

the
feedburner
migration manual

THE STEP-BY-STEP GUIDE

to painlessly moving your
RSS and email subscribers
to FeedBlitz, the premium
FeedBurner alternative

PHIL HOLLOWES

www.feedblitz.com

The FeedBurner Migration Manual

The Step-by-Step Guide to Painlessly
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Premium FeedBurner Alternative

The logo for FeedBlitz, featuring the word "feedblitz" in a bold, lowercase, orange sans-serif font.

Phil Hollows

A FeedBlitz Guide
V2.2, June 7, 2013

www.feedblitz.com

Download additional copies from
<http://www.feedblitz.com/the-feedburner-migration-guide/>

Praise for *FeedBlitz*

“FeedBurner had missed over 8,000 RSS subscribers in my case. Feedblitz offers superior counts and analytics”

~Danny Brown, BestBloggingTipsOnline.com

“We’re now with FeedBlitz. Our feed is too important to trust to a free, unsupported service from Google.”

~ Brian Clark, Copyblogger.com

“Feedblitz has been a godsend.”

~Cecily Kellogg, @Cecilyk

“FeedBlitz is a gazillion times better than FeedBurner. More features & flexibility for your blog.”

~ Denise Wakeman, DeniseWakeman.com

“You know what I love about FeedBlitz? Awesome, FAST customer service. Put that in your pipe and smoke it, FeedBurner.”

~ @MileHiMama

“This is one of those occasions I jump in and say I stopped using #FeedBurner a while ago. It's now #Feedblitz.”

~ @AriHerzog

“Dorking out so hard on @feedblitz this morning. Why have I limped along with FeedBurner for so many year!? GAME-CHANGER!!”

~ @OffbeatAriel

Join us! Check out the latest testimonials and fan tweets at

<http://feeds.feedblitz.com/favorites>

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Introduction

FeedBurner – Background

Key Facts:

- Google Reader, Google's RSS aggregator, was sunset in March 2013 and will cease to exist in July 1s, 2013. Analysis at <http://www.feedblitz.com/rip-google-reader-first-thoughts/>
- AdSense for Feeds, the revenue generation ad service that Google uses to provide income to FeedBurner publishers, stopped serving ads on December 2nd, 2012. This is important, not only because it's a major feature being removed from FeedBurner, but also because Google's share of those ad revenues is the only revenue source Google has for FeedBurner. Without those ad revenues FeedBurner makes no money for Google, and simply becomes an ongoing cost.
- FeedBurner generated no metrics and reported 0 subscribers for ALL feeds from September 19th, 2012. This outage lasted to September 24th. Metrics started to be regenerated that day. The problem repeated starting on March 21st, 2013.
- The FeedBurner API was deprecated and SHUT DOWN on October 20, 2012. FeedBurner still serves RSS feeds; but at that point programmatic access to feed metrics – a feature that's been around for over six years! – was lost for good.
- The FeedBurner Twitter account was formally abandoned on July 26th, 2012.
- The FeedBurner blog was formally closed the same day.
- Unnoticed by many, but still very significant, is the news that the FeedBurner.JP domain was abandoned / lost by Google at the end of

July 2012 without warning or notice. Podcasters and bloggers whose feeds were served at feeds.feedburner.jp have lost their audiences for good and, it seems, have no migration path out and no way to access metrics or email subscriber information. As far as their subscribers are concerned, they all just disappeared overnight. The FeedBurner.jp domain is now parked, and being used to serve ads by its new owner; here's how the old domain looked (note the official Google login screens).

- Google has NOT said that they are shutting down FeedBurner.
- However, despite all the uncertainty caused by their actions, including the shut down of FeedBurner.jp, Google has NOT said they are NOT shutting down FeedBurner either.

From FeedBlitz's perspective, shutting down a service's API, abandoning one of the service's domains (stranding its users), and shutting down the last vestiges of service-to-user communications channels are not the actions of a business owner that sees FeedBurner as being a core asset that can be expected to continue. The multi-day metrics outage emphasizes the risk at FeedBurner.

About FeedBlitz

Many publishers, bloggers and businesses come to FeedBlitz because they need a professional, supported FeedBurner alternative. People switch to FeedBlitz from FeedBurner for different reasons, but some of the most frequently cited ones include FeedBlitz's:

- Prompt corporate support and ongoing development;
- Greater email design flexibility (e.g. add your own sponsorships to the mailing);
- Multiple email scheduling options;
- Ability to send an email newsletter blast to your list without a blog or feed entry;
- Custom fields, personalization and segmentation;
- Autoresponder capability for drip marketing or simple incentive mailings;
- Extensive email reports for click, bounce, open tracking and more;

- Automatic subscriber management, including automatic dual opt-in reminders;
- Better email deliverability to major US internet service providers, such as AOL;
- Greater integration with social media;
- SSL support.

This guide outlines all the steps you need to successfully switch from FeedBurner to FeedBlitz using FeedBlitz's unique FeedBurner migration tools. FeedBlitz can even help you move off FeedBurner if you no longer have your FeedBurner login credentials.

So welcome! If you have any specific questions about migration, please email FeedBlitz tech support at support@feedblitz.com

If you would like to see in more depth the feature differences between FeedBurner and FeedBlitz, please click on this knowledge base article: <http://kb.feedblitz.com/article/AA-00444>

Before You Begin

We have written this manual to help you move your RSS feed from FeedBurner to FeedBlitz. In it we explain how to move your feed, what your options are for moving the RSS service, the RSS to Email or both services without interrupting your subscribers.

If you don't currently have a FeedBlitz publisher account, [register](#) and start a trial. If you are told that the password doesn't match, it will because you had a subscription at FeedBlitz, which created a subscriber account for you. Grab your assigned password at www.feedblitz.com/f?MailPwd – you can upgrade (and change the password) after you log in.

You have two choices:

- To move your RSS feed and email subscriptions from FeedBurner to FeedBlitz;
- To leave your feed with FeedBurner and use FeedBlitz to distribute it via email and more.

If you're moving your RSS feed away from FeedBurner:

1. Make sure that people subscribe to your feed on your domain, using a plugin or other redirect technique to have FeedBurner serve that feed on your behalf.
2. Make sure your site autodiscovery tags point to feed URLs on your own domain.

If you're just switching to FeedBlitz for better email subscription services, press on – the process is similar but a lot of the complexity of pure RSS feed migration won't apply. We can use your FeedBurner feed to power the list, and you can always choose to switch your RSS feed later if you like.

Whatever your plan, we maintain active support at support@feedblitz.com and can help you out if you need help, some advice or a troubleshooting the transition.

The 4 Step Migration Plan

1. **Create the feeds and email lists** in FeedBlitz equivalent to your FeedBurner feeds and lists.
2. **Update your web site** to use the new FeedBlitz feeds and lists.
3. **Migrate FeedBurner RSS subscribers** to FeedBlitz.
4. Optionally **delete your FeedBurner RSS feed**.

Even if you don't have your FeedBurner login any more, we can help! It's just a longer and somewhat more involved process. Once you've migrated, there's lots you can do. There's a free "Making the Most of FeedBlitz" PDF available (no registration required) at:

<http://assets.feedblitz.com/MakingTheMostOfFeedBlitz.pdf>

IMPORTANT

You must finish the first three steps above to successfully migrate away from FeedBurner.

FAQs

- 1) **Q: Can I have multiple feeds / blogs in a single account?** A: Yes.
- 2) **Q: How will all my RSS subscribers come over?** A: It depends on your setup. But if you follow the Migration Guide and use our tools, we promise everyone with a pulse will come over.
- 3) **Q: Can I use a FeedBlitz RSS with a different email service, and what does that cost?** A: Yes! If you don't use us for email you are in our 0-9 pricing tier, or \$1.49 / month. You'll need to disable the "Browser Friendly" option in the RSS feed's settings as that links to an automatic FeedBlitz email option.
- 4) **Q: Will my imported email subscribers have to opt-in again?** A: Not at all!

The FeedBurner Migration Checklist

These are all the things you have to do. If you haven't done them all, it won't all work! So print off the next few pages as you plan / work through the migration, and check off what you've done – and to remind yourself what work remains.

Give yourself enough time to work through this.

The setup process at FeedBlitz takes 5-15 minutes, depending on whether you already have an account, PLUS the time needed to import email subscribers. You will also need to be logged in to your blog's control panel; allow 5-10 minutes there for configuration changes if it's your first time through. Finally, allow 15-30 minutes for verification and testing, switching out subscription forms etc.

Yes, it's a little daunting. But we need to be thorough so you don't lose your readership.

Step 1: Create the feeds and email lists in FeedBlitz

1. Register for an account at FeedBlitz.com
2. Log in to FeedBlitz
3. Start a trial if necessary
4. Go to "Add Site"
5. Click the FeedBurner Login button
6. Sign in
7. Pick the FeedBurner feed / email list to migrate
8. Choose your feed monetization options
9. Start the migration process
10. Integrate with your website, validating with the FeedBlitz test buttons.

You have set up FeedBlitz, but it is not integrated with your traffic yet. You've put the building blocks in place to enable full migration.

Step 2: Update your web site to use the new FeedBlitz feeds and lists.

1. Go to your site's admin panel.
2. Disable and clear all theme settings that refer to FeedBurner. Be *thorough*.
3. Disable and clear all plugins that handle redirects.
4. Disable feed caching.
5. For WordPress users:
 - a. Remove sections of .htaccess that refer to feeds and FeedBurner.
 - b. Download and activate the FeedBlitz FeedSmart plugin.
 - c. Configure it to use your new FeedBlitz RSS feed.
6. For Blogger users:
 - a. Go to Settings | Other and update the Post Feed Redirect URL.
 - b. Go to FeedBurner and update the feed's "Original Feed Details" to point to the new FeedBlitz feed (The migration will still send subscribers to your feed on your site).
7. If you use a CNAME entry for your feed, update it to point to feeds.feedblitz.com.
8. Check autodiscovery tags are not referring to FeedBurner.
9. Go to your site's native feed URL – it should redirect to FeedBlitz.

FeedBlitz will now see and track all your RSS feed traffic. Metrics will start to update nightly. All traffic not subscribing directly to the FeedBurner feed URL will be served by FeedBlitz. If the FeedBlitz feed stops updating OR The metrics suddenly change it means that traffic is not being redirected properly to FeedBlitz. Repeat the above steps.

Step 3: Migrate Remaining FeedBurner RSS subscribers to FeedBlitz.

Ensure third party services (e.g. Network Blogs, iTunes, TwitterFeed, FriendFeed etc.) are updated to use your blog's native RSS feed URL. Enable the FeedBurner Migration Message in your FeedBlitz feed's settings.

Remaining traffic will steadily migrate to FeedBlitz over time. It will take at least 7-10 days of new posts for the bulk of subscribers to come over if you post daily.

For traffic that does not migrate, use FeedBurner's reports to determine the aggregator or service responsible.

Check out the Troubleshooting chapter at the end of this guide if you don't see the numbers you're expecting.

Step 4: *Optionally* delete your FeedBurner RSS feed.

But it's not required. If you don't want to, don't! Read the section on deleting your FeedBurner feed later in this document for reasons you might not want to delete your FeedBurner feed – and what to do if you already did.

