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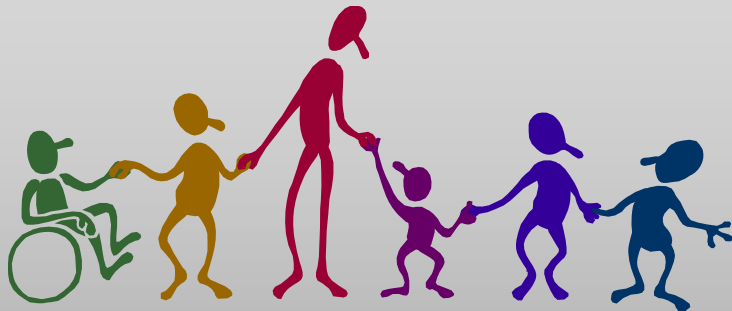# Blogging & Syndication

An overview & review of other presentations

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{Blogging-Syndication-RSS}

Reasons to Blog for Business

Should companies look at blogging as a marketing channel? Any company should at least look into blogs. What is this belief based on?

- **Pulling power**
  - blogs are a proven vehicle for generating traffic. "visitors returning day after day, returning voluntarily"
  - blogs reach a demographic that TV advertising finds hard to reach.

- **Conversations and interaction**
  - we want to be able to talk to the people who we buy products and services from.
  - Companies get better the more feedback they receive. Conversation is a benefit for both sides of the equation
- **Understanding your customer**
  - conversations bring understanding.
  - Ask your customers questions, find out their feelings on issues, and with that understanding you can serve them better.

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Submitted by Chris Garrett on August 8, 2006 - 9:19am in Revenue section of "Performancing", http://performancing.com/node/3623

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Reasons to Blog for Business

- **Loyalty**
  - engage your customer and they will be less likely to stray.
  - Do something wrong and they will give you a heads up that they are not happy immediately,
  - choose to respond and react and you will not lose them.
  - Do something right and they will also let you know so you can do more of it.

- **Transparency**
  - traditional PR revolves around a lot of broadcast messages, infiltrating the media and hoping some of it will stick. Spin and counter-spin.
  - people want authentic messages from authentic voices. If you have a good story to tell then tell it in a real, genuine way.

- **Interruption Advertising is past its best**
  - blogs are part of the new interactive culture growing around the web.
  - Internet is a "go-to because I want to" medium.
  - TV is a "I know you wanted to see what happens next but we are going to show you washing powder commercials instead" medium.

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Reasons to Blog for Business

- **Measurability**
  - nothing can compare to the metrics available with the web.
  - You can think of blogs as direct marketing on steroids, without the spam filter problems of email.

- **Conversion potential**
  - what a lot of people forget is much marketing is about getting someone from "here" to "there", that is getting someone that bit closer to the checkout.
  - You can build the "buy now" button right into your blog if you want to. That little bit closer from desire to purchase.
  - With a loyal readership the trust builds so resistance is reduced and the chances of a sale increase.

- **Create awareness without the hard sell**
  - If you know your readers will be back again and again you don't need to force a "hard sell" message.
  - With more time you can demonstrate the benefits of what you are selling rather than make bold promises and "time limited offers".

- **Low cost, instant publishing = Speed!**
  - events move fast and they are getting faster.
  - you need to be able to react immediately
  - you need to be able to capitalize on positive opportunities when they arise.

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Features of Blogs

- Simple method to publish content
- Allows for public comments
- Search engine friendly
- No databases or coding required
- Ability to share headlines with XML
- Excellent free software and templates
- Excellent way to hold yourself up as an expert on any chosen subject.
- Excellent alternative to email distribution lists.
- Multiple page creation. Article, journal, archive, etc.

Get Your Blog Seen

- **List your blog in every blog directory you can find.**

- **Post links to your site and/or your blogs to any "comment" section you can find on other blogs.**
  - Most accept URL's.
  - Even Yahoo will give you FREE links if your comments are reasonably relevant.

