



SEM Coaching - 9



Essential WordPress Plugins



WordPress Plugins

❖ Top 6 Recommended WordPress Plugins

- **All-In-One-SEO plugin**
 - Essential to make your WP SEO friendly
- **Akismet plugin**
 - Prevents SPAM
- **Google Analyticator**
 - Allows insertion of Google Analytics code
- **Dean's FCKEditor For Wordpress**
 - Replaces the default Wordpress editor with [Ckeditor](#)
- **Sociable**
 - Add social bookmarking icons
- **Odiogo**
 - Adds a 'Listen Now' button to your blog



Adding Feedburner Subscription To Your Blog

Blog



FREE Feedburner Service



Hello, our name is still FeedBurner.

Welcome! It took us a while but we moved the whole neighborhood, down to every last tree, beagle, and mailbox, to Google. We hope you like it.

Did you previously have an account on feedburner.com? Haven't yet moved your feeds to a Google Account?

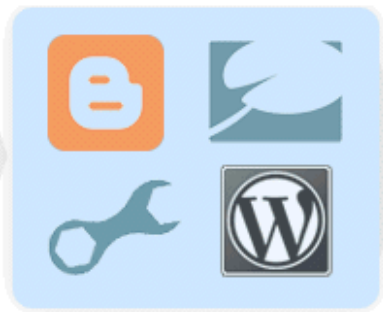
No problem. Your feeds are still distributing your new posts, and they're just waiting for you to move them into your own Google Account.

[Claim your feeds now »](#)

Are you new to feeds, and FeedBurner? Great. Let's get you started.



Create.



Publish.



Distribute!

<http://feedburner.google.com>

Sign in with your
Google Account

Email:

ex: pat@example.com

Password:

☐ Stay signed in

[Can't access your account?](#)

Don't have a Google Account?



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Feedburner Setup

Step #1 – Enter your blog feed URL, then click 'Next'

My Feeds need to socialize

Looking for feeds you used to have at feedburner.com?


[Claim your feeds now »](#)

– OR –

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

☐ I am a podcaster


[Next »](#)


Monitor the health of your feed by subscribing to FeedBulletin.
FeedBulletin is our way of communicating  **FeedMedic** alerts and occasional "official" messages from the FeedBurner team:
<http://feeds.feedburner.com/~u/16507154873679136686>
▶ **Important** note about FeedBulletin security


Submit your content to Google • [Feed 101](#) • [Developers](#) • [Ping](#) • [FeedBurner Blog](#) • [Privacy Policy](#) • [Terms of Service](#)


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Google feedburner


AdSense for Feeds 


 [Enabling social sharing with FeedFlare](#) 4/23/2010

 [Socializing your feed with Twitter](#) 12/14/2009

 ["Afternoon, Frank." "Hey howdy, George."](#) 11/13/2009

FeedBurner Status 

 /17/2010

 [Known Issue: Email delivery disruption for parts of 29-Jul thru 30-Jul](#) 7/30/2010



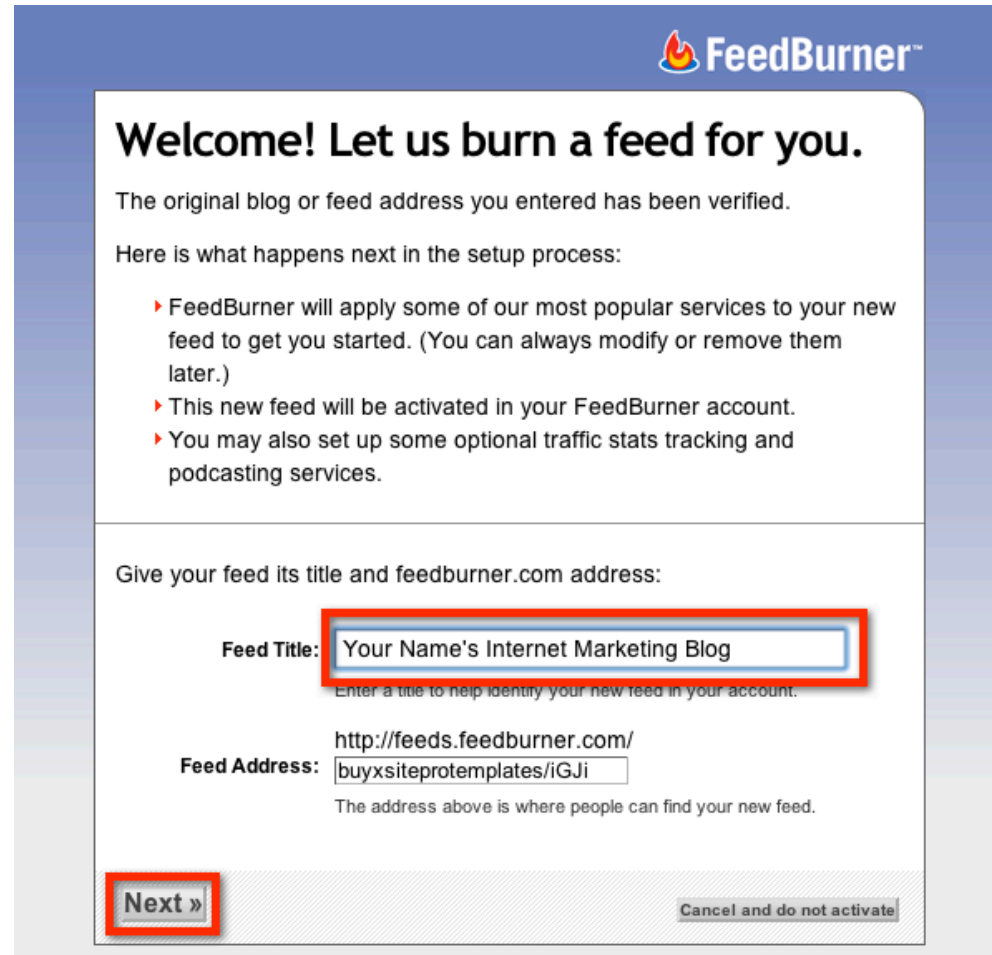
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Feedburner Setup