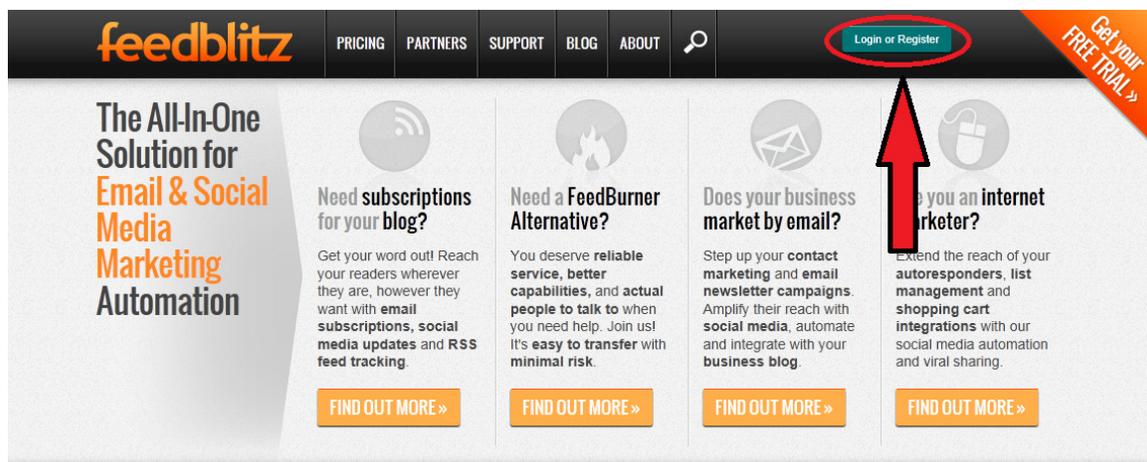
Step 1: Set Up FeedBlitz

Key steps in this section are:

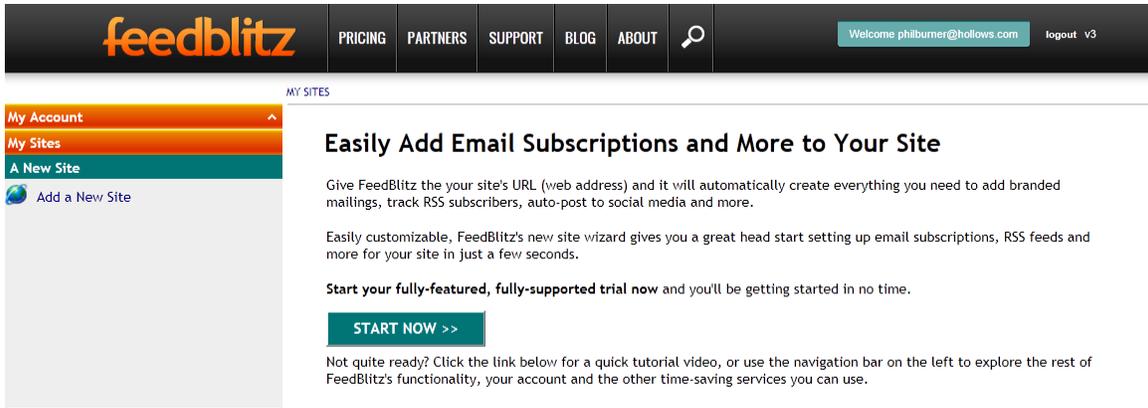
1. Create your FeedBlitz account and log in.
2. Tell FeedBlitz about your FeedBurner account.
3. Pick the FeedBurner RSS feed to migrate.
4. Review FeedBlitz's import.
5. Follow the online integration steps.
6. Set up FeedBlitz email delivery

Log in to FeedBlitz

If you're not logged in to FeedBlitz, click the green button in the top navigation bar to access the login screen:



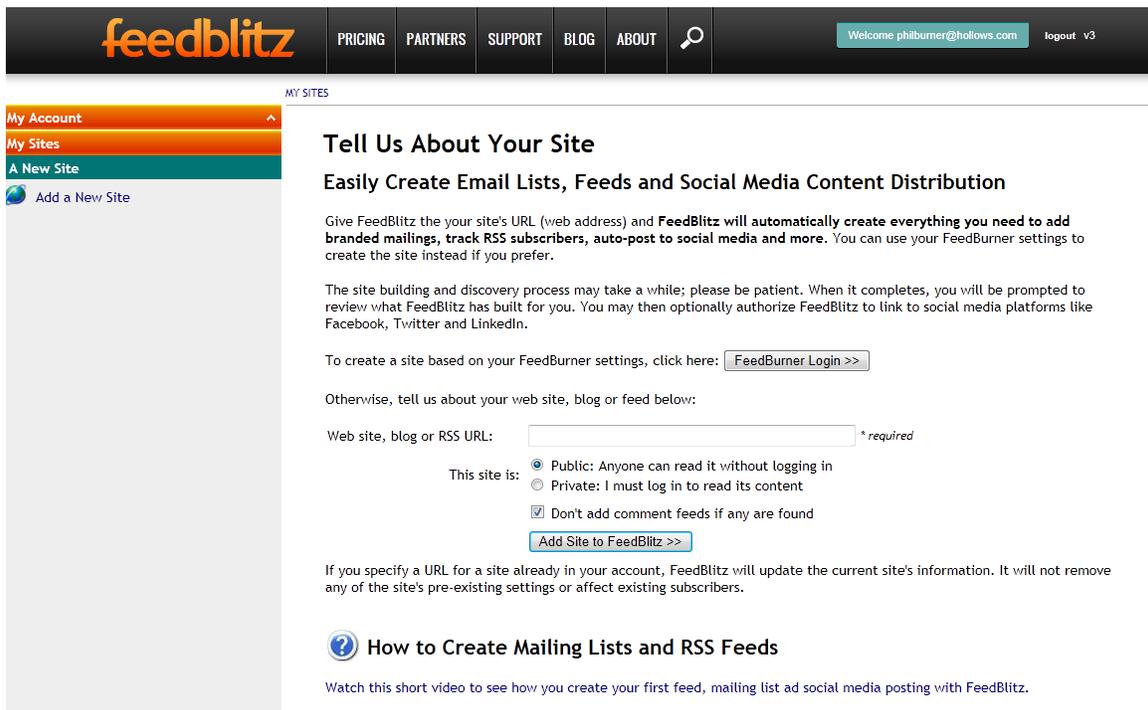
If you don't yet have an upgraded account or active trial under way you will see the screen below. Click "Start Now" to create your trial account



Tell FeedBlitz about your FeedBurner account

If you have an upgraded account, or once you upgrade your account, you get to the screen below. (If you don't see "My Sites" in the left navigation, FeedBlitz is treating you as a subscriber not a publisher. Go to **My Account > Customize Your FeedBlitz** and switch to "Blogger").

IMPORTANT: *This step assumes that you are starting from scratch.* If this is not the case, and you already have a site / mailing list defined at FeedBlitz, go to that site's dashboard and click "Add Feed" there, instead of "Add Site" here.



IMPORTANT: FeedBlitz organizes your feeds and lists into “sites” like folders on your computer. A site contains all the feeds, lists, autoresponders and other online elements FeedBlitz runs for you that relate to that site. Whenever you want to work on an element at FeedBlitz, you access it via the navigation for that site. It’s worth taking a few minutes to watch the introductory video:

<http://www.youtube.com/watch?v=GHUpqeOuN80&feature=plcp>

When you tell FeedBlitz about your FeedBurner feed, FeedBlitz will create a site to hold that feed, its corresponding mailing lists and more. As you expand your use of FeedBlitz and add capabilities (many aren’t available in FeedBurner, such as autoresponders and multiple lists), they will be added to the corresponding site.

FeedBlitz has tools to simplify and accelerate the switch away from FeedBurner.

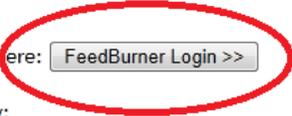
To start the process, click the “FeedBurner Login” button on the screen above to start the migration wizard:

Tell Us About Your Site

Easily Create Email Lists, Feeds and Social Media Content Distribution

Give FeedBlitz the your site's URL (web address) and **FeedBlitz will automatically create everything you need to add branded mailings, track RSS subscribers, auto-post to social media and more.** You can use your FeedBurner settings to create the site instead if you prefer.

The site building and discovery process may take a while; please be patient. When it completes, you will be prompted to review what FeedBlitz has built for you. You may then optionally authorize FeedBlitz to link to social media platforms like Facebook, Twitter and LinkedIn.

To create a site based on your FeedBurner settings, click here: 

Otherwise, tell us about your web site, blog or feed below:

Web site, blog or RSS URL: * required

This site is: Public: Anyone can read it without logging in
 Private: I must log in to read its content

Don't add comment feeds if any are found

If you specify a URL for a site already in your account, FeedBlitz will update the current site's information. It will not remove any of the site's pre-existing settings or affect existing subscribers.

The next screen will ask you for your FeedBurner (Google) login credentials.

If you no longer have access to your FeedBurner account, do not click the “FeedBurner Login” button. Instead, enter your site’s URL in the “Web site, blog or RSS URL” field provided and follow the non-FeedBurner path to configuring FeedBlitz. Then skip straight to the chapter “Step 3: Migrate FeedBurner RSS Subscribers.”

Please log in to your FeedBurner account now...

FeedBurner Feed Migration - Step 1 of 3: Account Access

Please enter the email address and password that you log into FeedBurner with below.

This information is not stored in any cookie or database, and is ONLY used to access your FeedBurner account during the analysis and import process.

No information is imported until you give us your permission to do so. No FeedBurner settings will be changed by FeedBlitz.

Enter Your FeedBurner Login Information

FeedBurner Login:

FeedBurner Password:

[Log in to FeedBurner >>](#)

If you have your Google login set to use two step verification, you must temporarily disable it now to enable FeedBlitz to access your FeedBurner account.

Get the Free FeedBurner Migration Guide

- Step-by-step instructions for a successful transfer
- Screenshots, hints and tips on keeping subscribers
- Advice for bloggers, podcasters and mailers

[Click here or the image for your free download »](#)



How the FeedBurner Feed Migration Works

1. You provide log in information so FeedBlitz can access your FeedBurner account at Google.
2. You choose which feed you want to migrate.
 - You can choose to just move the feed, OR
 - Migrate the feed AND import FeedBurner email subscribers into either an existing FeedBlitz newsletter or create a new FeedBlitz newsletter replicating your FeedBurner settings.
3. FeedBlitz creates an RSS feed based on your FeedBurner settings.
4. If you choose to import email subscribers FeedBlitz also:
 - De-duplicates and adds your email subscribers.
 - Email Subscribers do NOT need to resubscribe or opt in again.
5. You then choose when to delete and redirect the FeedBurner feed.

To begin, enter your Google credentials in the circled area. If your credentials don’t work, or FeedBlitz can’t find any feeds at FeedBurner using these

credentials, or 2-step verification is enabled, you will be returned to this screen.

IMPORTANT Google allows you to set up **2-step verification** for your Google accounts, which include your FeedBurner services. Extra security is a Good Thing, but unfortunately the FeedBlitz migration wizard won't work with 2-step verification enabled.

If you have 2-step verification enabled for your Google account you will need to temporarily disable it, and then wait 10-30 minutes for the change to propagate through Google's servers. Once FeedBlitz can access your settings, work through the migration according to this Guide, and then re-enable 2-step verification for your Google accounts when you're done.

To change 2-step verification, sign in to any of your Google services (e.g. FeedBurner, Gmail, Google+), click your name in the toolbar, then "Account" from the options, Security from the left side bar and disable / enable 2-step verification on that page. Even though your Google credentials will work for any of Google's properties when you log in from your browser, FeedBlitz has worked with Google's security team to restrict FeedBlitz's servers' access to the FeedBurner site only.

If you cannot sign in, open up a new tab in your browser and go to <http://feedburner.google.com> – Make sure you can log in with the credentials you supplied there and that 2-step verification is temporarily disabled if you use it. If you verify the credentials and still can't get in via FeedBlitz, contact our technical support at support@feedblitz.com and we'll be happy to help you.

Your FeedBurner login credentials are not saved by FeedBlitz; they are only used during the migration wizard. Moreover, FeedBlitz's servers are limited by Google and can only access FeedBurner account information using the credentials you supply. FeedBlitz servers cannot access any other Google services you have under that account log in.

Select the FeedBurner feed to migrate

Once FeedBlitz successfully accesses your FeedBurner account, you will see a list of the FeedBurner feeds it has discovered, similar to the screen below.

Choose the FeedBurner feed you wish to migrate...

FeedBurner Feed Migration - Step 2 of 3: Pick the Feed

Pick the FeedBurner feed you wish to migrate over to FeedBlitz.

- Circular
- Correlation Central
- FeedBlitz Coverage
- FeedBlitz News
- FeedBlitz Press Releases
- FeedBlitz Secure
- FeedBlitz Widgets
- Insidethegames feed from Twitter to ping.fm copy
- OpenService: Network Security Information and Event Management

Also Import FeedBurner Email Subscribers (email subscribers do NOT have to opt in again)

If you choose to import email subscribers, you will pick (or create) the mailing list email subscribers are added to on the next screen.

[Continue >>](#)

FeedBlitz will use the selected feed to create the site. It will create an RSS feed (the FeedBlitz equivalent of your FeedBurner feed) that matches your FeedBurner feed, and will also create a mailing list to go with it.

Remember, you can use FeedBlitz to replace FeedBurner for RSS, RSS and email, or just email. If you simply want to set up your new RSS feed and email list, but do not yet want to bring your email subscribers over, uncheck the “Also Import FeedBurner Email Subscribers” box highlighted above.

You can always come back and import the email subscribers from FeedBurner later. Whether you upgrade to FeedBlitz’s email services now or later, your FeedBurner email subscribers will NOT have to resubscribe.

Monetization and replacing AdSense for Feeds

One of the most popular features on FeedBurner was the integration of Google’s AdSense with FeedBurner, allowing RSS publishers to earn revenue from ads inserted into their feeds as paid out via Google’s AdSense program.