- **Blog EVERYTHING: product reviews, testimonials, Q&A, tips on usage, anything your prospects have an interest in.**
  - Remember, content is king and you have the ability to produce massive volumes of content using blogs

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Blogging Alternatives

Software services operated by the developer, requiring no software installation for the weblog author

- **Blogger**
- **http://blogge.rs**
- **Gandi**
- **LiveJournal**
- **Moxietype**
- **MySpace**
- **Open Diary**
- **Skyrock**

- **Tumblr**
- **TypePad**
- **Typo**
- **Vox**
- **Windows Live Spaces**
- **Wordpress.com**
- **Xanga**

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Blogging Software

These software packages are offered as free and open source software

- **Apache Roller (Java-based)**
- **b2evolution (PHP/MySQL)**
- **BlogEngine.NET (C#/ASP.NET)**
- **blosxom (Perl)**
- **dasBlog (C#/ASP.NET)**
- **Dotclear (PHP)**
- **DotNetNuke (VB.NET/ASP.NET)**
- **Drupal (PHP)**
- **Frog CMS (PHP)**
- **Elgg (PHP)**
- **Habari (P**
- **Jaws (PHP)**
- **Joomla (PHP)**
- **HP)**

- **Livejournal (Perl) (Also available, developer hosted)**
- **LifeType (PHP)**
- **Movable Type (Perl)**
- **Nucleus CMS (PHP)**
- **PyBlosxom (Python)**
- **Serendipity (PHP)**
- **Slash (Perl)**
- **Subtext (C#/ASP.NET)**
- **Textpattern (PHP/MySQL)**
- **Typo (Ruby on Rails)**
- **WordPress (PHP)**
- **Zine (Python)**
- **PivotX (PHP)**

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Other Blogging Software

These packages are under a proprietary software license. They may require the purchase of a license key to use them. The specific licensing terms vary but some are free of charge for personal or non-commercial use.

- **Telligent Community**
- **ExpressionEngine**
- **Traction TeamPage**
- **Windows Live Writer**
- **MICA Software for Mitigation work by Buildfusion, Inc.**

Other Related Resources

- **FeedBurner is a web feed management provider**

- **Technorati is an Internet search engine for searching blogs.**

- **BlogCatalog is a social community for bloggers; one of the largest blog directories on the internet.**

- **Blogged.com is a blog directory that attempts to combine social networking with people's interests in blogging.**

- **Best of the Web Directory is a commercial web directory providing websites categorized topically and regionally.**

Blog Directories

- **Directories accomplish two things for you.**
  - First, they allow you to be added to a categorical listing.
  - Second, many directories show a list of "recently updated" and "hot" blogs.
    - Publish often, and you will stay on that list.
    - Stay on that list, and you will become popular.
      - (That is, if your content warrants the traffic.)

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Get on Feedburner

- **FeedBurner provides custom RSS feeds and management tools to bloggers, podcasters, and other web-based content publishers**
- **Click on the image for a great explanation of the whole process**

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Blog Search Engines

- **Slightly different from directories**

- **Technorati is the prime example**
  - Technorati is the leading monitor of the world of weblogs.
  - Technorati reads all of the HTML code in a blog posting
  - also tracks all of the activity around a blog or post such as inbound and outbound links.
  - tracks the number of links and the unique source of links to determine the breadth and readership of any author or site.
  - Technorati indexes a subset of new content within ten minutes in most cases.
    - World *Live* Web™? is a frequently updated subset of the World *Wide* Web.

Other "Real Time" search

- **Technorati & Feedster are two examples**
- **Both focus their searches on new content**
- **Ranking is primarily based on "freshness" (newest post ranks highest)**
- **Technorati includes integration of publisher tags into technorati results**
- **Technorati also includes tags from delicious, furl, and buzznet**

Setting up a new blog

- **Can be done in a matter of minutes**

- **More time allows for customization of templates and other features of setup**

