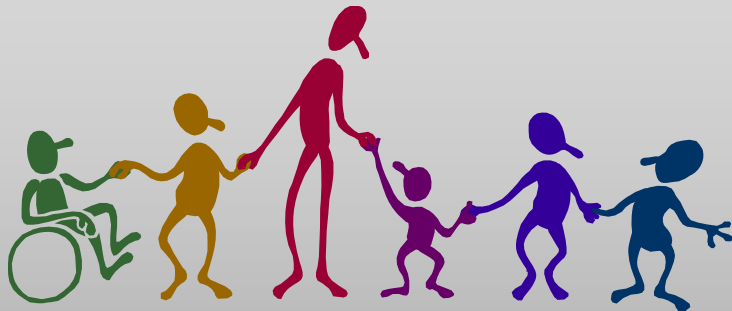


Blogging & Syndication

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.



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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)
- bloxom (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.**



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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.



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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.



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<http://support.technorati.com/support/siteguide>

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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



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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



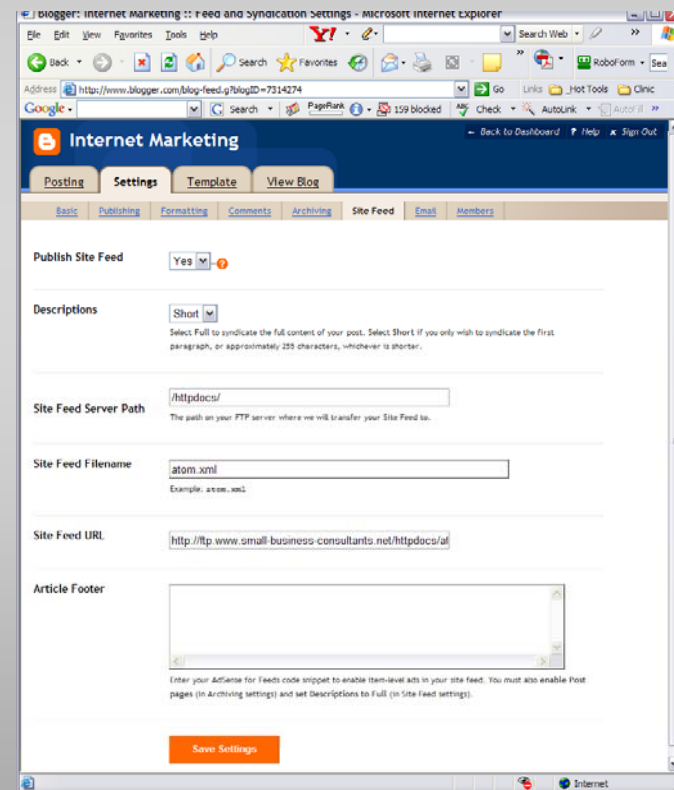
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Blog Site Feed

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



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Blog Publishing

Blogger: Internet Marketing :: Publishing Settings - Microsoft Internet Explorer

File Edit View Favorites Tools Help Address <http://www.blogger.com/blog-publi> Go Norton AntiVirus

Back Forward Stop Search Web PageRank 235 blocked AutoFill RoboForm

Internet Marketing Back to Dashboard ? Help Sign Out

Posting Settings Template View Blog

Basic Publishing Formatting Comments Archiving Site Feed Email Members

You're publishing via FTP

Switch to: [SFTP](#) (secure publishing on your ISP's server) Or [blogspot.com](#) (Blogger's free hosting service)

FTP Server ⓘ
Example: yourwebsite.com

Blog URL
The web address where this blog is viewable. This should include http://.

FTP Path: ⓘ
This path must already exist on your server.

Blog Filename:
Example: index.htm.
Warning: If this file already exists on your server in the path entered above, it will be OVERWRITTEN. Be sure to back it up.

Blogger: Internet Marketing :: Publishing Settings - Microsoft Internet Explorer

File Edit View Favorites Tools Help Address <http://www.blogger.com/blog-publi> Go Norton AntiVirus

Back Forward Stop Search Web PageRank 235 blocked AutoFill RoboForm

Blog URL
The web address where this blog is viewable. This should include http://.