As part of its continued degradation of FeedBurner, Google announced the end of the AdSense for Feeds Program in Fall 2012, with no ads being served from December 3rd, 2012 onwards. Not only does this hit publishers of all sizes right

on the top line, but also it means that as of that date Google earns \$0 from FeedBurner. Put another way, the announcement of the end of AdSense for Feeds removes any financial incentive for Google to keep FeedBurner active in 2013 and beyond. FeedBurner simply becomes a cost center starting January 1st, 2013, with all pending financial activity from AdSense for feeds closed out in 2012.

FeedBlitz believes that publishers of all sizes could and should be able to monetize their RSS feeds. FeedBlitz has a replacement ad program, activated on this page, which inserts ads into your posts, much like Google’s defunct AdSense for Feeds program. Our U.S. publishers report earnings from their FeedBlitz monetization options as being roughly three times greater than with Google’s old program; for larger publishers FeedBlitz’s ad programs more than pay for FeedBlitz’s fees.

FeedBlitz therefore offers you the opportunity to earn from your feeds and downstream mailings before FeedBlitz starts the migration process. If you don’t want to earn from ads in your feeds from the start, uncheck the box. Like all other FeedBlitz RSS settings, you can change it later.

FeedBurner Migration - Step 3 of 3: Where Should the Subscribers Go?

Pick the newsletter you want to add subscribers to, or create a new one which will be created using the same basic definitions as your FeedBurner mailings.

--- Create a New Newsletter ---

Active subscribers will be added to your newsletter immediately, without an email notification, since they were already opted-in at FeedBurner. Pending (unverified) subscribers added within the last 30 days will be sent an email asking them to activate their subscription. FeedBlitz de-duplicates subscribers imported into the same list, so you can safely reimport into the same list (now or later) if you wish.

For new mailing lists, FeedBlitz will replicate your email settings, confirmation note and branding as well as importing your subscribers.

Earn money from your RSS feeds and the mailings they power using FeedBlitz's ad program.

Earn from RSS feed ads:
Ad position in post: After the first paragraph
Show ads every: Every post

Enabling RSS ads will make those ads appear in any downstream services, such as email updates, extending your earning capability.

Once started, the subscriber import process cannot be stopped.

FeedBlitz will NOT alter any FeedBurner settings during this process.

Create FeedBlitz Feed and Import Email Subscribers >>

Ad insertion is covered by the FeedBlitz terms of service. Month-end ad earnings over \$25 are paid 45 days after the end of the month they exceed \$25.

Ads served in a FeedBlitz RSS feed earn you revenue wherever that feed is read or consumed. So that might be in FeedBlitz's email system, a third party email service reading the feed, or in a dedicated RSS aggregator such as Feedly.

Importing from FeedBurner

When you click the button on the “Step 3” screen FeedBlitz will look at your FeedBurner settings for the feed you picked and replicate them as best we can in FeedBlitz. The resulting feeds and mailings will start off being very similar. You will then be able to update and modify these settings to make use of FeedBlitz's more powerful capabilities, such as more flexible mailing schedules. If you have FeedBurner's “SmartCast” feature enabled, FeedBlitz will grab your podcast settings and automatically activate its “AutoCast” feature.

Click the button to confirm your choices. The next screen may take many seconds before it appears, while FeedBlitz accesses your FeedBurner settings and creates the FeedBlitz equivalents. Please be patient until it loads.

Review FeedBlitz's RSS Feed Import

The screenshot shows the FeedBlitz interface after a feed has been created. The main content area displays the following information:

- Feed Created!**
- FeedBlitz has created your feed based on your FeedBurner settings as follows:
 - Feed URL: <http://feeds.feedblitz.com/feedburner/ud0fdl>
 - Mobile Feed URL: <http://m.feedblitz.com/feedburner/ud0fdl>
- The Feed URL will show a browser-friendly summary for most web browsers; you can force FeedBlitz to always send the native RSS using this URL: <http://feeds.feedblitz.com/feedburner/ud0fdl?x=1>.
- A new mailing list has been created for you, powered by this RSS feed. Active FeedBurner email subscribers found are being imported into it, as are recent new subscriptions currently pending activation. You will be emailed when the import completes.
- Next Step: Integrate with your web site**
- Your FeedBurner feed is still active. What you have to do now is **change your blog's settings to use the feed you have just created**, and to start migrating your Feedburner subscribers. Click the button now for the steps needed to integrate this feed with your site and the code you need for your email subscription signup form!
- Site Integration Instructions & Email Form Code >>** (highlighted with a red circle)
- If you need **more detailed integration steps** and troubleshooting information are in the **FeedBurner Migration Guide** (Click here to access it).
- Meanwhile, **your feed is so new that FeedBlitz will not show any subscribers yet** - don't freak out! Integrate the feed with your site to start sending traffic to your new feed. RSS metrics are updated nightly.
- Please contact FeedBlitz technical support if you have any questions about the process, or check the Knowledge Base links on FeedBurner migration.

On the right side of the page, there is a 3D book icon for "the feedburner migration manual" by Phil Hollows.

Remember, **FeedBlitz does not change any of your FeedBurner settings.**

FeedBlitz will create a new RSS feed for you based on your FeedBurner settings. It will create a default feed path, and in the left hand navigation you will see the site created to hold the feed. **Don't click the left navigation yet!!**

FeedBlitz has set up your feed and list with default settings based on your old FeedBurner settings. It will also add extra capabilities that FeedBlitz offers, such as inline comments, related posts and any advertising options you picked. You can change all and any of these at any time once the feed has been integrated with your site.

But, for now, the next step is to integrate your new feed and mailing list with your blog or web site. FeedBlitz will show you instructions for your site on the next screen, so click the "Site Integration Instructions" button (the text will vary slightly depending on the options you chose earlier in the process) to get them. The page that appears when you do also tests that your integration has been correctly configured so that your FeedBurner migration can move forward without a hitch.

IMPORTANT * IMPORTANT * IMPORTANT

Email import can take hours if you have an email list of thousands of email subscribers. Be patient, and don't assume that, just because the email counter says 0 when you get there in this guide, that the import hasn't worked. It is probably still under way and the email list counter only changes towards the very end of that process. You will receive an email from FeedBlitz that the email subscriber import has completed when it is done, at which point the dashboard widgets will display accurate numbers.

Do NOT repeat the migration of the SAME FeedBurner feed! That will lead to multiple feeds and lists being created that are essentially the same. Please contact FeedBlitz support if you have questions about your migration, or if you end up creating multiple similar sites / feeds / lists – our support will be happy to help clean up your settings.

If you imported email readers, remember that your email list at FeedBlitz is ACTIVE. You will need to **disable FeedBurner email subscription services**

to prevent email subscribers from being mailed twice, by both FeedBurner and FeedBlitz. Instructions are in the next section.

Finish the play. *You're not done at this point!* You need to integrate your FeedBlitz feed with your web site, adjust redirects, and ensure FeedBlitz's RSS feed counts all your RSS visitors. It is vital that once you have the RSS feed and its corresponding mailing lists set up that you move to Step 2, the site integration chapter.

Don't delete your FeedBurner feed yet. You do this – optionally – at the end of the entire migration process. You need to **leave it running for now** to ensure that all your active RSS subscribers switch over.

Step 2: Update Your Site to Use FeedBlitz

The steps discussed in this chapter are:

- Changing RSS feed serving redirection.
- Confirming the process has worked.
- Disabling FeedBurner’s email subscription services.
- Updating your site’s email subscription form.
- Detailed per-platform integration tips, including CNAME.
- iTunes.

ATTENTION PODCASTERS!

Changing your podcast in iTunes requires great care and attention.

If you are a podcaster and have iTunes set up to use your FeedBurner feed:

1. **Do NOT resubmit your podcast** to iTunes or edit any iTunes settings.
2. Do NOT redirect your site’s podcast RSS feed to FeedBlitz (at first).
3. Make sure that FeedBlitz “AutoCast” is enabled
4. Make sure that you have the “New podcast feed URL” set on and pointing to your podcast’s original feed on your site.
5. Test the FeedBlitz version of your podcast:
 - a. Subscribe directly to the FeedBlitz version of your podcast feed in your personal copy of iTunes by specifying the FeedBlitz feed URL.
 - b. Make sure it updates correctly and contains the information you expect it to see before proceeding with your site integration.
6. Now enable redirection from your site’s podcast feed.

WordPress users: Make sure you have the latest version FeedBlitz’s FeedSmart plugin installed, and make sure that your **podcast feed** (not your blog’s main content feed) is properly redirecting to the FeedBlitz version of your podcast feed, and not redirecting to your main blog’s RSS feed, if different.

7. All platforms: Make sure that your FeedBurner podcast feed is using the FeedBlitz version of your podcast feed.
8. If you don't see all your episodes in iTunes, make your source RSS feed longer (contain more elements).

You can now follow the steps below for your blog's main content feed.

Integrating your new FeedBlitz feed

If you haven't already done so, click the "Site Integration" button on the page you landed on after the initial FeedBurner import was done. (If you did not have your FeedBurner login, and so created your FeedBlitz feed via the "Add Site" or "Add Feed" button, you get to this screen by clicking "Manage Feed" on the RSS feed's tile in the site dashboard, and then by clicking "Integration Guide" on the "Quick Info" tile).

The page that appears will vary, depending on your blogging platform (WordPress, Blogger, TypePad etc.). That said, they all look fairly similar – here's a sample Blogger integration page:

FeedBlitz Press Releases Migration and Integration Steps

For your FeedBlitz feed to track your RSS traffic and update properly, please make sure that you've taken all the following steps and verified that the redirections are working.

Mailing List Action Required

IMPORTANT: We're importing your FeedBurner email subscribers. Your mailing list at FeedBlitz is ACTIVE. **To avoid mailing subscribers twice, disable FeedBurner's email service** (go to FeedBurner.com, pick your feed, then go to Publicize | Email Subscriptions | Deactivate).

Blogger Integration Steps

Step 1: Update your feed redirection at Blogger

1. [Click here](#) to get to your Blogger dashboard.
2. Click the title of your blog in the main dashboard.
3. Click "Settings" in the left side bar (it's the last option)
4. Click "Other" on the menu that appears (again, the last option).
5. In the "Site Feed" section in the main pane, find the "Post Feed Redirect URL" field.
6. Click "Add" if it is not already specified.
7. Set or replace the value there to: <http://feeds.feedblitz.com/feedburner/ud0fdl>
8. Click "Save Settings" upper right.

Step 2: Change the FeedBurner original feed URL

FeedBurner itself will ignore the post feed redirect setting. It must therefore be changed directly to get it talking to your new FeedBlitz feed, which is what is needs to do in order to migrate your non-email RSS subscribers away.

1. [Click here](#) to log in to FeedBurner.
2. Pick **FeedBlitz Press Releases** from the dashboard
3. Click the "Edit Feed Details" link at the top of the page, just under the feed's title. A form will appear.
4. Replace what is in the "Original Feed" form field with: <http://feeds.feedblitz.com/feedburner/ud0fdl>
5. Click "Save Feed Details" at the lower left of the form.

Work your way through the integration steps

Each set of steps varies by platform, but they all have the same purpose:

- 1) To have your original feed redirect to FeedBlitz.
- 2) To have FeedBurner read your FeedBlitz feed, ideally via that redirect.

Why? Because we want you to **own your readership** by having them subscribe to **your feed on your domain**. What item (1) above enables is for FeedBlitz to then serve that feed, even though it's on your domain. Setting the service up this way enables you to switch away from FeedBlitz at any time painlessly, simply by changing the redirect. The headaches involved in switching away from FeedBurner simply won't exist, and that's a Very Good Thing.

The second item enables FeedBlitz to more easily move non-email feed subscribers to your new feed. It's essential to avoid subscriber loss.

What you MUST do, then, is work through each step, one by one, on the page. If you're importing email subscribers, you'll be reminded to disable your FeedBurner mailings.

If you've done all the integration steps successfully, scroll down the page to the verification test buttons. There are two of them, no matter which blog platform you're running on. Use them in order, i.e. this one first:

Verify Source Feed Redirection

This button puts up a popup window to check that your original feed on your domain (which is the URL you want your subscribers to *subscribe to* once they're off FeedBurner) properly redirects to FeedBlitz (so that we *serve* the feed for you, even though it is on your domain).

If this test fails, go back to the steps further up the page and double-check that you've done them all completely. WordPress users need to be particularly thorough about excising references to FeedBurner from all plugins and themes.

Once the test works, however, it means that FeedBlitz is serving the feed for you, even though it is on your domain. All feed traffic fetching the feed on your site will be sent to FeedBlitz for feed serving, tracking and monetization. Sweet!

