Quick and Easy
Blogger SEO Code Mods

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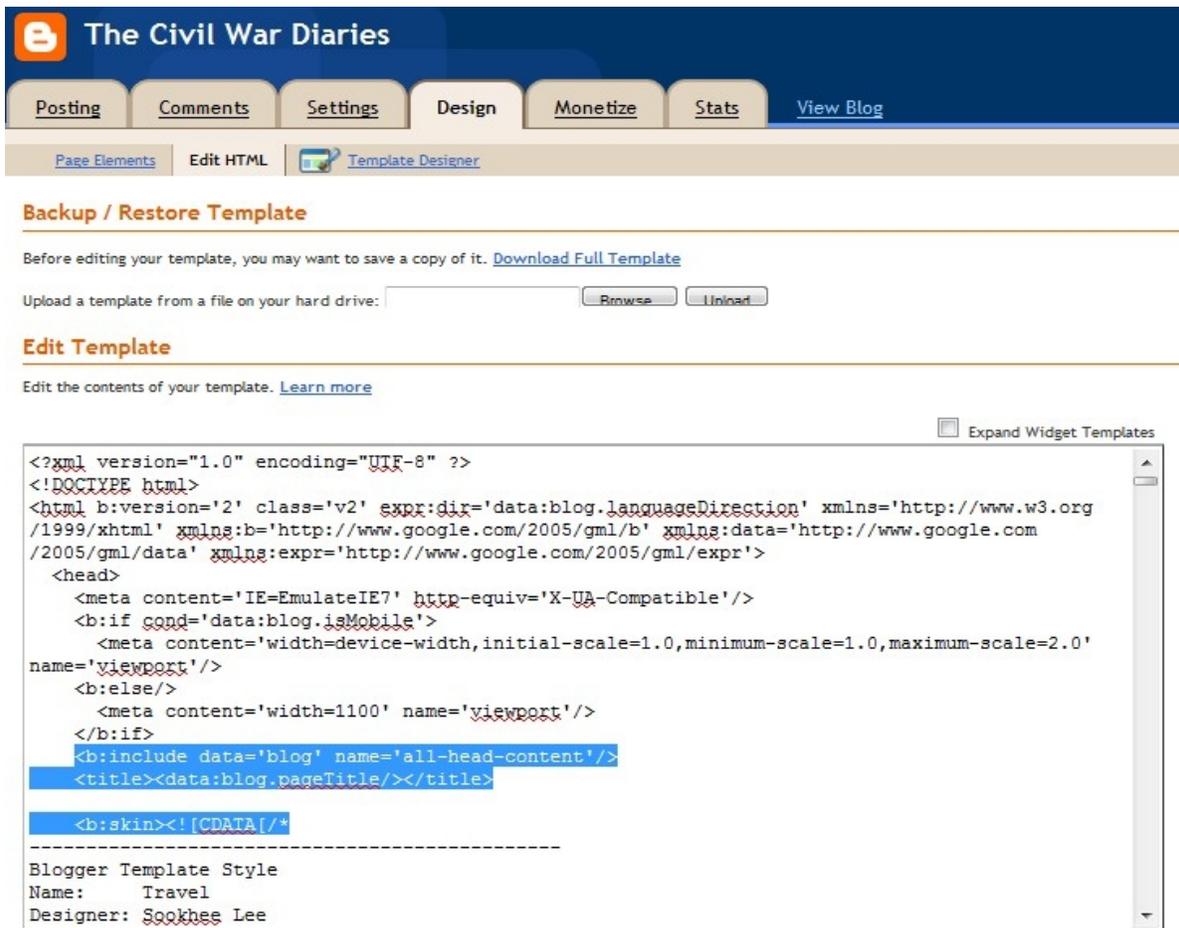
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Step by Step Instructions to Make Blogger Title Tags SEO Optimized

Step 1. Find the code below in your Blogger template :

```
<b:include data='blog' name='all-head-content'/>
<title><data:blog.pageTitle/></title>

<b:skin><![CDATA[/*
```

You can use the browser keyboard shortcut to find the code.
(CTRL + F)

Step 2. Replace the original code snippet with the new code below:

```
<b:include data='blog' name='all-head-content'/>
<b:if cond='data:blog.pageType == "index"'>
<title><data:blog.pageName/> | <data:blog.title/></title>
<b:else/>
<title><data:blog.pageTitle/></title>
</b:if>
<b:skin><![CDATA[/*
```

Step 3. Save the template and view your blog.

