

21 Ways to Increase Your Blog Traffic with FeedBurner

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Introduction

[FeedBurner](#) is a free service that allows you to track your feed traffic and all kinds of other fun stuff. It won't create a feed for you from scratch as often believed - rather it wraps itself snugly around a feed you bring in and adds its services therein. It has a few premium options for the serious feed publisher, too.

People ask me all the time if I suggest that they use FeedBurner's plethora of free feed enhancement tools. I have always answered a resounding "Yes!" – But lately FeedBurner has moved itself to a whole new level.

Did I mention most of these tools are free, and can help increase the traffic you get to your blog, by using your feed? Don't believe me – go to <http://www.feedburner.com> and see for yourself. Tell 'em Tinu sent you.

They have no idea who I am but it'll be fun, I promise.

So enough with the warm-up already, and let's start talking about some of these incredible features.

Increasing Your Blog Traffic with FeedBurner

Blog Traffic Increaser # 1- Give others permission - or shake the no-no finger with the Creative Commons option, found under the Publicize tab in your FeedBurner dashboard.

It will pop in the logo if you like, and explain what permissions others have to use your feed. Being clear about what permissions others have to use your feed with encourage them to display your headlines on their site – or let them know that they must link to you to cite your views.

Blog Traffic Increaser # 2- Turn your feed into a newsletter with Feedblitz or Squeet under Publicize/Email Subscriptions.

This turns your feed into a newsletter. It even gives you a subscribe form for your site. Now you now have a(nother) ezine option to go with your blog without any extra work.

Blog Traffic Increaser # 3- Use the Browser-Friendly version, combined with FeedFlare to explain what an RSS Feed is.

Four on the Optimize tab, the Browser-Friendly version turns your RSS feed into a web page, so that when new people click on your feed, without knowing what it is, they'll know how to use it. All you do is link to the FeedBurner version of your feed, instead of your default feed address. FeedBurner will even help you with this, as we'll see in Tip #12.

But before we talk about that, here's an extra tip: under the FeedFlare option on the Optimize tab, you'll find the Personal Flare section. If you click one of the links given, you will see one called "Get Email Updates". Once you have the Email Subscription option enabled, you can enable that link in your feed to provide the option to subscribe to your updates via email.

Blog Traffic Increaser # 4- Make your feed compatible with all feed subscription services with SmartFeed.

Maybe you have an Atom feed in a world that uses RSS more often. Perhaps the tool you're using utilizes an older version of RSS, and you're just getting

around to turning on your feed, but don't want to switch. If you look on the Optimize tab in FeedBurner, you'll find a tool that will convert your feed on the fly to any version the end user's tool is asking for.

Blog Traffic Increaser # 5- Import pictures and links with Photo Splicer and Link Splicer

Under Optimize, look for these two options to help you jazz up your feed with your suggestions from Furl, del.icio.us, Digg, Yahoo's MyWeb 2.0 or Bloglines. The Photosplicer will also let you drop images into your feed using Flickr, BuzzNet or Webshots.

The more of a resource your feed is, the more your subscribers will want to use it. I find that reminding my feed users that they'll get even more treats than when they visit the blog gets more of them to subscribe – which also brings them back to my blog more often.

Blog Traffic Increaser # 6 - Get your audience to help send you even more traffic with FeedFlare.

Within the Optimize section, you'll find one of the top three innovations from FeedBurner, as far as I'm concerned. If you've ever been to a blog that has options that make it easy to add a post to your del.icio.us, Digg or Technorati page, then you were probably green with envy, as I was, if you didn't have the time or the technical expertise to add those fabulous hacks to your site.

Well I'm here to tell you that you don't need to be find the days in your schedule to reverse engineer all those little tweaks, nor do you need to become a techie if you have no idea what all that HTML code does in your blog's template.

Using FeedFlare, you can now do all of these things yourself for your feed without touching a line of code.

The exciting thing about this is that you can get your visitors to help you spread the word about your blog.

Blog Traffic Increaser # 7 - Notify all RSS and Blog tracking services automatically with PingShot.

Another one of the Optimize tools will free up your time by pinging all the top blog notification sites when you update, by following your feed. If you feel that all the pings slow your blog posting time down, or your blog won't allow you to customize what services get pinged, this is a lifesaver.

Blog Traffic Increaser # 8 - Tease 'em with SummaryBurner

The decision about whether to send out your full posts in your feed, or just headlines or summaries is a controversial issue. Some people use just the post title, and sometimes the first few hundred characters of text because they don't want their content exploited, or they want to use the feed to draw subscribers all the way through to the site. Others believe that having only partial content in the feed defeats the purpose of a feed in the first place, as people who download your information to read when they are offline can't follow your content.

Should you decide that summaries are for you, use this option under Optimize => SummaryBurner, to send up to 200 characters from a post, and an explanation of what a reader should do to get the whole story.

Blog Traffic Increaser # 9 - Display your headlines on other parts of your site, or other sites with Buzz Boost.

If you go to the Publicize tab, the first option is Buzz Boost, and its function is very simple. Show part or all of your feed content on other parts of your site in HTML by posting a little JavaScript. It comes in especially handy if your blog is in a sub-directory at your site, and you want to put the headlines on your home page.

