



Integrating AWeber With Your Blogger Blog

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Bloggng is an increasingly popular way of communicating with your current and potential customers and helps establish you as an authority in your field. It also helps you add search engine-friendly content to your site, increasing your online visibility.

By integrating your AWeber account with popular blogging platform Blogger, you can:

- ▶ Convert occasional blog visitors to subscribers
- ▶ Notify subscribers when you've posted new content, and
- ▶ Drive your subscribers back to your blog

Integrating AWeber with Blogger - Step By Step

(Note: this article uses screenshots from the new Blogger Beta. If you are using the previous version of Blogger, they may not match what you see exactly. Please refer to Blogger for assistance if you have difficulty finding any of their pages referenced here.)

1. Get your Blogger RSS Feed address (URL)

- ▶ Login to your Blogger account at <http://www.blogger.com/>



- ▶ On the Blogger Dashboard, click the "View Blog" link to go to your blog



- ▶ On your blog, find the URL from your browser's address bar
 - ▶ example: <http://myawebertestblog.blogspot.com>
- ▶ Add **/atom.xml** to the end of the URL. This gives you the Feed URL
 - ▶ example: <http://myawebertestblog.blogspot.com/atom.xml>
- ▶ Copy the Feed URL

2. Create Feed Broadcast

- ▶ Login to your account at <http://www.aweber.com/login.htm>
- ▶ Select the appropriate list (where you want subscribers to your blog to be added) from the "Select List" dropdown menu in the upper right-hand corner



(Hint: To create a new list for your blog, use the "Create & Manage Lists" link in the upper right-hand corner of the control panel)

- ▶ Click on the "Messages" tab, then the "Feed Broadcaster" link



- ▶ On this page, click "Create New Feed Broadcast"



Broadcast Feed Content:

Create broadcast newsletters automatically from existing blog RSS content feeds or other sources of RSS content.

- ▶ Paste your feed URL in the text box labeled "RSS Feed URL"



- ▶ If you want your emails to be sent automatically after you post to your blog, mark the "Send Automatically" checkbox. If you prefer to review the email before sending it, leave that box unchecked

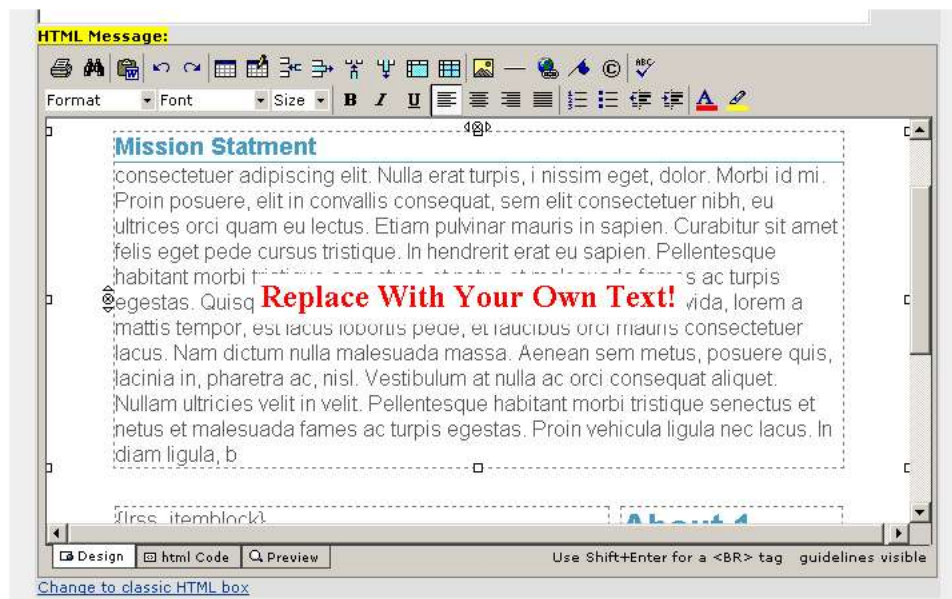
(Note: just like regular broadcasts, Feed Broadcast messages are reviewed and sent at the "Messages" > "Broadcast Edit" page of the AWeber control panel, so if you leave this box unchecked, you will need to go to that page to send your Feed Broadcasts after they are created.)

- ▶ Select a template for your blog emails from the list of options in the "Select a Template" box and click the "Load Template" button



(Note: I have chosen the "Clean - Construct" template for our example, but you can use any of the templates that we offer!)

- ▶ Scroll to your HTML message version and look at the template
- ▶ Replace any "filler text" with your own text, or simply remove it



(Important! Please DO NOT remove or modify any of the variables, such as:

```
{!rss_channel_title}  
{!rss_channel_description}  
{!rss_itemblock}  
{!rss_item_title}
```

unless you are familiar with RSS and what those variables represent)

- ▶ Once you have made the appropriate changes to your template, click the "Save" button at the end of the page



3. Create Web Form

You now need to create a signup form that you can place on your blog.

- ▶ In your AWeber account, click on "Leads" then "Web Form Generator"



- ▶ Click "Create New Web Form"



Web Forms:

Turn off any pop-up blockers before using this page. Web Form Generator allows you to create hover pops that are immune to pop-up blockers, traditional pop-ups, exit pop-ups, pop-up under and standard web forms placed within your standard webpage. If you create more than one web form you will be given the opportunity to split test different forms on your site automatically and decide which form is the best to use. **Note:** Statistics are delayed 10 minutes.

[Create new web form.](#)

- ▶ Create your Web Form using the Web Form Generator



[Watch our Web Form Generator Tutorial](#)

- ▶ After you save your form, you'll be taken to the main Web Form Generator page. There, click the "Get HTML" link, and copy the form HTML from the popup that appears

4. Add Web Form to Blogger

So that people can sign up to get your blog updates, let's now put the signup form on your blog.

- ▶ Return to your Blogger account (<http://www.blogger.com>)
- ▶ On the Blogger Dashboard, click the "Template" link



The template for your blog appears in a large text area

```
<!-- Begin #sidebar -->
<div id="sidebar"><div id="sidebar2">

  <!-- Begin #profile-container -->

  <{$BlogMemberProfiles$>

  <!-- End #profile -->

  <Main0rArchivePage>
  <h2 class="sidebar-title">Sites I frequent</h2>
  <ul>
  <li><a href="http://www.reason.com/hitandrui">Hit and Run</a></li>
  <li><a href="http://www.boingboing.net">Boing Boing</a></li>
  <li><a href="http://espn.go.com">ESPN</a></li>
  </ul>
  </Main0rArchivePage>
```

- ▶ Paste your form HTML into the appropriate location in the template

Typically this is in the sidebar, so you'll want to scroll until you find the line `<!-- Begin #sidebar -->` and paste somewhere after that.

The location of the form on your page will depend on where you paste that HTML - feel free to experiment and move it around! You can use the "Preview" button at the bottom of the page to see if you like where you have placed the form.

- ▶ After you have placed the form into your template, click "Save Template Changes"



Now, your blog visitors can sign up to receive your posts via email!

Need Help?

If you have any questions about this, or anything else about your account, please contact our customer support team. We have real, live people ready to assist you.

Hours:

Monday - Friday, 7AM - 7PM Eastern time

Saturday, 9AM - 5PM Eastern time

Phone:

Toll Free: 1-800-531-5065 or +1 215-322-2408

Email:

help@aweber.com

<http://www.aweber.com/support.htm>

Live text chat:

Anywhere on the AWeber site - just click the "Live Support" icon!