FTP Path: ⓘ
This path must already exist on your server.

Blog Filename:
Example: index.htm.
Warning: If this file already exists on your server in the path entered above, it will be OVERWRITTEN. Be sure to back it up.

FTP Username

FTP Password
Username & Password are optional. If you leave them blank, you will be asked to enter them when you publish your blog.

Notify Weblogs.com ☒ Yes
[Weblogs.com](#) is a blog update notification service that many individuals and services use to track blog changes.

Save Settings



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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.

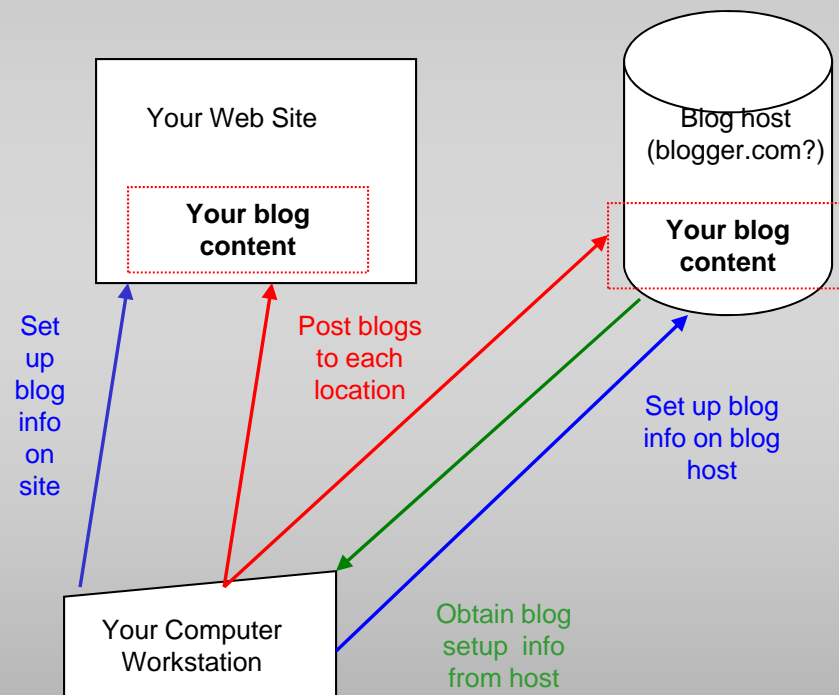


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Blogs

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

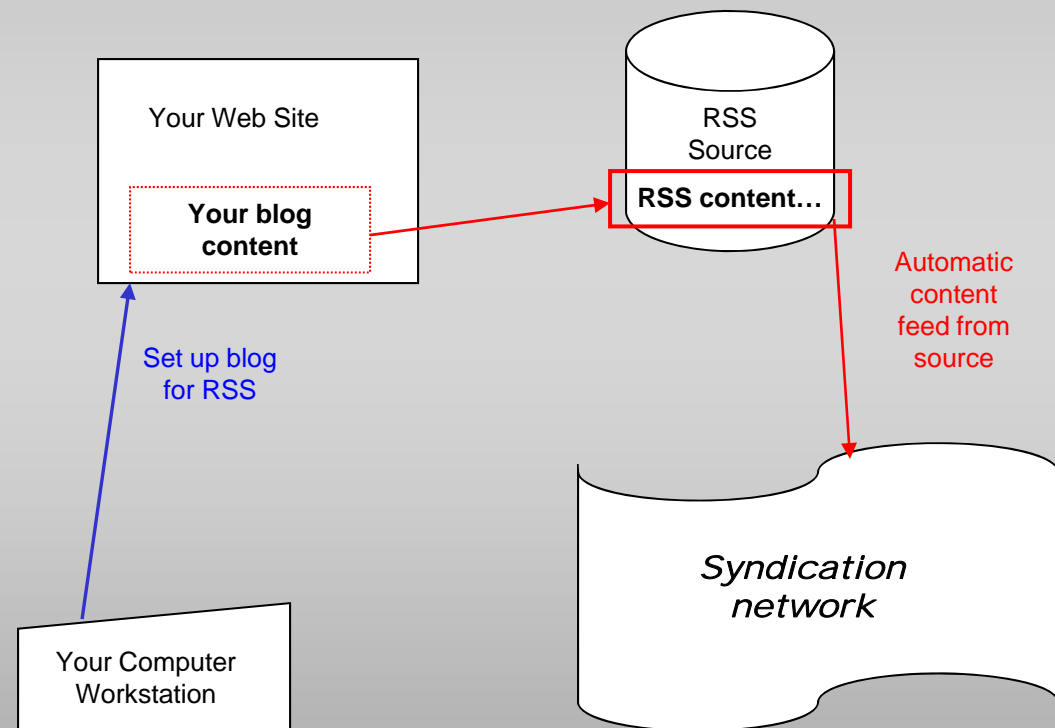


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RSS & Blogging

- How does your blog get syndicated?




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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.



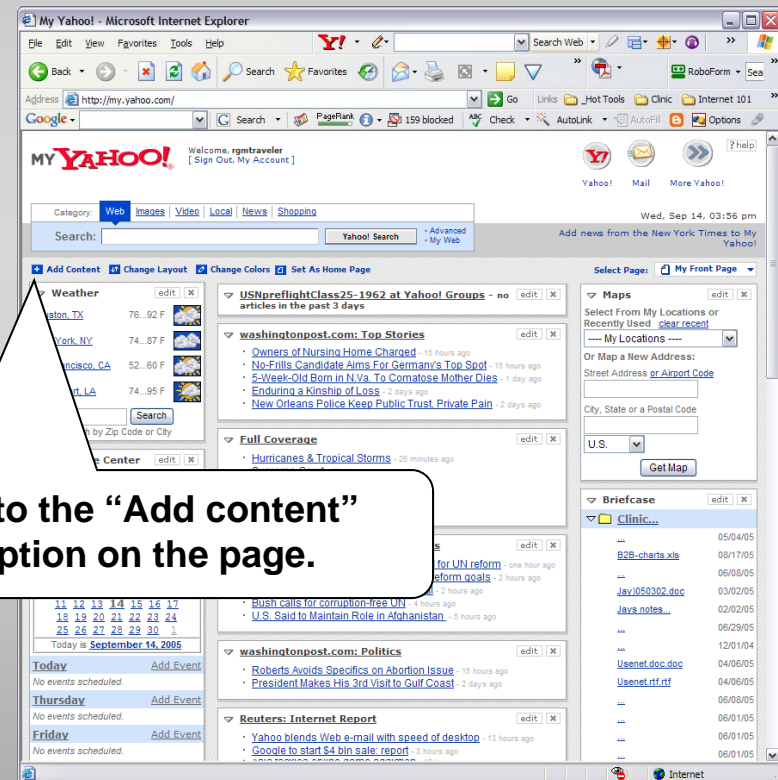
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http://e.my.yahoo.com/config/cstore;_ylt=An_iSu8VyUxpz0N9TIAk229F1PAI?.opt=rs&.src=my&.page=p1&.done=http%3A%2F%2Fmy.yahoo.com%2Findex.html&.enc=UTF-8