- **Illustrate with Google Blogger at blogger.com**

Blog Site Feed

- **Must have FTP access to your site**
- **Determine correct path to reference**
- **Blogger will make adjustments to what you entered**
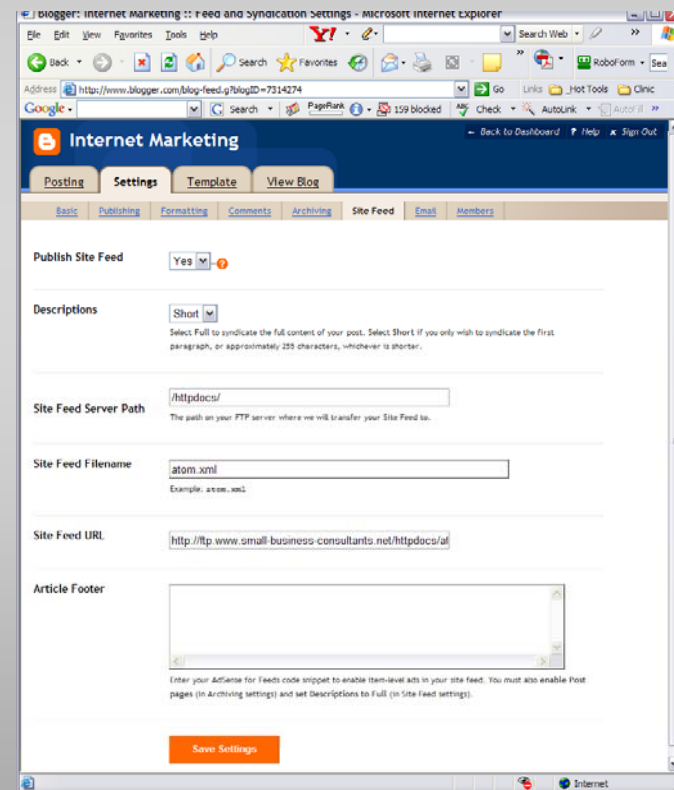
Blog Publishing

Blogger Features

- **Dashboard**
- **Tagging**
- **Comment Review**
- **Blogging via email**

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Impact Feed Can Have

- **You can get Yahoo to "find" your site**
  - Create your RSS feed
  - Go to My Yahoo account
  - Add your feed to you're my Yahoo
  - Yahoo adds the entry to the top of its spider queue
    - Your site will be indexed within 24 hours
    - It will show up on search results within 72 hours.
- **The fact that the Yahoo spider found you the way it did will give you a higher ranking than if the spider finds you via "regular" mechanisms.**
  - In other words, Yahoo's search Algorithm rates sites with RSS feeds higher than it does sites without them.

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Blogs

- **Understanding how & where your blogs are & how they got there.**

Your Web Site

Your blog content

Blog host (blogger.com?)

Your blog content

Set up blog info on site

Post blogs to each location

Set up blog info on blog host

Obtain blog setup info from host

Your Computer Workstation

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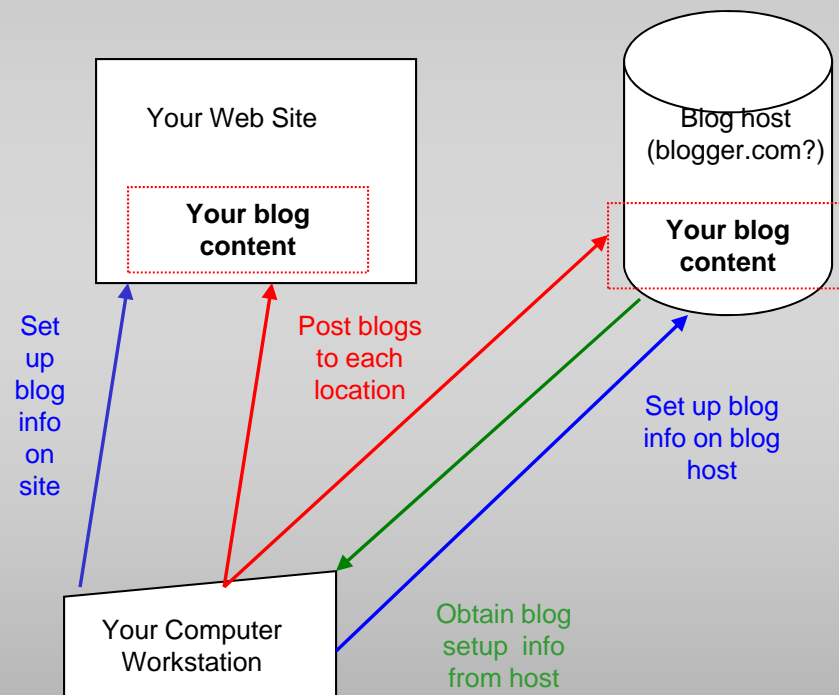
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RSS & Blogging

