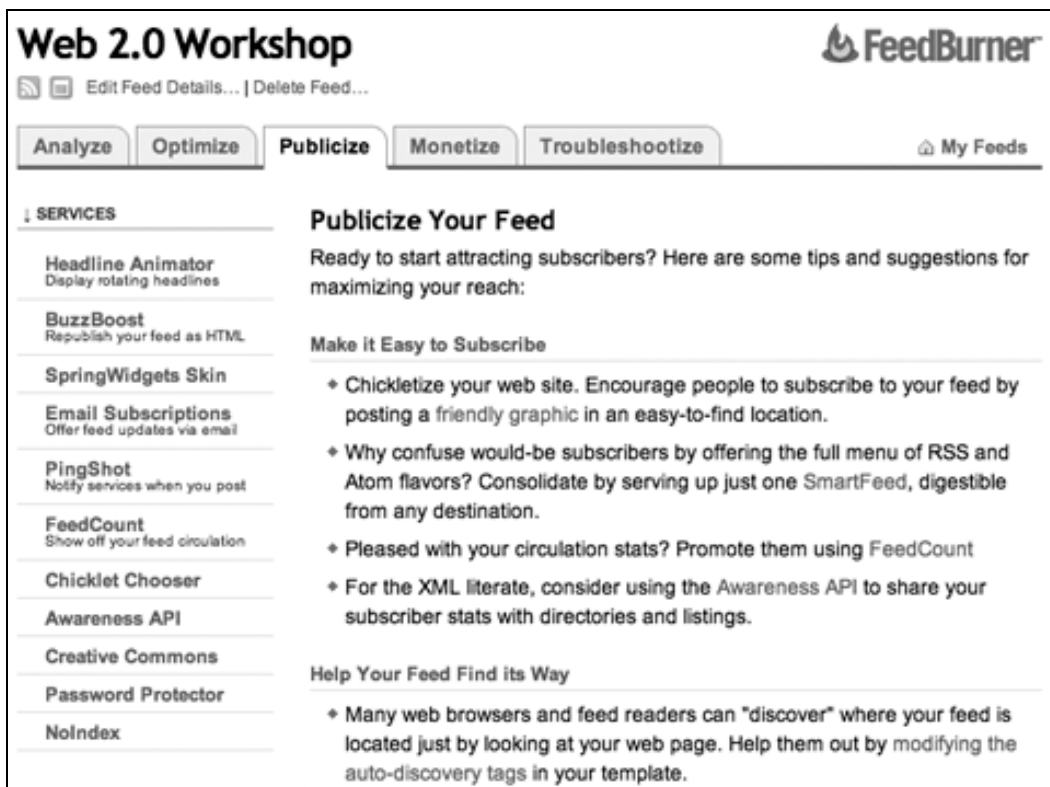
« Back

Next »

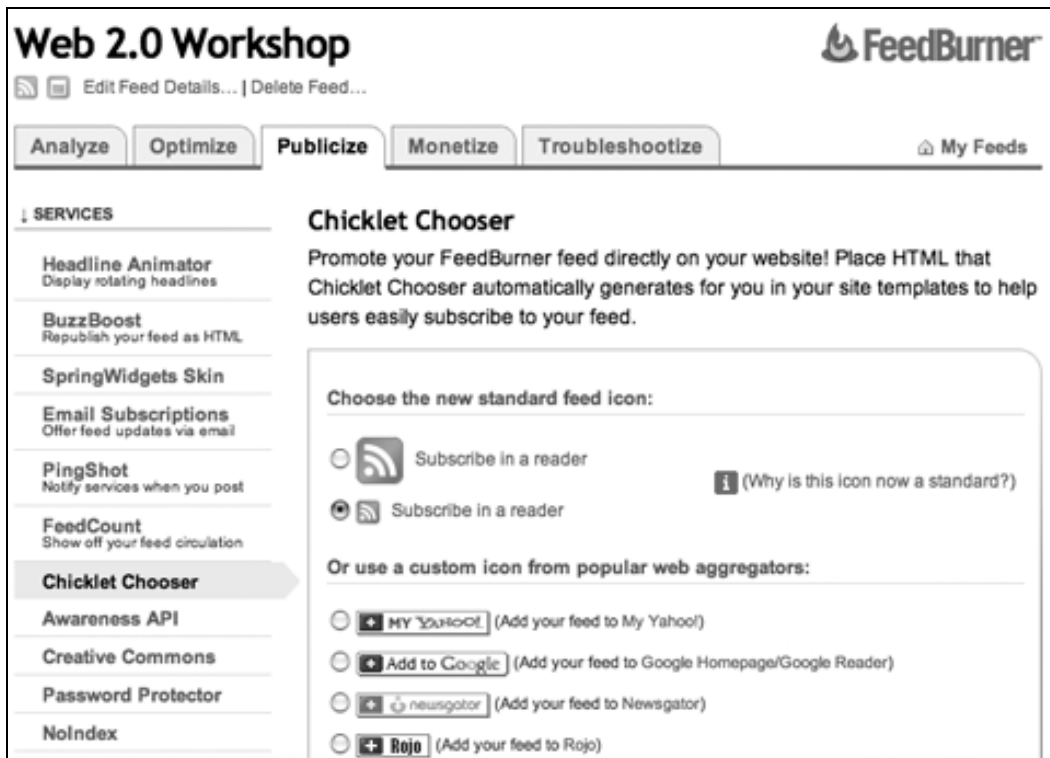
Do not make any changes. Click on the **Next** button. You will be taken to this page.