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Adding to MyYahoo

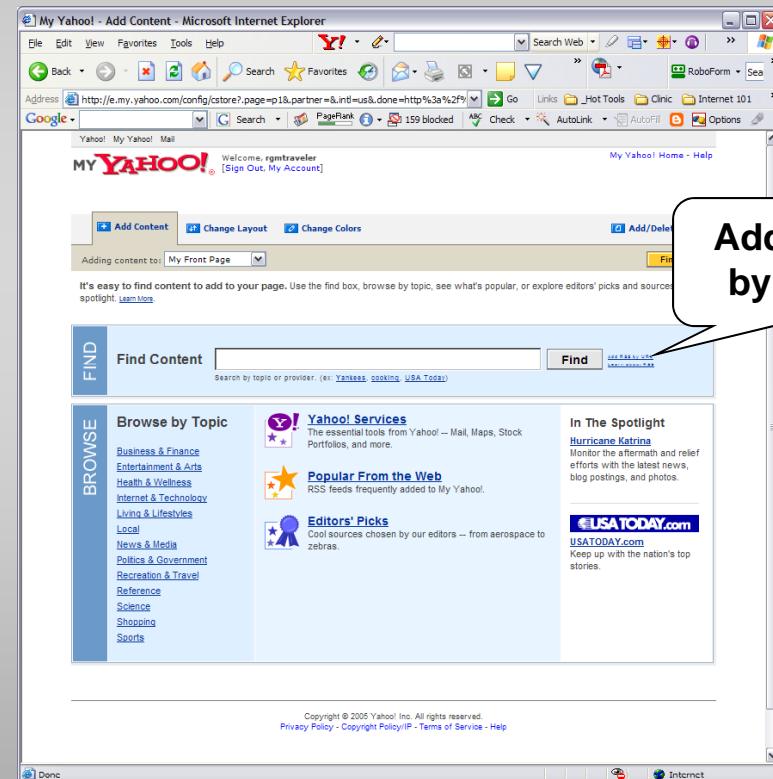
- Go to a My Yahoo home page
- Free portal service from Yahoo
- Customize your own page with various services





Adding to MyYahoo

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



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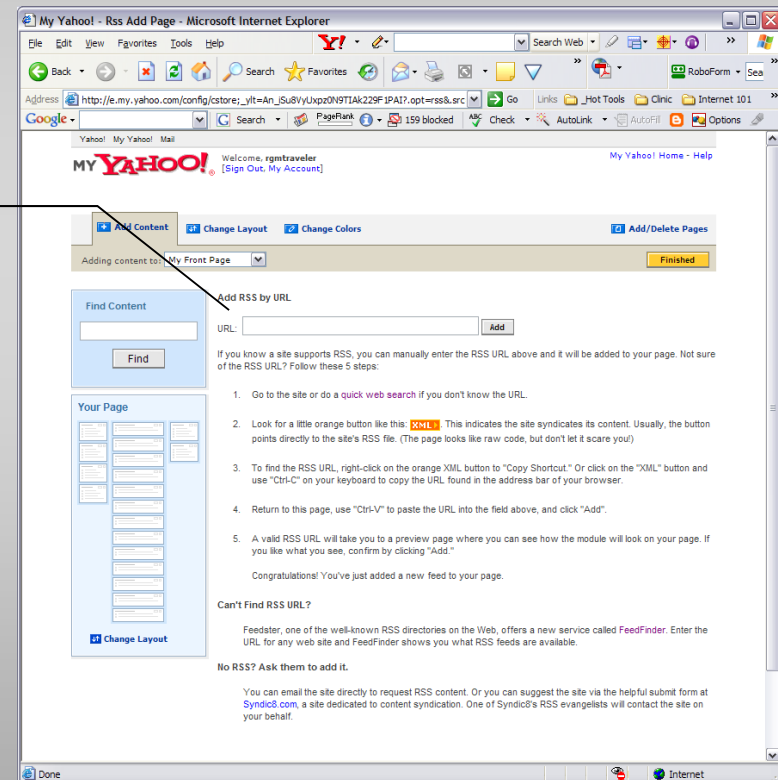


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Adding to MyYahoo

- 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.