- **How does your blog get syndicated?**
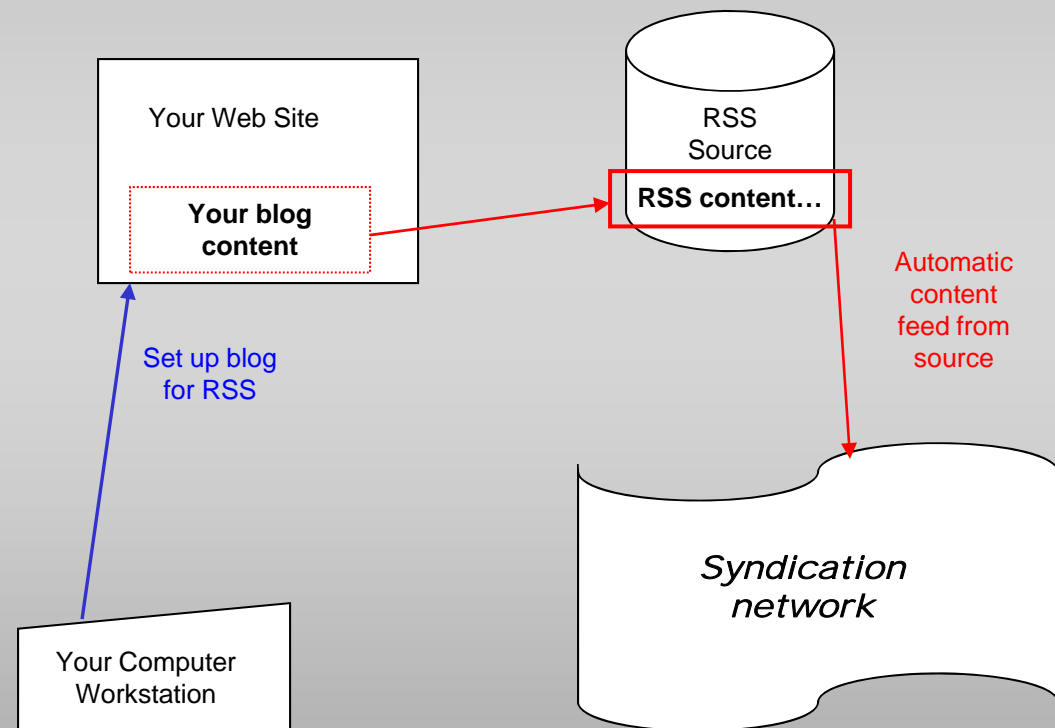
Your Web Site

Your blog content

RSS Source

RSS content…

Set up blog for RSS

Automatic content feed from source

Your Computer Workstation

Syndication network

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Adding to MyYahoo

- **If you know a site supports RSS, you can manually enter the RSS URL above and it will be added to your page. Not sure of the RSS URL? Follow these 5 steps:**
  - Go to the site or do a quick web search if you don't know the URL.
  - Look for a little orange button like this: . **XML** This indicates the site syndicates its content. Usually, the button points directly to the site's RSS file. (The page looks like raw code, but don't let it scare you!)
  - To find the RSS URL, right-click on the orange XML button to "Copy Shortcut." Or click on the "XML" button and use "Ctrl-C" on your keyboard to copy the URL found in the address bar of your browser.
  - Return to this page, use "Ctrl-V" to paste the URL into the field above, and click "Add".
  - A valid RSS URL will take you to a preview page where you can see how the module will look on your page. If you like what you see, confirm by clicking "Add."