Edit Template

Edit the contents of your template. Learn more

☐ Expand Widget Templates

```
    <meta content='IE=EmulateIE7' http-equiv='X-UA-Compatible'/>
    <b:if cond='data:blog.isMobile'>
      <meta content='width=device-width,initial-scale=1.0,minimum-scale=1.0,maximum-scale=2.0'
name='viewport'/>
    <b:else/>
      <meta content='width=1100' name='viewport'/>
    </b:if>
    <b:include data='blog' name='all-head-content'/>
    <b:if cond='data:blog.pageType == &quot;index&quot;'>
    <title><data:blog.pageName/> | <data:blog.title/></title>
    <b:else/>
    <title><data:blog.pageTitle/></title>
    </b:if>
    <b:skin><![CDATA[/*
-----------------------------------------------
Blogger Template Style
Name:     Travel
Designer: Sookhee Lee
URL:      www.plyfly.net
----------------------------------------------- */
```

Revert widget templates to default   [CLEAR EDITS] [PREVIEW] [SAVE TEMPLATE]

Step by Step Instructions to Add Meta Tags to Your Blogger Template

Step 1. Install optimized title tags. After the previous mod, your code should now look like the one below.

```
<b:include data='blog' name='all-head-content'/>
<b:if cond='data:blog.pageType == "index"'>
<title><data:blog.pageName/> | <data:blog.title/></title>
<b:else/>
<title><data:blog.pageTitle/></title>
</b:if>
<b:skin><![CDATA[/*
```

Step 2. Find this line in your template

```
<b:include data='blog' name='all-head-content'/>
```

Step 3. Add the code in this step just below that line

```
<meta content='your homepage description' name='description'/>
<meta content='your keyword1, keyword2, keyword3' name='keywords'/>
```
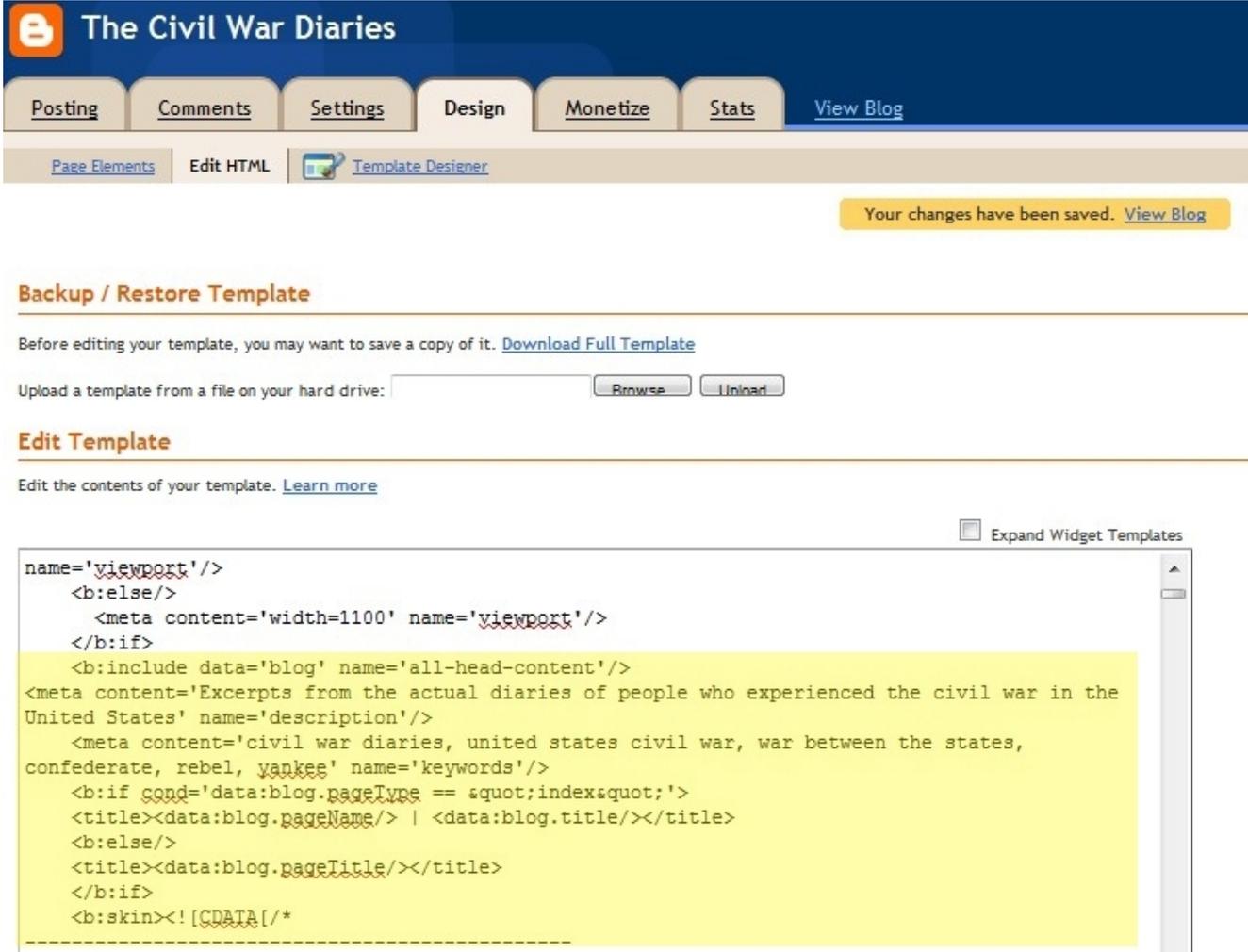
Step 4. Your home page description