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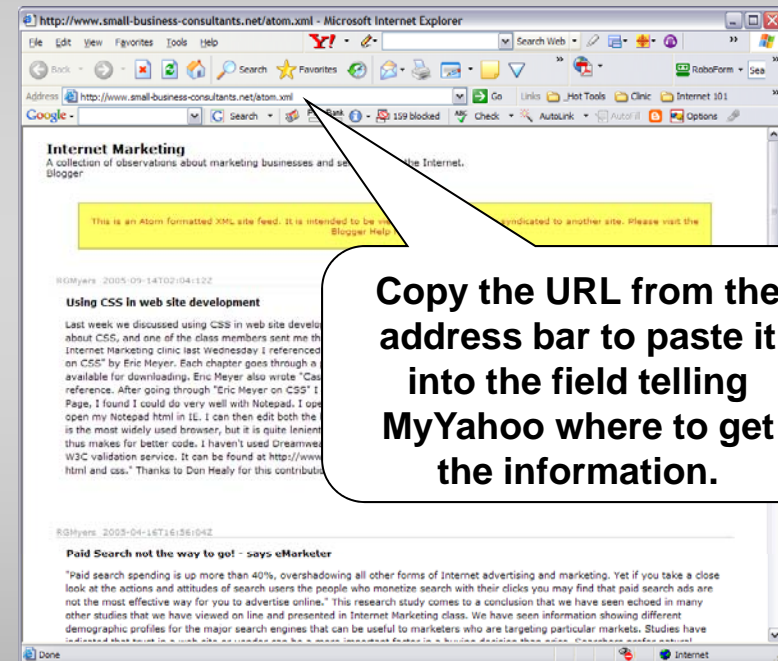
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Getting the URL

- Clicking on the “xml” button will take you to the “feed” content.
- Note the URL in the address bar



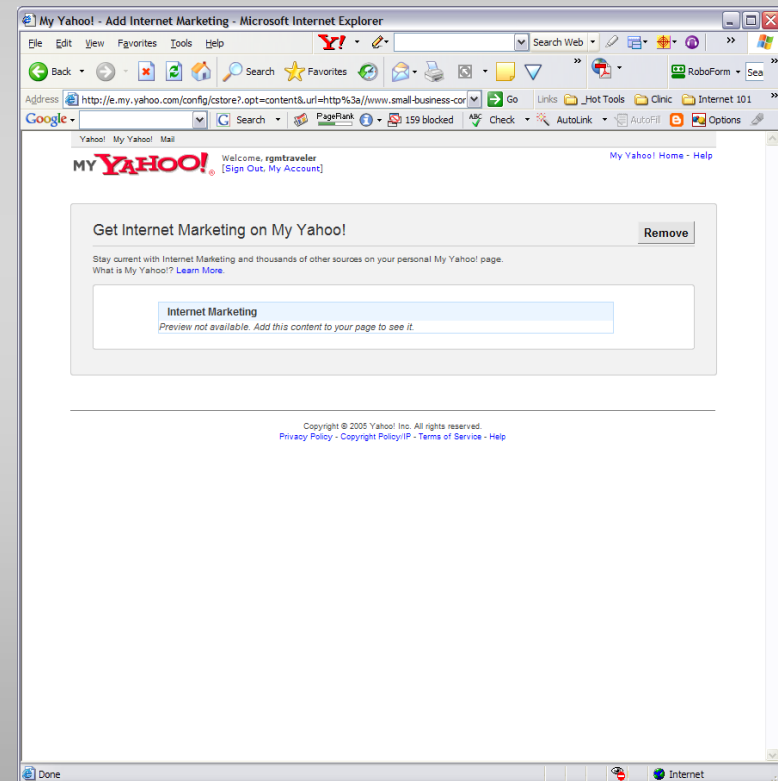
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Adding to MyYahoo

- 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!



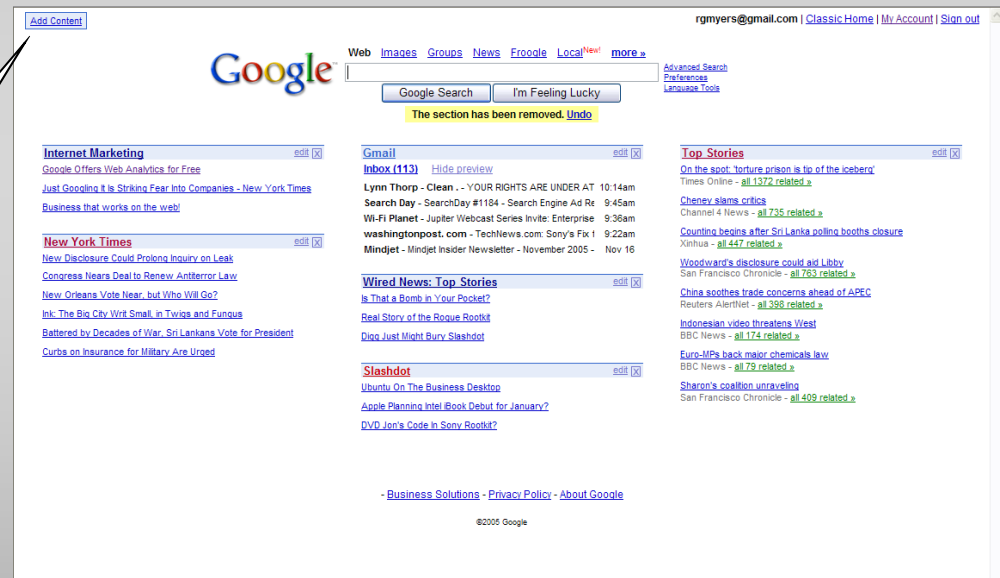
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Adding to Google