- **Can't Find RSS URL?**
  - Feedster, one of the well-known RSS directories on the Web, offers a new service called FeedFinder. Enter the URL for any web site and FeedFinder shows you what RSS feeds are available.

- **No RSS? Ask them to add it.**
  - You can email the site directly to request RSS content. Or you can suggest the site via the helpful submit form at Syndic8.com, a site dedicated to content syndication. One of Syndic8's RSS evangelists will contact the site on your behalf.

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http://e.my.yahoo.com/config/cstore;_ylt=An_iSu8VyUxpz0N9TIAk229F1PAI?.opt=rss&.src=my&.page=p1&.done=http%3A%2F%2Fmy.yahoo.com%2Findex.html&.enc=UTF-8

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Adding to MyYahoo

- **Go to a My Yahoo home page**
- **Free portal service from Yahoo**
- **Customize your own page with various services**

Go to the "Add content" option on the page.

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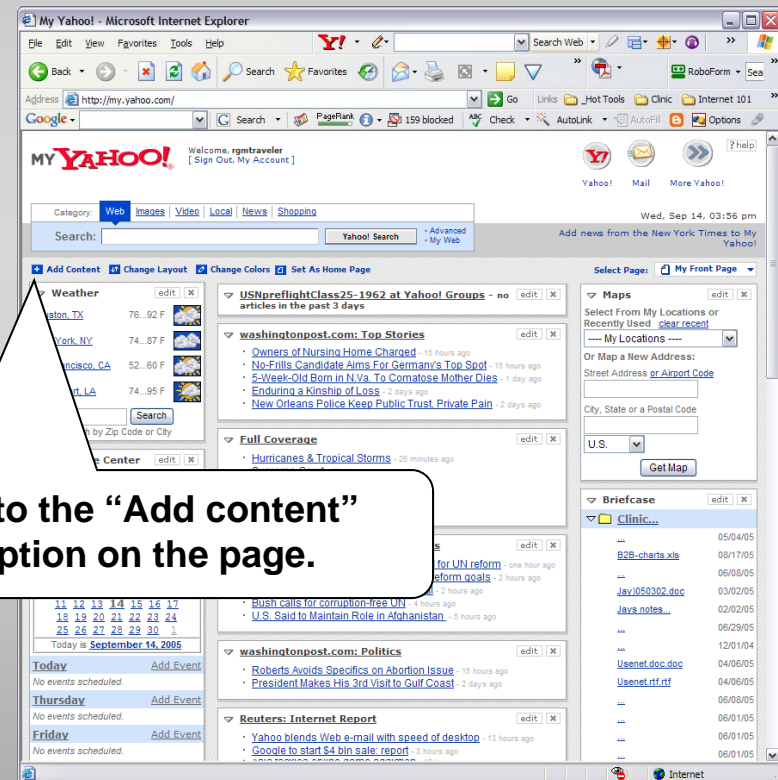
Adding to MyYahoo

- **Add content**
- **Example used is an "xml" file**
- **Requires using the "Add RSS by URL" option**
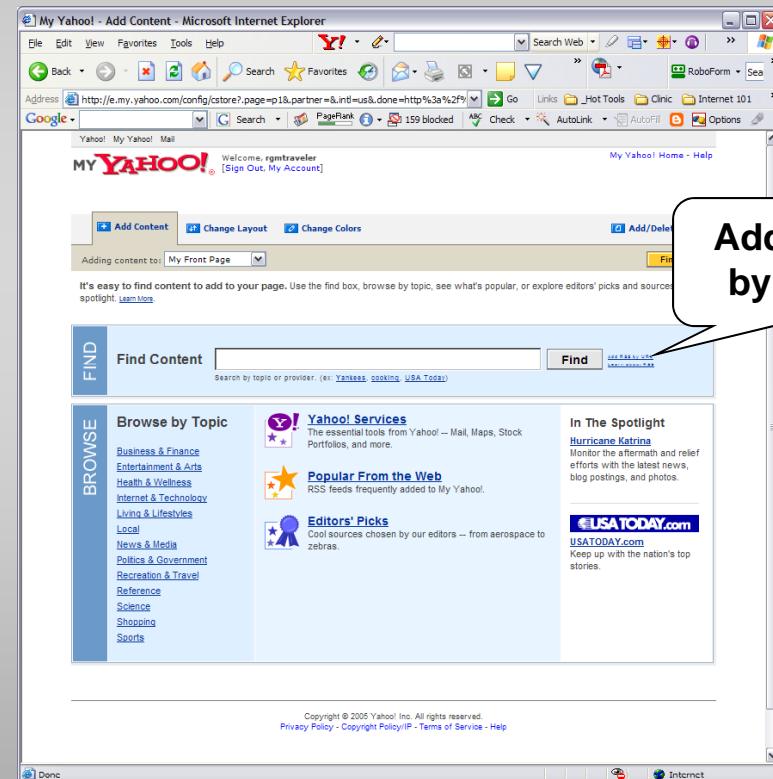
Add RSS by URL