What you need to check next, then, is whether FeedBurner itself is also being redirected. This is important because many blogging platforms, plugins and other settings specifically exclude FeedBurner from being redirected. In order to move RSS readers off FeedBurner, you **HAVE** to have it be redirected to FeedBlitz (ideally, via your original feed URL). Click this button to test that FeedBurner is correctly redirected:

[Verify FeedBurner Redirection](#)

If this works, congratulations! All the moving parts are set up correctly.

If it does NOT work, however, you can either (a) try to figure out what is going wrong, or (b) go to FeedBurner and change the “Original Feed” to be the FeedBlitz feed you’ve just created. It’s OK to do this; we’re still going to send old FeedBurner subscribers to your site’s feed URL in the end. Changing the original feed simply cuts out the middle-man temporarily, but guarantees that the setup works.

IMPORTANT: Don’t delete your FeedBurner feed! Deleting it won’t move your subscribers over, in which case you will lose the vast majority of them.

Setting up your FeedBlitz email delivery

If you created a mailing list or imported email subscribers from FeedBurner, you will see text similar to this at the foot of the integration instructions page:

Email Subscription Form

Once you have the integration completed and verified, click the button below to build the email subscription form you need to capture new the email subscribers from the web.

[Get Your Email Subscription Form >>](#)

Once you have successfully verified that your source feed is properly redirecting and that FeedBurner itself is redirected as well, click this button to

go to the next step. (If you did not import email subscribers or set up a list, the button at the foot of the page will take you to the FeedBlitz site dashboard instead).

The next few pages of this guide work through transitioning email subscribers to FeedBlitz, so if you're only moving RSS subscribers, you can skip ahead to "Update Third Party Services." Your FeedBlitz emails will go out about the same time as they did at FeedBurner, and look pretty similar (you can change both of these settings later).

Configuring FeedBlitz email signup

Clicking the button at the foot of the feed integration page takes you to the FeedBlitz email subscription form generator. The top of the page that appears will be similar to this one:

HTML Subscription Form Code

Scroll down for more advanced options and subscription counters, or copy the QR code on the right for offline subscriber capture!



Configure your subscription form:

1. Where should the user interact with your form?

- In the visitor's current browser
- In a new popup window
- In a page on your own site 

2. How may the subscriber get your updates?

- Any FeedBlitz option (email, social media etc.)
- Email only
- Email and social media only

3. What lists will this form offer subscriptions to?

- FeedBlitz News only
- All my public mailing lists
- All public mailing lists *in this list's site*

You can use the QR code for printed and other off-line collateral (right click it to download the QR code to your computer, or to copy it to the clipboard).

Changing the selections here modifies the form that is shown to new subscribers. If you're only migrating a single feed from FeedBurner, option (3) won't apply, as it sets up the form to allow multiple subscriptions to be offered at once. Like everything else, you can come back and change settings later.

- If you want the simplest version of the form, choose "Email only" in option (2).

- If you're in a hurry, leave the settings at the default values for now.

The page also generates a link to a hosted version of the form that you can use like any other link online. Copy and paste it for use in email signatures, icons in your site's sidebar, etc.



Below the link is the HTML code needed to place a subscription form on your site. Copy it all. Paste it into a text widget (WordPress users); an HTML / Text / Script gadget (Blogger), or whatever form of template editing your platform allows when adding an HTML snippet to your site. You can also use this code in third party plugins; for example we at FeedBlitz use PopupDomination for our popup manager on our WordPress site. If you do have any issues with a popup or email subscription widget, please let us know at support.

Test that the form works on your site, especially if you have edited it for any reason. Once you have the form in place and it tests OK, visitors will now be opted in to your FeedBlitz list. FYI, if new subscribers don't verify after three days, FeedBlitz will automatically remind them.

Scrolling down will show some of the more advanced options now available to you in FeedBlitz. If you're in a hurry, skip them for now.

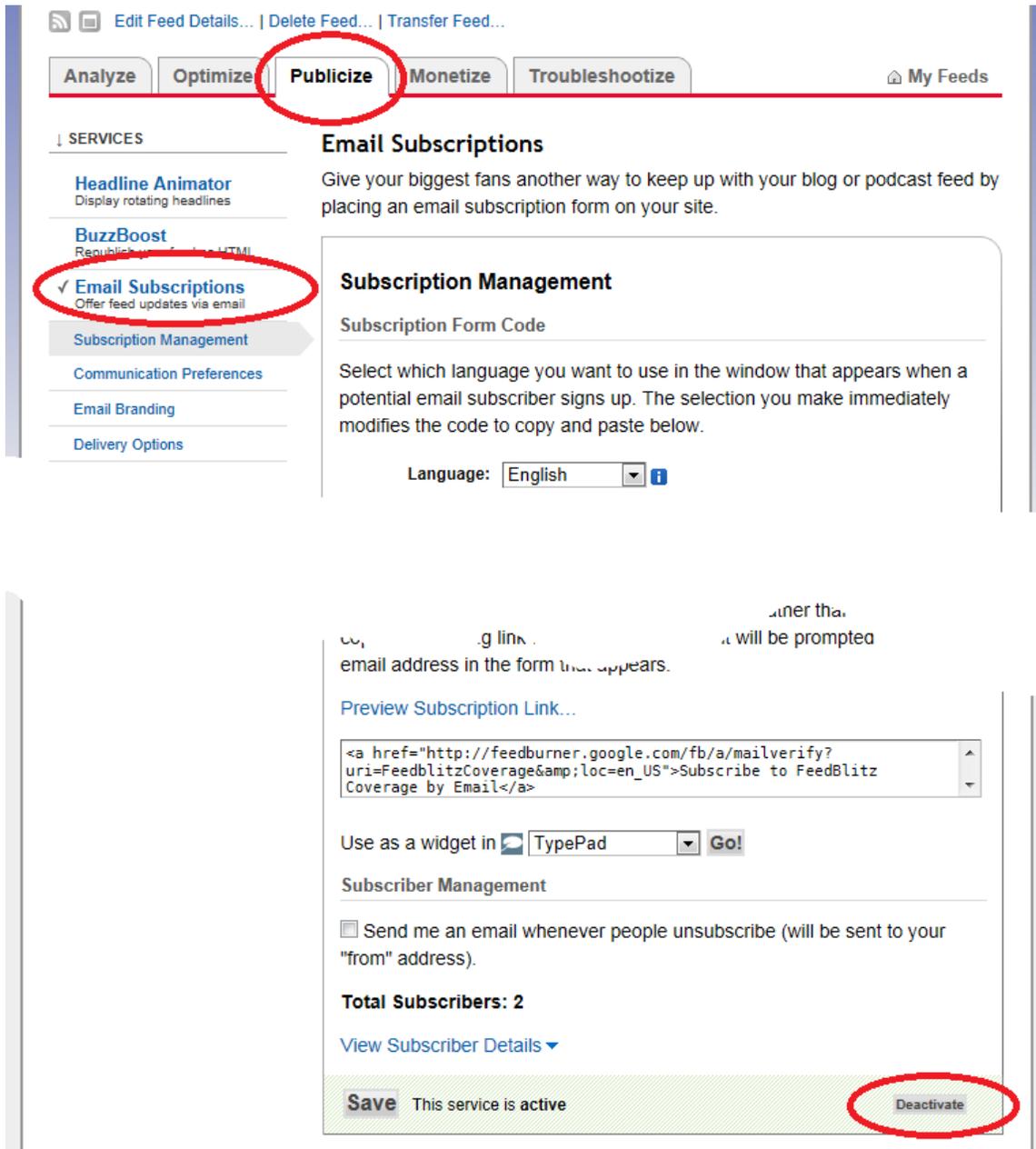
If you haven't already done so, it's now time to disable FeedBurner's email services to avoid mailing subscribers twice (once from FeedBlitz, once from FeedBurner).

Disabling FeedBurner's email delivery services

If you set up an email list and imported / are importing your email subscribers as part of the migration, your email list here at FeedBlitz is created in an active state. In other words, it will mail readers on the selected schedule, which will be about the same as your FeedBurner mailing schedule. To avoid mailing email subscribers twice, log in to FeedBurner and disable email subscriptions. Here's how:

1. Log in to feedburner.google.com.
2. Click the publicize tab.
3. Click “Email Subscriptions” in the left margin.
4. Scroll down.
5. Click deactivate.

See the screenshots from the FeedBurner web site below to find these settings.



Update third party services

At this point, you're pretty much done on the integration basis! It's now time to wrap up any remaining loose ends.

Check that any third party services you use on your blog and other social media outlets are correctly using the feed URL on your site, which FeedBlitz is now serving. Examples might include Networked Blogs, TwitterFeed, FriendFeed, iTunes and more. You might need to re-add your site to third party services to have them rediscover the correct feed URL to use.

Once that's done, FeedBurner's circulation counts should reflect only those readers directly subscribing to the FeedBurner URL – everyone else should be getting the FeedBlitz feed directly from you. Circulation counts are calculated daily by both FeedBlitz and FeedBurner, so give them at least 24-48 hours to settle in after you make any significant changes to third party services.

If you see your feed circulation drop but the feed itself is fine, check which aggregator is missing from the relevant day using the RSS reports. That will tell you what is not checking the feed, at which point you'll be able to update it. Remember that **RSS feed metrics are a daily calculation**, so the results of your change might not show up the day after, depending on the time of day you make the change and how often the relevant service checks the feed.

iTunes publishers should follow the iTunes steps later in this guide to ensure proper iTunes service continuity.

Migrating multiple FeedBurner feeds

If you have more than one FeedBurner feed, and it is for a *different* web site you manage, you can simply repeat the process outlined in this section. Go to your main dashboard, click "Add Site" and continue. Remember, you can have multiple feeds in a single FeedBlitz account – there's no need to create a new FeedBlitz account just to manage your feeds for a different site.

If you have multiple FeedBurner feeds which relate to the *same* blog, such as category feeds, you can add them to the existing FeedBlitz site. Click onto the site dashboard for the site you just created, then click "New Feed" and then the

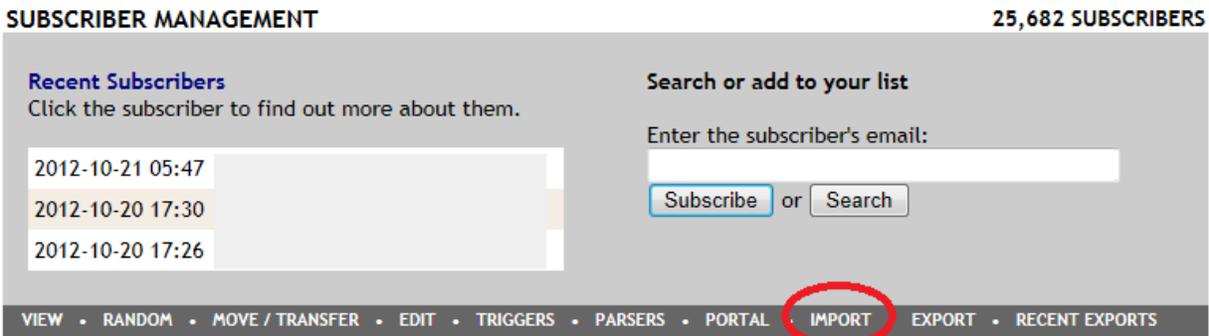
“FeedBurner Migration Wizard” – this will step you through the screens you’re already familiar with, but add the feed and list to the current FeedBlitz site instead of creating a new one. You will create parallel versions of your FeedBurner feeds at FeedBlitz.



If you add more feeds, don’t forget to update your redirection mechanism (such as the FeedBlitz FeedSmart plugin or your .htaccess file) to correctly send inbound visitors to your new FeedBlitz RSS feed

Merging multiple FeedBurner feeds or mailing lists

If you want to merge email subscribers from multiple feeds at FeedBurner into a single email list at FeedBlitz, do NOT use the “Add Feed” or “New List” buttons. Instead, select the mailing list you just created by clicking its envelope icon. On the page that appears, scroll down until the “Subscriber Management” tile comes into view; click the import link (highlighted below) and then choose FeedBurner import. FeedBlitz will de-duplicate imports when importing into to a FeedBlitz list – no subscriber will be added to the same list twice, so it is safe to repeatedly re-import into the same list if you have to.



If you have multiple RSS feeds at FeedBurner but want to merge them into one FeedBlitz feed, all you have to do after you’ve successfully merged and integrated the first FeedBurner feed is to update the others that you want to merge in with the first feed’s original feed URL. They’ll then pick up content from the same FeedBurner feed, and redirect RSS subscribers to join the correct feed when the FeedBlitz migration message feature is enabled.