Step #2 – Enter Feed Title, then click ‘Next’

A screenshot of the FeedBurner setup interface. The page has a blue header with the FeedBurner logo. The main content area is white with a blue border. It contains a welcome message, a list of services, and a form to enter the feed title and address. The 'Feed Title' field is highlighted with a red box, and the 'Next »' button is also highlighted with a red box.

FeedBurner™

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.

Next » Cancel and do not activate

Feedburner Setup

Step #3 – Click ‘Skip directly to feed management’



Feedburner Setup

Step #4 – Click ‘Publicize’, then ‘Email Subscriptions’ then ‘Activate’

Fabian Lim's Internet Marketing Blog Google feedburner

[Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

Analyze Optimize **Publicize** Monetize Troubleshootize My Feeds

↓ 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
- Socialize**
Publish to the social web
- Chicklet Chooser**
- Awareness API**
- Creative Commons**
- Password Protector**
- NoIndex**

Email Subscriptions

Give your biggest fans another way to keep up with your blog or podcast feed by placing an email subscription form on your site.

After you activate this service, FeedBurner will provide HTML code for a subscription form you should copy and place on your own site.

Note: Email Subscriptions requires that your FeedBurner account uses a valid email address. Visit [My Account](#) to double-check your settings.

FeedBurner Email Preview

View a sample message in [HTML](#) or [Plain Text](#)

[How do I know which email format my subscribers will see?](#)

Activate This service is inactive



Feedburner Setup

Step #5 – Copy form code

↓ SERVICES

Headline Animator
Display rotating headlines

BuzzBoost
Republish your feed as HTML

✓ **Email Subscriptions**
Offer feed updates via email

Subscription Management

Communication Preferences

Email Branding

Delivery Options

PingShot
Notify services when you post

FeedCount
Show off your feed circulation

Socialize
Publish to the social web

Chicklet Chooser

Awareness API

Creative Commons

Password Protector

NoIndex

Email Subscriptions

Give your biggest fans another way to keep up with your blog or podcast feed by placing an email subscription form on your site.

Subscription Management

Subscription Form Code

Select which language you want to use in the window that appears when a potential email subscriber signs up. The selection you make immediately modifies the code to copy and paste below.

Language: ⓘ

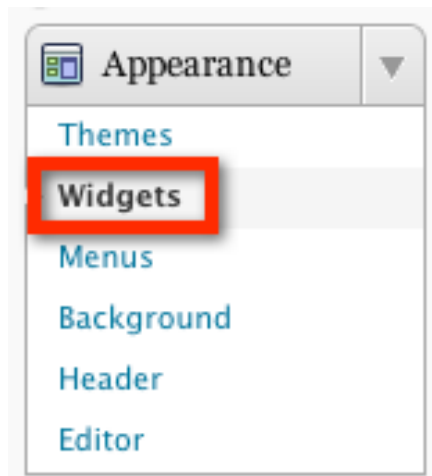
Copy and paste the following code into any web page. Your subscription form will be automatically inserted each time the page is loaded. From there, readers can subscribe to receive daily email with your newest content.

```
<form style="border:1px solid #ccc;padding:3px;text-align:center;"  
action="http://feedburner.google.com/fb/a/mailverify"  
method="post" target="popupwindow"  
onsubmit="window.open('http://feedburner.google.com/fb/a/mailverify?uri=buyxsiteprotemplates/iGJi', 'popupwindow',  
'scrollbars=yes,width=550,height=520');return true"><p>Enter  
your email address:</p><p><input type="text" style="width:140px"
```



Feedburner Setup

Step #6 –Paste form code on your website



How To Validate A Feed

FEED Validator

FOR ATOM AND RSS AND KML

RSS Profile Support Added ([more](#))

[Home](#) · [About](#) · [News](#) · [Docs](#) · [Terms](#)

Copyright © 2002–9 [Sam Ruby](#), [Mark Pilgrim](#), [Joseph Walton](#), and [Phil Ringnalda](#)

<http://www.feedvalidator.org>



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