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Adding to MyYahoo

- **Enter the URL where the feed is located**

- **http://www.small-business-consultants.net/atom.xml**

- **Get this url by clicking on the "xml" button on the page**

Put this URL here.
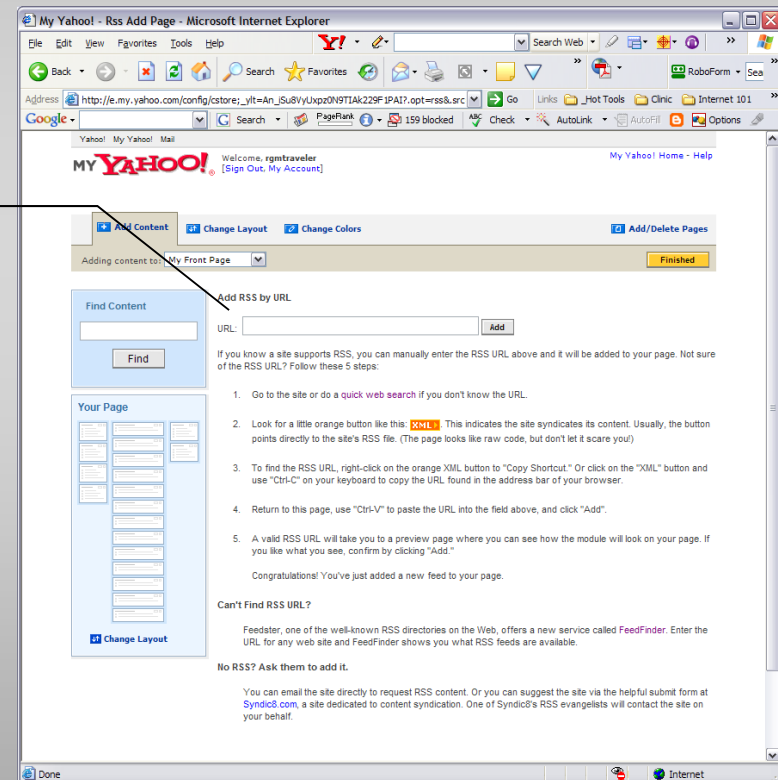
Getting the URL

- **Clicking on the "xml" button will take you to the "feed" content.**
- **Note the URL in the address bar**
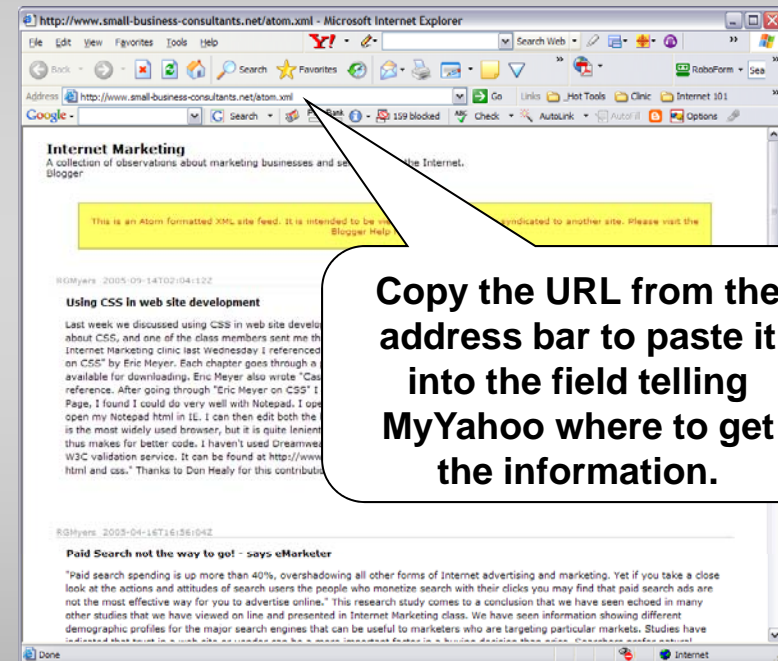
Copy the URL from the address bar to paste it into the field telling MyYahoo where to get the information.