Detailed feed integration and migration tips

If you are a podcaster using iTunes, or need to revisit the integration / migration steps outside the scope of adding a new feed or list directly from FeedBurner, or need more detailed help than offered on the relevant integration page, or want to use a CNAME DNS entry, the next few sections are for you.

Otherwise, skip ahead to the next chapter, entitled “About Your New FeedBlitz Feed and Mailing List”.

Integration goals

If you used a web designer or other third party to create and manage your site you might want to have them take care of this part. Again if you get stuck, don't forget you can contact our support team for assistance.

Remember, the goal here is to have RSS subscribers subscribe to a feed URL on *your* domain, and then have FeedBlitz serve that URL on your behalf, giving you control over your subscribers.

You will need your original feed URL created by your blog is the URL in your RSS feed's settings page at FeedBlitz, or the “Original Feed” URL at FeedBurner. To access (and optionally change) it in FeedBlitz, pick your feed from the navigation, then click the settings button.



On the page that appears, the highlighted field contains the original feed URL:

Feed Configuration

Tell FeedBlitz about your site's feed, and the branding, tracking and more you want to add.

 **Feed Settings**

Your Feed's Name:

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

Source Feed URL:

This site is: Public: Anyone can read it without logging in
 Private: I must log in to read its content

This is the URL that needs to be in your site's autodiscovery metadata. You do NOT want a FeedBurner or FeedBlitz URL to be in the autodiscovery (here's why: <http://www.feedblitz.com/one-thing-to-do-to-get-your-rss-right/>)

What you MUST now do is tell your site / blog to redirect traffic from its native URL to your new FeedBlitz feed. So readers access your feed URL on your site, but are sent to FeedBlitz to access it.

The easy way to do this is to go back one to your FeedBlitz feed's main landing page, scroll down to the foot of the "Quick Info" tile, and click the "Integration Guide" link there. You'll be sent to the integration page for your site. This is especially useful if you migrate your site to a different platform (say from Blogger to WordPress) after you performed the initial migration out of FeedBurner.

Don't forget to check your site's design once you've made your changes. If you have an RSS icon graphic in a sidebar, footer or header, make sure that it does NOT refer to FeedBurner (or FeedBlitz!). It should refer to your blog's original feed, which the redirection techniques above should then properly handle.

If you can't get it to work, or your feed stops updating, or you get repeated posts or other oddness after you implement the redirection on your site, contact FeedBlitz tech support for help.

Migrate or import FeedBurner email subscribers

If you imported email subscribers already, you can skip this step – you already did it. But it's **safe to re-import into an existing list**; FeedBlitz de-duplicates.

1. Access your FeedBlitz mailing list from the site navigation.
2. In the “Subscriber Management” tile, find the import option.
3. Select import from FeedBurner.
4. Enter your credentials and then pick the FeedBurner feed to import.
5. Run the import. Any subscribers added will NOT have to resubscribe. Recent pending (not yet activated) email subscribers at FeedBurner will be activated and sent an opt-out note.

If you prefer to work with detailed written instructions for changing RSS feed services from FeedBurner to FeedBlitz, read the relevant section below.

WordPress Integration

For many people on the WordPress platform, a few steps are often necessary to make everything work.

1. Disable FeedSmith, FeedDirector or similar plugins

These plugins will redirect calls to your blog's native feed to FeedBurner. You don't want that any more, so you should disable these plugins. This includes simple redirection plugins. Do NOT simply replace your FeedBurner URL with your FeedBlitz feed URL – it will not work properly (danger: if you fail to follow this advice, it will *appear* to work at first, but then you'll notice that your feed isn't updating). Do NOT use Simple Redirect plugins for this task.

2. Disable feed redirection in your theme

Some themes have support for FeedBurner feeds. Do NOT be tempted to simply replace your FeedBurner feed information in these settings with your FeedBlitz feed information; it won't work. Make sure that any FeedBurner feed redirect fields (such as appear in the popular Genesis and Thesis themes) are **empty and disabled**. Do not simply replace FeedBurner URLs with the corresponding FeedBlitz feed URL; it probably won't work.

3. Remove references to FeedBurner in *all* other plugins

Other plugins may reference your FeedBurner feed and, if not changed, once the integration completes will send visitors to the wrong place. Make sure that plugins like HubSpot, Yoast and SEO products do not refer to FeedBurner *anywhere*. Yes, you will have to check their settings. It will save an inordinate amount of time and grief if you make this check now, and make it thoroughly!

4. Download, activate and configure the FeedBlitz FeedSmart plugin

When you configure the plugin with the FeedBlitz RSS feed URL, make sure that you include the “http://” in the URL you give the FeedBlitz plugin. The URL you add here is your FeedBlitz feed URL, starting <http://feeds.feedblitz.com/> - it is NOT the source feed URL from your blog.

If you’re a podcaster or have other needs, use the advanced options in the plugin to control redirects more accurately. Read this post for more about FeedSmart’s advanced options:

<http://www.feedblitz.com/wordpress-rss-feed-plugin-feedsmart-update/>

5. Disable feed caching in your cache plugins

If you have a cache plugin, disable caching for feeds. If you have **W3 Total Cache**, the setting you need is on the *Page Cache* option. If you’re using **WP Super Cache**, go to the “Advanced” tab, scroll down to the “Accepted Filenames and Rejected URIs” section, and check ON the “Feeds (is_feed)” option.

CNAME, SquareSpace and Tumblr

Some platforms, such as SquareSpace and Tumblr, do not currently offer the kind of flexibility necessary to redirect their original feeds to FeedBlitz. Don’t panic, though! You can get there from here, using an approach called setting up a CNAME alias. You will need access to your domain name (DNS) settings. You *must* have your site accessible via your own domain for this to work. SquareSpace and Tumblr (and other platforms, such as TypePad, premium

wordpress.com accounts, and Blogger) allow you to set up your own domains; follow their instructions on how to do it if you haven't already done so.

IMPORTANT: If you are not careful, getting a DNS setting wrong can cause your site to disappear from the Internet until you fix it. If you're at all unsure about changing DNS entries after reading the instructions below, contact your hosting service's support function (not FeedBlitz's support team) for help.

The process is this:

- 1) Set up a CNAME DNS entry just for your RSS feeds e.g. feeds.mysite.com (where you replace "mysite.com" with your actual domain);
 - a. Do NOT set up a CNAME for "www" or any other subdomain currently in use, unless:
 - b. You already have "feeds.mysite.com" in use at FeedBurner, in which case use that and skip this step.
- 2) Map that CNAME entry to feeds.feedblitz.com so that FeedBlitz serves URLs on that domain.
 - a. If you already have "feeds.mysite.com" in use at FeedBurner, you're done once you do this! Almost everyone on your FeedBurner feed will be moved over automatically, and so you can now skip to (6) below to get FeedBurner ready for FeedBlitz to migrate anyone subscribing directly to your FeedBurner feed URL.
- 3) Look at your FeedBlitz RSS feed URL, it will be feeds.feedblitz.com/something – where "something" will be a path (or URI) specific to you, and is how your feed is found.
- 4) Once the CNAME is working, you can access your feed via feeds.mysite.com/something (where, again, you make the appropriate substitutions for "mysite.com" and "something");
- 5) Then, on your blogging platform, find the location where it says you can use alternate feed URL, or redirect to FeedBurner. Enter the URL for your feed from step (4).
- 6) Change the original feed URL in FeedBurner to be the CNAME url you tested in step (4).
- 7) TypePad: Do NOT disable feed redirection to FeedBurner if you have it enabled for now.

What you end up with is:

- FeedBurner being powered by FeedBlitz; and
- New RSS subscribers subscribing to the URL in (4) on your domain.

This means you control all new RSS subscribers going forward. Some platforms (e.g. Tumblr) will redirect feed readers on the native URL to the new one, which is great; some (SquareSpace, wordpress.com) don't. For those that don't, FeedBlitz will be unable to count people subscribing to your RSS feed on your blog system's native domain. But we *can* track everyone on your FeedBurner feed, and we *can* get them to resubscribe once that happens.

iTunes: Updating your podcast

If you are a podcaster and have iTunes set up to use your FeedBurner feed, do NOT change any settings in iTunes and do NOT resubmit your podcast to Apple.

1. Do NOT resubmit your podcast to iTunes.
2. Do NOT redirect your site's podcast RSS feed to FeedBlitz at first.
3. Make sure that FeedBlitz "AutoCast" is enabled on the FeedBlitz feed's "Settings" page.
4. Make sure that you have the "New podcast feed URL" set on and pointing to your podcast's *original feed* on *your* site.
5. Test the FeedBlitz version of your podcast:
 - a. Subscribe directly to the FeedBlitz version of your podcast feed in your personal copy of iTunes by specifying the FeedBlitz feed URL.
 - b. Make sure it updates correctly and contains the information you expect it to see before proceeding with your site integration.
6. *Now* enable redirection from your site's podcast feed.
 - a. WordPress users: Make sure you have the latest version FeedBlitz's FeedSmart plugin installed, and make sure that your podcast feed is properly redirecting to the FeedBlitz version of your podcast feed, and not redirecting to your main blog's RSS feed if different.
7. All platforms: Make sure that your FeedBurner podcast feed is using the FeedBlitz version of your **podcast feed**, not your main content feed.
8. If you don't see all your episodes in iTunes, make your source RSS feed longer (contain more elements).

When this is all set up correctly, here's what happens:

1. iTunes fetches your FeedBurner podcast feed as per normal.
2. But FeedBurner will now be fetching the FeedBlitz version of your feed.
3. So iTunes will therefore read the "New URL" element placed there by FeedBlitz, and over the next 48 hours or so should automatically update to follow the new source, which will be your podcast feed on your site.
4. FeedBlitz serves the new podcast feed to iTunes because you have your feed redirecting to FeedBlitz to be served by FeedBlitz.
5. All links and tracking added by your podcast app / service will work, because FeedBlitz will pass download and click information to your tracking service automatically via a redirect.

So you don't need to (and you should not) touch iTunes at all. As long as:

- Your FeedBlitz feed is your podcast feed, and
- Your podcast URL is redirecting to the correct FeedBlitz feed, and
- You've set up the "New URL" field in FeedBlitz...

... then iTunes will sort itself out over a few days. Read more about FeedBlitz's podcasting capabilities here:

<http://www.feedblitz.com/feedblitzs-podcast-capabilities-in-depth/>

Verification: Check it is all working.

You can use the test buttons on your feed's "Integration Guide" to verify you have all the moving parts set up correctly, as follows:

1. The FeedBlitz equivalent of your FeedBurner feed;
2. If you selected the option, the FeedBlitz equivalent of your FeedBurner mailing list;
3. FeedBlitz should be serving feeds accessed via the feed URL on your own domain;
4. FeedBurner should be serving your FeedBlitz feed (if it isn't, try resyncing in FeedBurner's Troubleshootize tab, and then see what it shows you when you view the feed at the FeedBurner site).

If you use a feed reader, and you're subscribing to your blog's original feed, you should see it update with the FeedBlitz version of your posts (you should see the social sharing icons, embedded comments and recent posts, none of which FeedBurner delivered).

FeedBurner should now be (indirectly) pulling your FeedBlitz feed and serving it to subscribers who are subscribed directly to your FeedBurner feed URL.

After a day or so, the FeedBlitz circulation counts will rise, and FeedBurner's should fall (especially if you have migrated your email subscribers over as well). This shows that the changes you made are working and subscribers are automatically transferring over. If not, see the Troubleshooting section later in this document.

Remember, you want all feed readers accessing the feed on your domain, not the FeedBurner feed URL directly, and not the FeedBlitz one either. This gives you future flexibility and means that you don't have to go through all this work again if you choose to stop using FeedBlitz at some point in the future.

About Your New FeedBlitz Feed and Mailing List

Subscriber counts

FeedBlitz updates RSS feed subscriber counts overnight (US Eastern Time). **Feeds will therefore show 0 subscribers on the day they're created** until the system has the chance to update the metrics. This is expected behavior; don't fret when your RSS feed shows zero when you create it at first!

Secondly, remember that FeedBlitz will need a complete day of data collection to see all your feed traffic. So if you create your feed and link it up to your blog at 2pm eastern, FeedBlitz will only have seen 10 hours of traffic when it calculates the feed's circulation - which will of course be less than the full day's traffic that FeedBurner sees. So understand that your RSS subscriber counts at FeedBlitz on the day after you create the feed will only represent a partial day, and will therefore be lower than FeedBurner that day. The next day will be a much more accurate, apples-to-apples comparison.

Email subscribers are updated once the email subscriber import completes. It will probably be a little less than what you're used to in FeedBurner, because FeedBlitz only counts *active* subscribers. FeedBurner, on the other hand, counts subscribers *pending activation* to the total. That's somewhat misleading, since pending subscribers are not sent your blog's updates. They haven't finished the dual opt-in process and are not your subscribers yet.