Blog Traffic Increaser # 10 - Catch Their Eyes with Your Headline Animator

It's the most hypnotic button. It rotates your headlines on an animated button that you can place on your site or in your signature file at forums you frequent. Clicking on a headline takes you to that post.

Blog Traffic Increaser # 11 - Let them know "everybody's doing it" with FeedCount

FeedCount shows how many people are using the FeedBurner version of your feed. It's fun to show off your numbers, and let your subscribers know that dozens, hundreds, or thousands of other people are digging your diatribes.

Blog Traffic Increaser # 12 - Give them your feed, their way with Chicklet Chooser

Want a snazzy Add to My Google Button? Dig the new RSS icon standard? Get the code to cut and paste to your site. No muss, no fuss.

Blog Traffic Increaser # 13 - Add FeedFlare to Your site as well.

Remember the FeedFlare thing we talked about in Step #6?

If you're willing to do just a little bit of entry-level search, cut and paste within your blog's template, you have have all these fun doo-dads on your site as well!

Blog Traffic Increaser # 14 – Find out first when your feed runs afoul with FeedMedic

(And while you're at it, say that one five times fast.) Look in the Troubleshootize area – yes that's what it's really called – and you'll find a link that keeps track of any validation issues or other problems that may temporarily cause your feed to be inaccessible.

And in your account area, you can even subscribe to the alerts via RSS!

Blog Traffic Increaser # 15- Analyze your daily subscribers vs. the daily click-throughs

Why is this a traffic increaser? It helps you determine when the best time to blog for your audience is, down to the day of the week, and what topic motivates them to click through from their reader to your site.

Blog Traffic Increaser # 16- Keep tabs on your popular feed items

Knowing the content that gets the best reaction helps you figure out the topics to write more about to engage your audience.

Blog Traffic Increaser # 17 - Monitor who is using your feed with Uncommon Uses

This may tell you that a lot of people are coming through to your site from an online web reader like Google Reader. It can enlighten you to who is using your feed on their site, and whether they're doing it right, or violating your guidelines for fair use.

Blog Traffic Increaser # 18 - Make your feed POP with Feed Image Burner

Branding is so, so now, and you can use your feed to help build your brand, without editing your feed, by using the Feed Image Burner to include a smaller version of your logo, or even a special version just for your feed.

Blog Traffic Increaser # 19- Include Media RSS Information for Yahoo Podcasts with SmartCast

Of course, if you're going to be using FeedBurner for a podcast, you'll want to use the option to convert your feed to 2.0 instead, in order for the SmartCast option to work, instead of the SmartFeed option we discussed earlier. Don't worry about trying to remember which option to pick, FeedBurner will remind you.

Blog Traffic Increaser # 20 - Dig deeper into your stats by upgrading to TotalStats

TotalStats is one of FeedBurner's inexpensive premium services, that shows you even more detail about your statistics. If you've ever wanted to know what your most popular topics are and where the traffic to them came from, this option will give you priceless insight into the content on your blog.

Blog Traffic Increaser # 21 - Make FeedBurner invisible with MyBrand

What if you want to have all this feed fun, but you want to direct all the traffic to your site, just in case you stop using FeedBurner one day, or because aliens land from another planet and decide to deprive us of the best things on the web?

For less than \$3 a month at this writing, you can make FeedBurner completely invisible, so long as you have your own domain name and can make CNAME entries to your DNS record. (If that sounded like technobabble, you can come by the site and ask me, or consult with your webmaster/webhost.)

Once the change goes live, you'll be able to do all these fun and crazy things and maintain a consistent presence on your domain.

There are at least a dozen more ways to increase your traffic with FeedBurner, not to mention all the little tricks you can use to maximize the traffic FeedBurner can generate, analyze or optimize for you. You've got to hustle on over to FeedBurner to use these (mostly) free feed tools before you can enjoy their benefits, and there's no time like the present.

I hope you enjoyed these tips so far – I'm always adding free updates to my Blog Optimization Guide collection, the last release in the pipeline for the Spring 2006 update includes a video about Blog Optimization, and another screencast video that walks you through all the different options at FeedBurner, and gives 11 more tips and tricks you can use to draw additional traffic to your blog.

People come to me on a daily basis to get more information on increasing traffic to their websites. I became an authority because I back up my theories and techniques with proof that they work, on my site and others.

Take a look at the picture to your right.

What is it?

It's a screenshot of clickable links to the top 100+ of 1400 keyphrases that sent me traffic from Google in late November.



This is from a page with clickable grid, where I talk about [how I could do this for your blog](#).

This isn't through cloacking or any other unethical "black hat" optimization tricks. These are from naturally configuring your blog to do some of that search engine optimization work in the background, so you can concentrate on reaching your audience, equipped with the knowledge of what topics they most want to read.

Of course, 90 - 98% about Why Your Business Should Blog has Nothing to do with web traffic. That's a given, as far as I concerned. But there's nothing wrong with making the most of whatever web traffic you get – after all, a blog that can't be found is pretty useless to everyone.

So when you're ready to learn how to maximize the 8 - 10% of the [Blog Traffic Equation](#), talk to me. I'll teach you how to let your blog do most of the traffic work for you so you can blog from your heart and on whatever topic your clients and prospects want to hear.

Until we meet again, I wish you....

Happy Blogging!



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