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Adding to MyYahoo

- **Page indicating that process has been completed**

- **Go back to your MyYahoo page to see the completed result**
  - (It may take a few minutes, refresh the page.)
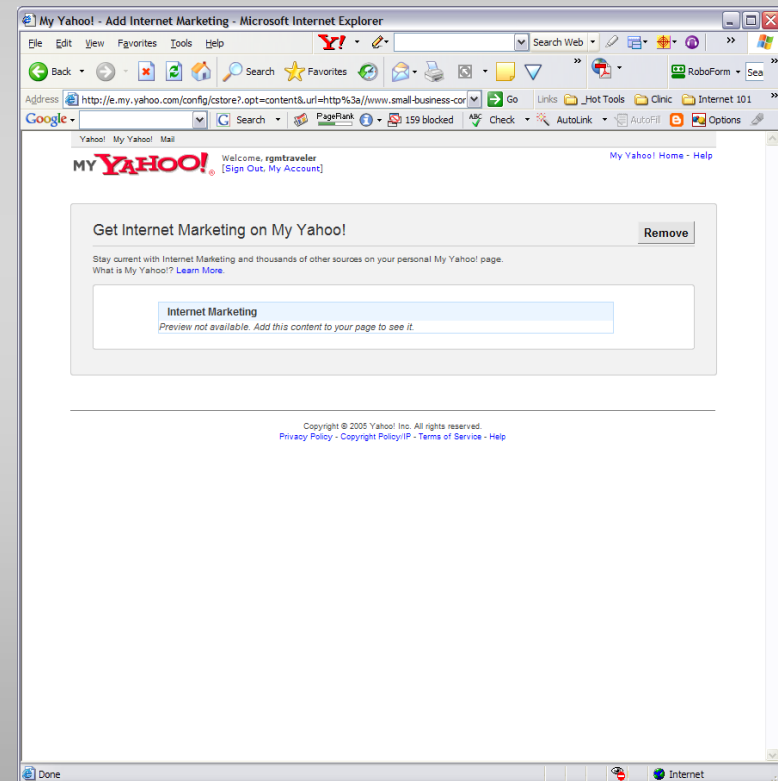
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Adding to Google

- **Home page is Google/ig**
- **Use "Add Content" selection at top left of page**
- **Enter the URL of the blog you want to subscribe to**
- **Feed will appear on your page!**