Even during the multi-day September 2012 metrics outage at FeedBurner, where subscriber counts are being reported as zero, the subscribers are actually still there at FeedBurner, and FeedBlitz can help you migrate them.

Monetizing mailings

If you did not enable ads in your RSS feed, but you do want to monetize your mailings, FeedBlitz also offers an email-only revenue-share ad program for

premium publishers in our email service. It is enabled by going to **My Account | Ad Revenue Share | Ads You Allow in Mailings**.

If you did enable ads in your RSS feed, they will override your email settings. FeedBlitz won't put *both* RSS and email ads into a mailing; it will pick RSS ads if they're already there. If you don't enable RSS ads, you can make money in your emails only with the option highlighted above. The same terms apply; payments are made 45 days after your accrued earnings exceed \$25 at month-end.

Step 3:

Migrate Remaining FeedBurner RSS Subscribers

If you had access to your FeedBurner login and worked through the steps above, FeedBlitz is now serving your RSS feed for you and handling your email and social media updates. The people left over at FeedBurner are those RSS subscribers subscribing directly to the FeedBurner feed URL, as opposed to all the other mechanisms you control and have just updated. This is true even if you were using a CNAME / MyBrand at FeedBurner; some visitors will have subscribed directly to the FeedBurner feed URL, and so changing the CNAME entry will not have affected them.

Unfortunately, people subscribing directly to the FeedBurner URL can't be moved off FeedBurner easily. You don't know who they are (RSS and feed readers hide that data); you can only move things you control like your mailing list and third party services.

Sadly, FeedBurner doesn't have a simple, perpetual redirection option. Once you've moved everything you control over to your site and powered by FeedBlitz, there will be some people still subscribing directly to FeedBurner.

If you don't have a FeedBurner log in you can use, FeedBlitz's unique FeedBurner migration technology is the *only* way to migrate your FeedBurner subscribers to a supported system where you can reclaim control of your subscriber base.

You're now ready to move these pure FeedBurner readers. But you have a choice to make here:

1. Leave the FeedBurner feed running as is, and just ignore / hope for the best for the people left on it. Given that there's a good reason you're moving everyone else away from FeedBurner, this might not be an

adequate option for you.

2. Use FeedBlitz’s advanced migration option, detailed below, to send different messages to people still subscribing via FeedBurner to coerce them over. **This is our recommended migration path.**
3. Delete the FeedBurner feed, enabling the 15 / 30 day transition process they have. People who care will move during that process. Those that don’t either aren’t actively following you enough to pay attention; or don’t care enough about your content any more to make the switch; or may have abandoned their online activity on that reader altogether. You don’t – and can’t – know; you simply have to accept that some people won’t come over and there will be some nominal (typically quite small) “loss” of the non-engaged. **We do not recommend doing this.**

Before starting any migration (2 or 3 above), you should blog – repeatedly – about reminding people to update their RSS readers.

To automatically send a resubscribe message to FeedBurner readers without deleting the FeedBurner feed – which is what we recommend – log into FeedBlitz, pick your RSS feed from the site navigation, then click its settings button:

The screenshot shows the FeedBlitz dashboard for a user named philburner@hollows.com. The main content area is titled 'FeedBlitz Press Releases' and shows a 'Feed ID: 3707'. There are buttons for 'SOCIAL SHARING', 'REPORTS', 'PROMOTE', and 'SETTINGS'. The 'SETTINGS' button is circled in red, and a large red arrow points to it. Below the buttons, there is a 'Total Circulation Trend - FeedBlitz Press Releases' section with 'Daily Circulation Metrics' and 'Daily Reach Metrics' both showing Mean: 0, Min: 0, Max: 0. A 'QUICK INFO' section at the bottom provides the Feed URL and XML URL.

On the page that appears, expand the “FeedBurner Migration and Compatibility” section by clicking its  sign (it might be easier to see if you also collapse the topmost “Feed Settings” section). You’ll see this:

 **FeedBurner Migration and Compatibility**

FeedBurner Compatible: Simplifies migration away from FeedBurner feeds.

FeedBurner Migration: 

Urges FeedBurner subscribers to resubscribe to your new feed source without deleting the FeedBurner feed and losing its subscribers and history. Enable this only if you are leaving FeedBurner for your RSS management AND you have disabled related FeedBurner services, such as Email Subscriptions and Socialize. It will also affect any third party services using FeedBurner feeds as their source. [Click to learn more.](#)

The “FeedBurner Compatible” option makes FeedBlitz appear to be FeedBurner for your site, which simplifies things for your site when plugins and other settings assume that FeedBurner is all that’s out there. Leave it enabled.

IMPORTANT: Do not enable the FeedBurner Migration Message for a podcast feed until you know that the iTunes service at Apple has updated the podcast with your original feed URL.

The “FeedBurner Migration” option allows you to coerce and cajole people on the FeedBurner feed to update their subscriptions. It works by telling FeedBlitz NOT to serve your posts to FeedBurner when FeedBurner accesses FeedBlitz for your content.

Instead, when enabled, FeedBlitz serves a “you need to resubscribe” message instead of your content, telling readers exactly what to do. Anyone using FeedBurner and still wanting your content will resubscribe quickly, minimizing any subscriber loss. This is also the way to migrate people off FeedBurner if you have lost your ability to log in; see this blog post for more: <http://www.feedblitz.com/fearless-feedburner-migration-no-login/>

To enable this capability, first pick which feed URL you want FeedBurner subscribers to use when they resubscribe. You should use the URL on your site that FeedBlitz is serving (which may well be the 2nd option in the drop down – test it to make sure it redirects properly). If you understand DNS and CNAME, the third option may work for you.

Pick the option that is appropriate. A small window appears with default text which will be the message sent to everyone on FeedBurner instead of your posts. When you add a new post, FeedBlitz will serve everyone else with the

correct content. FeedBurner subscribers will see the post's title, but the content will be the message you see here:

 **FeedBurner Migration and Compatibility**

FeedBurner Compatible: Simplifies migration away from FeedBurner feeds.

FeedBurner Migration: 

Urges FeedBurner subscribers to resubscribe to your new feed source without deleting the FeedBurner feed and losing its subscribers and history. Enable this only if you are leaving FeedBurner for your RSS management AND you have disabled related FeedBurner services, such as Email Subscriptions and Socialize. It will also affect any third party services using FeedBurner feeds as their source. [Click to learn more.](#)

Replace posts sent to FeedBurner readers with this HTML:

```
<div style="background-color:yellow;color:black;text-align:center;border-color:black;border-width: 2px;border-style:solid;"> <h2>We've Moved! Update your Reader Now.</h2> <h3>This feed has moved to: <a style="color:blue" href="%s"><b>%s</b></a></h3> <p>Update your reader now with
```

Use %s to indicate where you want the destination URL inserted by FeedBlitz

If you're not OK editing HTML, leave the default as-is; or have your designer change it for you; or contact FeedBlitz tech support for help. The message should be simple and to the point. The default looks something like this (your URL as picked from the drop down will be displayed in your message):



Simple, effective. If you switch email services, have a new podcast URL that is different, you might want to add a line about resubscribing for these as well.

Unless you don't have access to your FeedBurner settings any more, use this approach AFTER you have migrated any email subscribers away from FeedBurner. If you do NOT have access to your FeedBurner login any more, add the link to your email form (available from the "Form Code" section of your mailing list) and add it to the code here.

If you're not quite sure what to do, please contact FeedBlitz technical support via support@feedblitz.com

Verifying that the migration message is working

If you have access to your FeedBurner dashboard

1. Pick the feed you are migrating from the FeedBurner dashboard.
2. Click “Edit Feed Details...” upper left.
3. Copy the contents of the “Original Feed” feed (it should be a URL on your site).
4. In a new browser tab, paste the URL into the address bar and go to it.
5. You should be taken to your FeedBlitz feed, with the options you selected (embedded comments, related posts, social media sharing icons etc.).
 - a. If not then please revisit the integration section of the previous step. If you still can’t get it work, contact FeedBlitz support.
6. If it’s working, go back to the browser tab where you are logged in to FeedBurner.
7. Click the “Troubleshootize” tab.
8. Scroll down.
9. Click the “Resync Now” button.

After that, viewing your FeedBurner feed should show the migration message you set up (if it doesn’t, refresh the page with Shift+Ctrl+F5 to make sure you’re not looking at a browser-cached version of the FeedBurner feed). If you don’t see the migration message, go back to the integration section and / or contact FeedBlitz support.

If you do NOT have access to your FeedBurner dashboard

1. Make sure your bog’s original feed (for WordPress it’s usually mysite.com/feed) is redirecting to your FeedBlitz feed.
 - a. If not then please revisit the integration section of the previous step. If you still can’t get it work, contact FeedBlitz support.
2. Wait for half an hour (FeedBurner checks your original feed for new content every 30 minutes; the migration message will make it appear as if there is all new content).

After the 30 minutes are up, viewing your FeedBurner feed should show the migration message you set up (if it doesn’t, refresh the page with Ctrl+F5 to make sure you’re not logging at a browser-cached version of the FeedBurner

feed). If you don't see the migration message, go back to the integration section and / or contact FeedBlitz support.

Step 4: Delete the FeedBurner Feed

Eventually, you will have moved everyone you can control over to your new feed and mailing list, and everyone else who can be made to resubscribe will have done. It's time to make the next, final decision – are you going to delete the FeedBurner feed for good?

In this section you will learn:

- Why you would want to delete your FeedBurner RSS feed.
- Why you might NOT want to.
- How to do it right.
- What to do if you deleted your FeedBurner feed too soon.

Why you might want to delete the FeedBurner feed

You're switching for a reason, so doesn't it make sense to finish the play? With your old FeedBurner feed active people might still find it and subscribe to it, and you won't have a single source of consolidated feed data.

IMPORTANT: Simply deleting the FeedBurner feed will NOT get your RSS readers to resubscribe. It will NOT automatically update the subscription URL used by Feed Readers and aggregators. If you simply delete your FeedBurner feed, not only will old links not work (see the next section), not only will you lose access to your email subscribers, but you will lost the vast majority of your FeedBurner RSS subscribers because the FeedBurner makes it pretty invisible that you've changed it.

Why you might not want to delete your FeedBurner feed

If you have a long history of posts using FeedBurner, those links will be in people's readers. When you delete the FeedBurner feed those links won't work

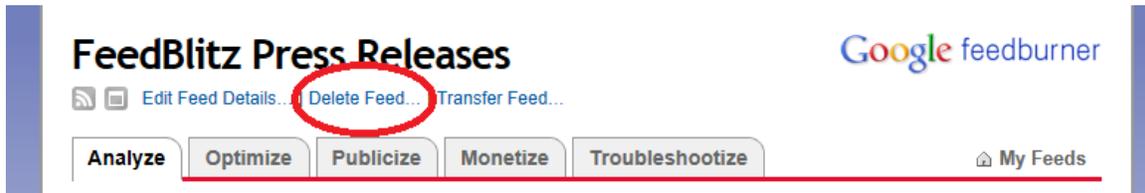
after the 30 day migration period. People will be able to search for them on your site, but they won't be able to click through from their readers or old emails. This might be a mere inconvenience – or a deal-killer for you.

Further, once you delete a feed at FeedBurner, the feed URL becomes available for someone else to use. That could be harmless – or it could be a competitor, or someone promoting content you don't like (e.g. adult content). People still subscribed to your old feed URL might suddenly get new content that is very different from what they expect. If these are deal-killers, then complete the migration steps, but *don't* delete the feed at FeedBurner.

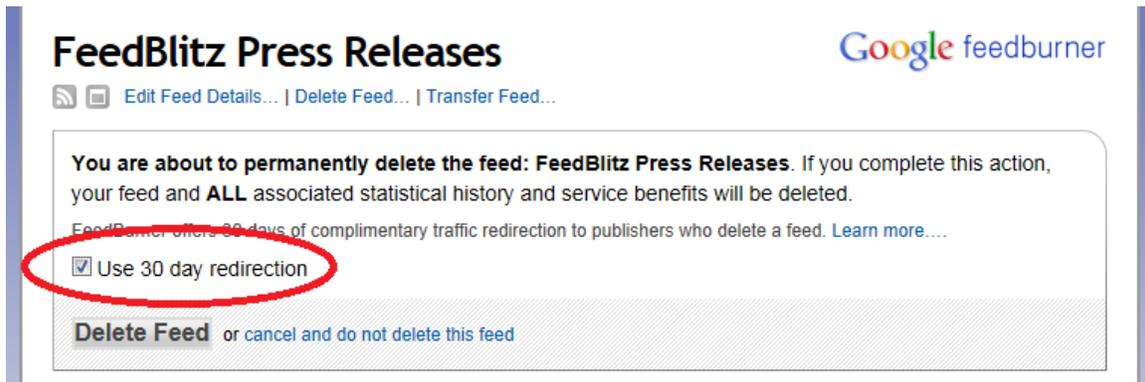
Finally, the longer you keep your FeedBurner feed available, and serving the migration message delivered by FeedBlitz, the more likely you are to convince your RSS readers to switch to following you on your feed on your domain. You've worked so hard to build your subscriber base; the longer you keep FeedBurner around in migration mode, the more of your audience will switch.