Fill the 'your homepage description' field with your desired description for

your site.

Fill the 'your keyword1, keyword2, keyword3' field with your keywords that you want your site to rank for.

You can use only one keyword or as many as you want to try and rank for *(three is not mandatory... just an example)*. I added six in my template above from off of the top of my head. I'll go back later and add and delete after I have done some further research.

Step 5. Save your template and your done.

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Add a Facebook "Like" Button

In this tutorial you'll learn how to add and customize (if you wish) a Facebook "Like" button to your blogger blog.

Step 1. Log into your blogger account, then go to *Layout >> Edit Html*. **Check the** *Expand Widget Templates* **box.**

Step 2. Find the following code in your widget.

<div class='post-header-line-1'/>

Step 3. Copy the code below and paste it below (after) the line above.

<b:if cond='data:blog.pageType == "item"'>
<iframe allowTransparency='true'
expr:src='"http://www.facebook.com/plugins/like.php?href=" +
data:post.url +
"&layout=standard&show_faces=false&width=100&a
mp;action=like&font=arial&colorscheme=light"'
frameborder='0' scrolling='no' style='border:none; overflow:hidden;
width:450px; height:40px;'/>
</b:if>

If you didn't find the code, *<div class='post-header-line-1'/>,* **in your template, Find the line below and paste the button code above (before) it.**

<data:post.body/>

Click the *Save Template* **button and you're done adding your Facebook "Like" Button unless you wish to customize it.**

Customize Your Like Button

There are three parts of the button that you can customize.

Part 1. If you want your button to read *recommend* **instead of** *like***, you need to replace the word** *like* **in the button code with** *recommend***.**

action=<mark>*like*</mark>*&font=arial&colorscheme=light"'*

Part 2. There are a few different fonts that you can use instead of Arial. Choose one of the following and replace *arial* **in the button code with the font name you chose.**

Font Choices:

arial
lucida+grande
segoe+ui
tahoma
trebuchet+ms
verdana

action=like&font=<mark>arial</mark>&colorscheme=light"'

Part 3. The last customization you can make to the button is the color scheme. You can choose between light (default), evil and dark. To change to evil or dark, just replace the word light in the button code with the scheme you have chosen to use.

action=like&font=arial&colorscheme=<mark>light</mark>"'

Adding a Feedburner eMail Subscription Form to Your Blog

This is really as simple as creating a Feedburner feed and enabling the email subscription portion of the service and then copying and pasting the code in an html/javascript gadget on your blog.

Step 1. If you followed the instructions in the opening module, you should already have created a Feedburner account. If not... Create one now.

Step 2. Click on *"Burn a Feed"***, enter your blog URL and click next.**

Step 3. Give your new Feedburner feed a title and click next.

You will be taken to a page saying that your Feedburner feed is now live. Click next.

Now you are on the page that says something about getting more gusto from your Feedburner statistics. Make any customizations here and then click next.

Step 4. You should now be at your Feedburner dashboard. Click the *"Publicize"* **tab.**

Step 5. In the left sidebar click on *"eMail Subscriptions"* **and then click** *"activate"***.**

Step 6. Select your language and then copy the code.

Step 7. From your Blogger dashboard go to *"Layout"* **and then click on** *"Add a Gadget"***.**

Step 8. Select an *"HTML/Javascript"* **gadget and place it on your blog. Paste your code from Feedburner into the gadget window and click** *"Save the Changes"***.**

Step 9. Move the gadget to your desired position on your blog.

**Note: The top position on the right sidebar is considered by most bloggers to be the most desired position for your subscription form.