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Adding to Google

- **Example page**
- **Note the "Add Content" link at upper left of page**

Add Content
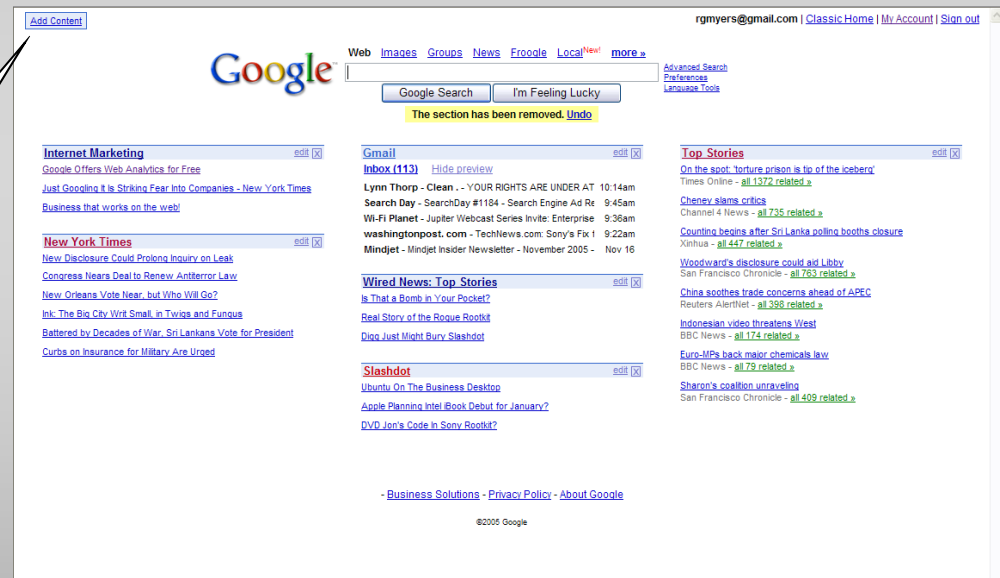
Adding to Google

- **After "Add Content"**

- **Go to "Create a Section"**

Create a Section

Google provides a number of "standard" options for you to select from, but you can also add you own entry from any syndicated feed source.

Adding to Google

- **Paste in the URL of the blog you want to create the feed for**

The URL of the blog was copied from the address bar of the blog previously:
http://gemdiamond.blogspot.com/

Select "Go" to complete the operation.
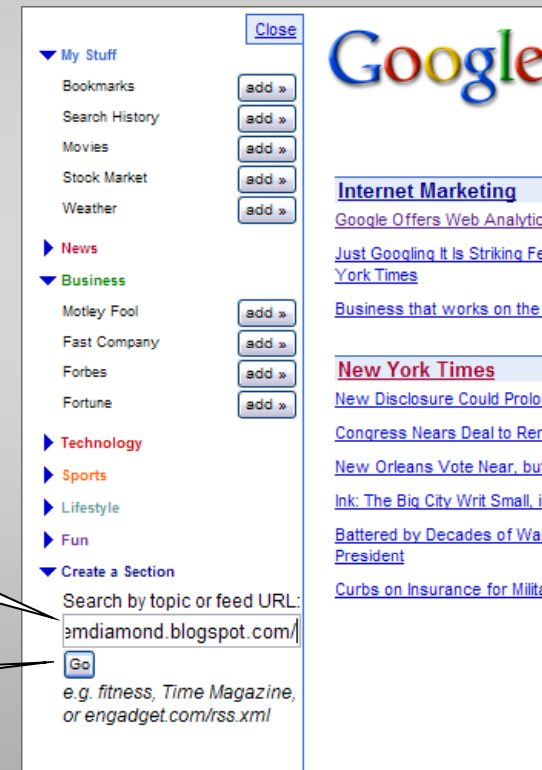
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Adding to Google

- **The blog has been added to the page!**
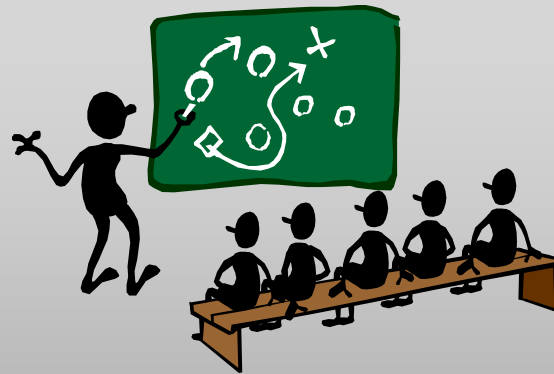

Note the new entry on the page!

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END OF PRESENTATION

- **Time for your questions?**

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