How to delete your FeedBurner RSS feed

Log in to FeedBurner, and click the “Delete Feed” link AFTER you have exported your email subscriber list if you had one, just in case!



IMPORTANT: Check ON the 30-day redirection link:



And then, if you're sure, click "Delete Feed" – and the migration process begins.

It cannot be stopped once started.

Note that you cannot undo this decision, and there is no support at FeedBurner if you get this wrong. So be sure you're sure and that ALL MIGRATION IS COMPLETE before you delete your feed.

Help! I deleted my FeedBurner feed before I was ready!

There is a chance you'll get lucky if you did this. Firstly, if you deleted your feed at FeedBurner, you have to wait for the 30-day deletion process to complete. There's absolutely nothing you can do until then.

Once that wraps up, though, you can "burn" the exact same feed at FeedBurner, *provided that* nobody else has burned one with the same FeedBurner URL first. That's the "luck" part. Make sure that you have FeedBlitz all set up and integrated with your site as well, because should you get that URL back, what you want is for FeedBlitz to send it the migration message per this guide. If you're unlucky, you might end up with a "zombie" blog:

<http://www.feedblitz.com/zombie-blogs-and-how-they-can-hurt-you/>

Even if you're successful in getting that URL back, there's still some pretty bad news. All your email subscribers and other settings will be gone. Moreover, FeedBurner has no email import function; you can't add your old email subscribers back. Old links from the old feed won't work either; all that information will have been lost.

BUT – and it's a big BUT – any **RSS readers following you on the FeedBurner URL will start working again.** With the rest of your FeedBlitz migration in place, FeedBlitz can now properly migrate those subscribers off FeedBurner and onto your own URL (served by FeedBlitz), returning your control of your subscribers to you. If you had a large RSS readership that you lost, it's worth trying this approach if you deleted your FeedBurner feed to try and get them back.

Troubleshooting

My Feed has no articles

This indicates that the RSS feed source is incorrectly defined at FeedBlitz. Go to the feed's main page in FeedBlitz, and then click the "Settings" button; there is a problem with the feed source, usually one of the following:

- The feed source isn't a feed at all, but an HTML page.
 - Your web site or blog's home page is not what should be shown
 - Change the URL to be that of your blog's RSS feed (for WordPress users it's typically <http://www.yoursite.com/feed>).
 - Open up the link in a separate browser; check that it is an RSS feed and not a regular web page, and / or not an error page.
- The feed is defined as having itself as the source.
 - If you have a FeedBlitz feed URL as the source that's almost certainly incorrect.
 - Change the source to be the original feed on your own domain.
- The feed needs log in credentials.
 - Specify a user name and password.

My RSS feed count is zero

Patience! Feed counts update overnight (U.S. Eastern Time), so on day one your RSS count will be zero. It will show activity the next day. Remember, FeedBlitz's metrics are calculated just once a day, and will need a complete day of traffic to get back to full freight. If the feed totals stay low, see the next few topics.

My email subscriber count is less than FeedBurner's

FeedBurner reports email counts that include unverified subscribers. FeedBlitz only counts (and only charges for) active, verified subscribers. An unverified email address is not a subscriber because they will not be sent an email

update. For older blogs, unverified email addresses may be as much as a third of the total reported by FeedBurner.

Incidentally, FeedBlitz automatically reminds unverified subscribers after three days, so the number of unverifieds on your list at FeedBlitz is typically much lower than at FeedBurner.

My total RSS subscriber count at FeedBlitz is less than FeedBurner's

Ok, so you've been patient and the numbers still aren't what you're expecting. What this almost always means is that your blog's native feed isn't redirecting to FeedBlitz, so not all your traffic is being counted.

1. Go to your blog's native RSS feed URL in your browser.
2. If it does NOT redirect to FeedBlitz, or it redirects to FeedBurner, or there's some kind of error, that shows that we're missing your traffic.

To make sure that we capture all your RSS traffic, your blog's native RSS URL must redirect to FeedBlitz. Make sure you've followed the steps in this guide on enabling redirection and removing FeedBurner-related plugins and settings.

In addition, you can use the "Integration Guide" link for your feed to get platform-specific tips and online integration verification tests. Follow the steps carefully until each of the verification tests passes. The Integration Guide is a link at the foot of the RSS feed's "Quick Info" tile on the RSS feed's main page.

If you still can't get it to work after having done all of this, please contact FeedBlitz tech support at support@feedblitz.com

FeedBurner is still reporting a lot of subscribers

This shows that not all the traffic at FeedBurner is being redirected to FeedBlitz. It may be down to one or two services that you haven't updated correctly, but which control a large part of your downstream feed audience. Go to FeedBurner, look at your metrics, and see which services are responsible for the majority of the traffic. If you control these services, update their settings to

point to your blog's original feed (which should in turn redirect to FeedBlitz, which will see your traffic).

If most of the traffic FeedBurner continues to see is from end user readers, such as Feedly or Google Reader, make sure that you have the FeedBurner Migration message enabled in your FeedBlitz RSS feed's settings.

The FeedBurner migration message doesn't appear in my FeedBurner feed

When the migration message is enabled but doesn't appear, it's because FeedBurner isn't reading the FeedBlitz feed. This, in turn, is because the redirection from the original feed isn't working properly (test via the "Integration Guide" link on your FeedBlitz feed's Quick Info tile), or your blogging platform doesn't support redirections to services other than FeedBurner (e.g. SquareSpace, TypePad etc.). The quick solution in either case is to modify the "Original Feed" setting in FeedBurner to be your new FeedBlitz feed. This will force FeedBurner to read FeedBlitz, which will then serve the migration message.

Once you save the changes, your browser might not show them for half an hour, due to caching. Refreshing your browser via Ctrl+Shift+F5 when looking at your FeedBurner feed should force it to reload from scratch.

My RSS circulation count suddenly dropped

This typically means that the redirection from your site's original feed has stopped working. Make sure that when you go to your site's source feed e.g. <http://mysite.com/feed> - that it redirects to FeedBlitz. If not, check that FeedBurner-specific plugins and fields in your theme are EMPTY and disabled.

It might also mean that you were using a FeedBurner feed on a large service that you neglected to update. **FriendFeed** is a great example of this; if FriendFeed was looking at your blog in the FeedBurner days it was probably checking your FeedBurner URL directly. Make sure that in your RSS services at FriendFeed you refresh your blog (or delete and re-add it) so FriendFeed

picks up your new RSS feed address, therefore ensuring FeedBlitz counts all those readers for you.

How do I delete a Site?

Either (a) remove everything in the site, or (b) pick the site from the dashboard, click to manage it (or click its “Site Settings” button) and merge it into one of your other sites.

Can I re-import email subscribers from FeedBurner?

Yes! Once you have your list defined, click into it from the site navigation. In the foot of the “Subscriber Management” tile below the chart is an import link – click it and use the “Import from FeedBurner” option. FeedBlitz will de-duplicate when you import into an existing list, so subscribers won’t get multiple emails.

My FeedBlitz feed stopped updating, *or* I have repeated social media sharing icons

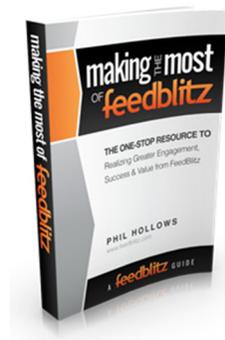
This indicates a setup issue where the source feed is no longer available, or the redirects have wrongly, creating a circular loop. Check too that your FeedBlitz RSS feed doesn’t have a FeedBurner feed listed as its source – if you’ve deleted the FeedBurner feed, and FeedBlitz is using it as its source, FeedBlitz will stop updating too. Make sure that your FeedBlitz RSS feed is using an RSS feed on your site and NOT FeedBurner.

If you’re still having problems getting feed updates, please contact FeedBlitz support.

Next Steps

And that's it – you're done! Welcome to FeedBlitz.

We hope you have successfully completed the transfer and we look forward to serving you and delivering your RSS feed reliably and consistently. There's a whole wealth of additional services you can take advantage of now you're here, many of which you can find simply by exploring the dashboards at the account, site, feed and list levels.



One of the cool things about FeedBlitz is how much you can do with the service that you couldn't before with FeedBurner.

We have a whole, free e-book available (no registration required) with many more. Access “Making the Most of FeedBlitz” from:

<http://assets.feedblitz.com/MakingTheMostOfFeedBlitz.pdf>

As we've said before, FeedBlitz prides itself on excellent support and customer service. Get in touch support@feedblitz.com if you need assistance.

Keep up with FeedBlitz by subscribing to the FeedBlitz News blog:
<http://www.feedblitz.com/f?Sub=84>

Follow FeedBlitz's founder, Phil Hollows, as [@phollows](https://twitter.com/phollows) on Twitter.

Check out our recurring revenue affiliate program:
<http://www.feedblitz.com/affiliate-partnership-program-faq/>

Buy our e-book, “List Building for Bloggers” at
<http://ListBuildingForBloggers.com>

Visit the Knowledge Base at <http://support.feedblitz.com>

Please send any feedback and comments to support@feedblitz.com

Start your FREE TRIAL today at
<https://www.feedblitz.com/f?NewAccount>

FYI: Real Bloggers, Real Results

(View this article online at <http://www.feedblitz.com/feedburner-feedblitz-case-studies/>)

Jay Baer – Convince and Convert

@JayBaer brought his well-known blog, “Convince and Convert” over to FeedBlitz for both RSS and Email subscriptions. It was an interesting migration, because we also had to integrate FeedBlitz with another of Jay’s services, from InfusionSoft. Writing about the transition, one of Jay’s editors, Jess Ostroff, gets down to nitty gritty right away. She writes:

“Without a feed delivery service, there’s no way for you to see who has subscribed to your RSS feed and where they came from [...] If you can’t view statistics, you can’t measure your progress, and if you can’t measure your progress, you can’t monetize your results.”

So let’s be crystal clear: You can simply use your blog’s raw RSS feed if you want to. What you lose is the ability to collect feed metrics because native blog feeds and their associated analytics packages can’t do it. If you can’t measure it, you can’t manage it. If you can’t manage it, you can’t monetize it. If you want to boost your income or generate revenue, you need to have this insight, and a feed service – FeedBlitz – is the only way to get that vital information.

Jess goes on to describe why moving from (free) FeedBurner to (paid) FeedBlitz was a win for Jay’s business and his community:

“When we learned about FeedBlitz’s capabilities as they relate to our valuable feed, we were intrigued. In short, Feedblitz is a business (it’s not free like FeedBurner) but it also operates like a business, and that’s a worthy trade-off for us.”

What Jess is saying is that it isn’t about the price, or the cost, or the money. They chose FeedBlitz because of FeedBlitz’s value, attitude and commitment.

And when looking at that value, attitude and commitment in real life, Jess says more in the section entitled Paid Service = Awesome Support:

“Not only can the Feedblitz team guide you on any technology issues (deactivating your FeedBurner account is a scary thing, we know), their team is able to advise based on best marketing practices, not just best feed practices.”

Thank you, Jess! Click here to read the whole article on the Convince and Convert: <http://www.convinceandconvert.com/social-media-tools/feedburner-to-feedblitz-why-we-migrated-our-rss-feed/>

Now, despite the challenges that were involved in linking to InfusionSoft, the actual migration of the RSS feed from FeedBurner to FeedBlitz was about as easy as it gets. Once set up here at FeedBlitz, all that had to happen was a simple change in redirect on the Convince and Convert site. Once we had imported the email subscribers, pulling the trigger on the RSS feed changeover consisted of disabling the FeedBurner RSS plugin and enabling the FeedBlitz RSS plugin in its stead. Easy!

Danny Brown – Blogging Tips Online

Danny’s a well-known blogger who runs a number of different sites, many of which he’s migrated to FeedBlitz. He wrote about his FeedBurner to FeedBlitz transition in this post: <http://bestbloggingtipsonline.com/were-leaving-feedburner-and-why-you-should-consider-moving-your-blog-too/>

Again, Danny had it easy – a redirect was pretty much all that was needed:

“RSS was even simpler – a straightforward feed redirect from FeedBurner for the next 15 days, and then this blog should all be on the Feedblitz platform.”