Click on the **Publicize** tab at the top of the window. You will be taken to this page.



Click on **Chicklet Chooser** in the column on the left. You will be taken to this page.



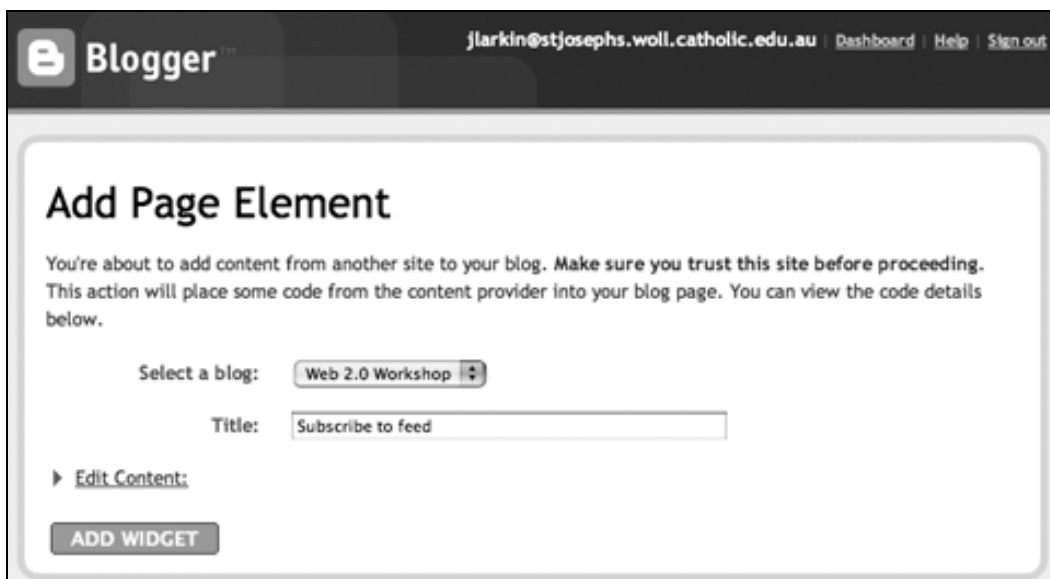
Select the small **standard feed icon** from the list of icons. See the example in the window above.

Scroll to the bottom of the page and select **Blogger** from the **menu** at the bottom of the page. See the example below.



Click on the **Go** button. You will be taken to **Blogger** and you may have to sign in.

The following window will appear:



Select your blog from the popup menu, as above, and enter a **title** for the **element**. Click on the **Add Widget** button.

Note: Sometimes this process seems to last forever. I recommend that you click back on the main Blogger window and click on the Settings Tab and then click on the Template tab. You will find that the new page element is present on the template page. See the example below.



Click on the **View Blog** tab and you should see the **Feedburner** link as below.

WEB 2.0 WORKSHOP

THIS BLOG WAS CREATED TO FACILITATE THE DELIVERY OF A WORKSHOP ON WEB 2.0. THIS BLOG WILL BE ABOUT BLOGS, WIKIS, SWICKIS AND OTHER WEB 2.0 TOOLS.

WEDNESDAY, JULY 4, 2007

Web 2.0 Workshops coming up!

Welcome! Two Web 2.0 workshops are coming up next week and as part of the process I shall be teaching participants how to work with blogs, wikis, swickis and other online tools. Hopefully the participants will all have an idea how new online technologies can assist them in the art of teaching and learning

POSTED BY JOHNWORKSHOP AT 2:24 AM 0 COMMENTS

LABELS: EDUCATION, TECHNOLOGY

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That's it!