Swell, right? Well that post was written on August 15th, about a month ago. What’s Danny’s experience been since? This is what he tweeted a little over a week later in reply to a question about the migration:

“@phollows @pintasticmom FeedBurner had missed over 8,000 RSS subscribers in my case. Feedblitz offers superior counts and analytics”

— Danny Brown (@DannyBrown) August 24, 2012

That’s right. FeedBlitz had found 8,000 more readers to Danny’s feed than FeedBurner in less than a week. If you monetize via ads or sponsorships that’s an awful lot of eyeballs you’re not promoting in your media kit. Accuracy matters, and speaks not only to the benefits of switching to a supported, managed, premium service; but also to why measuring RSS statistics is critical to successful blog monetization.

Cecily Kellogg – Uppercase Woman

Cecily Kellogg is a successful and unforgettable on and offline presence. She has over 60,000 followers on Twitter and was finally spooked enough by the goings on at FeedBurner to switch her blog, Uppercase Woman, over to us. She blogged about her decision making and the process at the MomCrunch blog, where she also contributes.

Now Cecily’s case was more challenging from a migration standpoint. Although she did have her FeedBurner login, her site had been inviting people to subscribe directly to her FeedBurner feed (at the FeedBurner URL) for years. YEARS. So we couldn’t use the simple redirect option to bring her RSS readers over. Instead, it was much more daunting. Once we imported her email subscribers, all her other RSS readers were going to have to resubscribe.

From a risk of subscriber loss perspective, this is every blogger’s nightmare scenario. Because inwardly we’re all secretly afraid that not everyone will bother to resubscribe, and we will “lose” subscribers as a result of the change (notwithstanding the thousands we actually found for Danny!)

Here’s what Cecily wrote on her post:

“After much research, I’ve decided to switch to Feedblitz. I chose Feedblitz because I’ve met the CEO Phil Hollows several times at conferences and I’ve heard great things about the amazing

customer service. But what really sold me was the ability to alter how the feed looks; I can customize and make it pretty and add things like my logo or site banner into the feed (something FeedBurner doesn't offer) as well as get far more information about WHO my subscribers are.

But it's not a simple process to transfer the feed over. First I had to change my email subscribers over, create a new feed, switch my blog's links to the feed, and turn off FeedBurner's email feed. Honestly, it would have taken a considerable amount of time if Phil hadn't taken the time to guide me through the process via Skype."

Couple of points here. Firstly, yes we here at FeedBlitz can and will hand-hold you, using technologies like Skype. Secondly, transferring feeds this way is harder – that's why we have the FeedBurner Migration Guide to help – but it's really good to know that we can help you in person and all you have to do is ask.

So in her post, Cecily is obviously a little apprehensive about moving. How did it go in the end? Well, check this tweet out in reply to a broader conversation about switching:

“@babyrabies @coffeewithjulie @redneckmommy @phdinparenting @schmutzie @postpartumprog @dresdenplaid Feedblitz has been a godsend.”

— Cecily (@Cecilyk) September 11, 2012

When was the last time a service you use was so good you called it a “godsend”? Thank you, Cecily!

How did we do it? Well, one of the options FeedBlitz has is the ability to change what we serve to FeedBurner. It's described in the Migration Guide, but basically what we set up is a message to all FeedBurner subscribers inviting them to change their subscriptions. The RSS subscribers open up your message in their readers, and see that they need to make the change. Easy – our assertion is that anyone with a pulse who wants to hear from you will switch.

That's the story we tell. What actually happened in real life?

Well, after a week the majority (90%) of Cecily's subscribers (per FeedBurner's last stats report) had resubscribed. Everyone with a pulse and who still cared had basically switched themselves, thanks to FeedBlitz's migration tools, in only a few days.

Jayme Soulati – Soulati Media

The three case studies I've highlighted so far are all relatively well-known bloggers with thousands or tens of thousands of followers and subscribers. What about, though, a regular blogger with a more modest following, and a less well-known profile?

Jayme Soulati writes on her blog for her firm, Soulati Media. A few days ago she wrote a post: "8 Tips To Migrate From FeedBurner to Feedblitz." Like many bloggers, her FeedBurner RSS feed had become "stuck" – it was no longer updating – and she wasn't able to fix it. There being no help or support at FeedBurner, she was up the creek ... until she decided to switch to FeedBlitz.

Now, Jayme is regular blogger, just like most small business professionals. Not a tech guru, nor an IT wizard, nor a natural-born RSS feed wrangler. Here's what she says in her post:

"I am proud to say that all by my lonesome I migrated FeedBurner to Feedblitz with one simple ebook that appeared miraculously in my email box and I downloaded immediately – The FeedBurner Migration Guide."

Proof: You don't have to be an A-lister to be successful – or to benefit from our support. Jayme continues:

If your blog has hundreds of well-earned subscribers, you're probably going to want to ensure you interact with Feedblitz tech support, and they are very helpful. I emailed a question to a general email box, and they got back to me after fixing my mistake and even looking at my blog.

So there you have it – a successful, fully supported transition, which works for regular folks as well as larger, better-known names. If you want to discover Jayme’s eight tips for a successful FeedBurner to FeedBlitz transition, read them here.

You *Can* Switch From FeedBurner to FeedBlitz!

Whether you’re an A-lister with tens or hundreds of thousands of subscribers, or a solopreneur promoting your business, you deserve professional care and accurate metrics for your RSS feed. These examples all show that it can be done, safely and reliably.

Still not convinced? Here are some more recent tweets from others about making the switch:

“Ok, migration of FeedBurner to Feedblitz RSS feed and email subs done. Faultless process. The guide a big help. Next, update links on site.”

— Neville Hobson (@jangles) September 15, 2012

“Loving my experience w/feedblitz. I keep finding new things I like about it. Latest: email updates include links to recent posts”

— Jenn Lawrence (@jennbookshelves) September 4, 2012

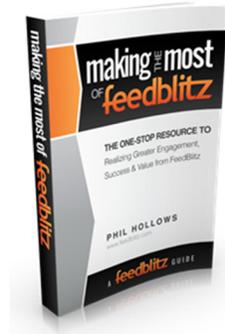
“@phollows Thanks again for all of your help. The more I get into FeedBlitz, the more I am loving it. Appreciate you!”

— dazeofadventure (@dazeofadventure) September 4, 2012

“Just migrated from FeedBurner to feedblitz. So far I’m really impressed.”

— Kirstin Marie Foley (@kirstinfoley) August 26, 2012

Things to Try Now You're Here!



In this chapter are some examples of some of the things you can do with FeedBlitz now you're here.

These are just a few ideas! We have a whole, free e-book available (no registration & value required) with many more. Access “Making the Most of FeedBlitz” from:

<http://assets.feedblitz.com/MakingTheMostOfFeedBlitz.pdf>

Set up an Automated Weekly Alternate Mailing

Sometimes a daily email can be too much. Sometimes there's room for a weekly alternative option for people who just don't want to hear from you that much. And it's a cinch to set up. Here's how:

1. Pick your mailing list from your site navigation.
2. Click the orange “Settings” button.
3. Click the green “Clone” button.
4. Change the schedule to weekly.
5. Change the name of the new list to show it's weekly.
6. If you send full posts daily, you can set the character limit in the weekly version to make it a “digest” to keep the mail size down.
7. Go to the weekly mailing list's main page and click the “Form Code” button to generate subscription forms, links and QR codes for the new weekly mailing.

You can repeat the process and choose a different schedule, for example if you want to create a mailing that comes out ASAP (the “Express” schedule) as well as a daily summary.

RSS Feed Tag Filters

One of the great things about FeedBlitz's RSS is that you can do more than simply share the feed URL. You can use filters in the feed URL to modify what it shows. This enables you to create category-specific feeds automatically, which can then be used to create category-specific mailings.

The two path modifiers are `/tag/` and `/not/`, and if we use the FeedBlitz News RSS feed as an example (`feeds.feedblitz.com/feedblitz`), they are used like this:

All posts tagged "FeedBlitz" only: `feeds.feedblitz.com/feedblitz/tag/feedblitz`

All posts except testimonials: `feeds.feedblitz.com/feedblitz/not/testimonials`

You can have multiple `/tag/` and `/not/` modifiers. If you have multiple modifiers they are an OR, not an AND, i.e. All posts matching ANY of the selections will be included in the criteria.

FeedBlitz treats tags and categories the same. Learn more here:

<http://www.feedblitz.com/automatic-category-feeds-for-everyone/>

Email Tag Filters

FeedBlitz can also apply tag and category filters for RSS-powered mailing lists. So, for example, you can create different lists sending different content from the same source feed. Content-specific lists increase the relevance of each email sent to someone on that list, which in turn reduces churn and unsubscribe rates. Like RSS feeds, you can tell FeedBlitz to exclude certain tags and categories as well / instead. We at FeedBlitz use this capability to not email out posts on the blog tagged "noemail".

To configure filtering, open up the list from your site navigation and click the orange "Settings" button. On that page click the link where it says that FeedBlitz sends all posts, and set up the filters.

If you want to offer multiple lists for different audiences, you can clone your "all posts" mailing list using the same approach for setting up weekly mailings outlined above (except you don't change the schedule). Change the title and filters on each cloned feed.

Replace and Automate your Contact Newsletter

Many small businesses have multiple mailing lists – the “Blog Subscribers” and the “Newsletter” list. These may reflect differing subscriber acquisition approaches, history, or content differences. These newsletters typically contain very similar content to the blog, perhaps with extra editorial. They often have no online presence other than potentially a web-based archive of the mailing itself.

What you can do is automate generation and production of this newsletter using FeedBlitz, AND get better SEO benefits by having the newsletter content on your blog. You can simply replace it with an automated weekly mailing of that week’s posts, but if you want to keep the editorial commentary angle, here’s what you need to do:

1. Compose your “Newsletter” content on your *blog* as a summary / newsletter post. This gives you the SEO benefit not your email service!
2. Tag newsletter posts “newsletter” (for example – doesn’t matter what tag you use as long as it’s consistent and only for posts to the “newsletter” list).
3. Clone your “Blog Subscribers” list, name it as your newsletter, and set up the tag filters to include only posts with the tag you picked in (1) above.
4. Optionally, edit your “Blog Subscribers” list to exclude the same tag, so they don’t get that content if it largely repeats what they’ve already seen.
5. Import your subscribers from your old contact mailing service, which you can then abandon.

That’s it! Now all you do is blog, with all the content marketing and SEO benefits that brings, and FeedBlitz will generate your “Newsletter” automatically. You gain consolidated services, support and SEO juice; you save time, hassle and money.

Set up an Autoresponder Series

Downloading this Guide from the FeedBlitz web site at <http://www.feedblitz.com/the-feedburner-migration-guide/> triggered a multi-

step email sequence, called an autoresponder. You can now do this in FeedBlitz for the email subscribers you brought over yourself. The autoresponder kicks off when the subscriber activates their subscription, or (as is this case for this Guide) can be subscribed to directly.

To set up an autoresponder that starts when a subscriber joins your list, select the list from the navigation, click the “Autoresponder” button and follow the steps. Add and sequence your articles and then publish them.

Send an Email Blast to Your List

Do all mailings from FeedBlitz have to be blog or RSS-powered? No! Sometimes you want to reward your email subscribers with a special offer, have some breaking news you want get out ahead of schedule, or have a deadline you want to remind them about just before it expires.

To send an email blast to a list in FeedBlitz you:

1. Pick the list from the site navigation
2. Click the large green “Send a Mailing” button
3. Choose the type of mailing you want:
 - a. “On Demand” lets you pick posts from the feed, sort them and then push them out.
 - b. “Newsflash” sends a dedicated blast with out an entry in the feed.
4. For a Newsflash, create your content in the editor (optionally based on prior newsflash mailings if there any), preview it then send it out.

Newsflash content is treated like a regular automated mailing, in that it is formatted with your list’s template. If you have dedicated HTML markup (e.g. a sponsor or event mailing) where the regular template is inappropriate, you can disable the template in the editor and preview screens.

WordPress Plugins

FeedBlitz has two plugins if you're on the WordPress platform. The first is the "FeedSmart" plugin that redirects RSS requests on your site to FeedBlitz for serving.

Additionally we have the "MemberMail" plugin which adds a "subscribe to my newsletter" check box to native WordPress comment forms and user registration pages. It's a great way to grow your list when visitors are already in an existing workflow, such as commenting on a post.

And Finally....

There's so much more FeedBlitz can do for you to help you lighten your workload with your subscriber outreach. If you have questions or ideas, please don't hesitate to contact us at support@feedblitz.com