- Example page
- Note the “Add Content” link at upper left of page

**Add
Content**



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Adding to Google

- After “Add Content”
- Go to “Create a Section”

Create a Section

Personalize your Google homepage

- Use the left panel to add content
- Drag and drop to rearrange the page

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.

My Stuff

- Bookmarks
- Search History
- Movies
- Stock Market
- Weather

News

- Motley Fool
- Fast Company
- Forbes
- Fortune

Technology

Sports

Lifestyle

Fun

Create a Section

Internet Marketing

[Google Offers Web Analytics for Free](#)

[Just Googling It Is Striking Fear Into Com York Times](#)

[Business that works on the web!](#)

New York Times

[New Disclosure Could Prolong Inquiry on Le](#)

[Congress Nears Deal to Renew Antiterror Law](#)

[New Orleans Vote Near, but Who Will Go?](#)

[Ink: The Big City Writ Small, in Twigs and Fungus](#)

[Battered by Decades of War, Sri Lankans Vote for President](#)

[Curbs on Insurance for Military Are Urged](#)

Wired News: Top Stories

[Is That a Bomb in Your Pocket?](#)

[Real Story of the Rogue Rootkit](#)

[Digq Just Might Bury Slashdot](#)

Slashdot

[Ubuntu On The Business Desktop](#)

[Apple Planning Intel iBook Debut for January?](#)

[DVD Jon's Code In Sony Rootkit?](#)

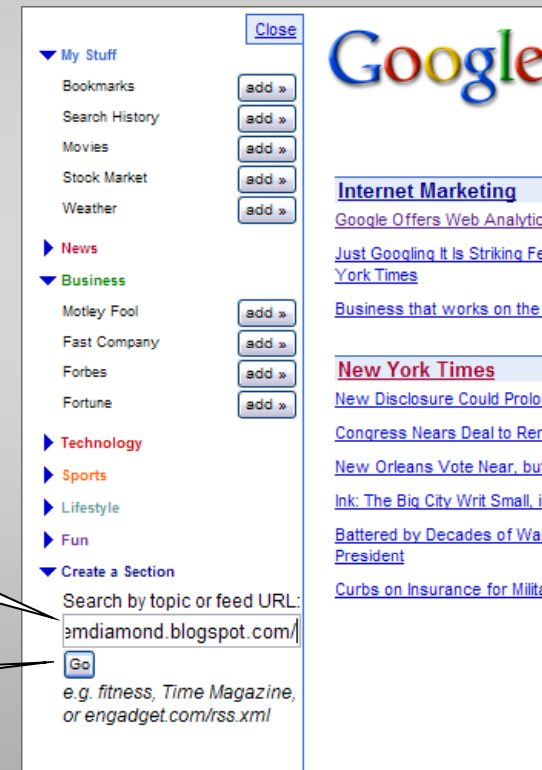


Adding to Google

- 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!

A screenshot of a Google search results page. The page is titled "Adding to Google" and shows a list of search results. A callout box with the text "Note the new entry on the page!" points to a new entry in the "Diamond Daily" section. The entry is titled "Ideal Cut Diamonds" and has a link to "D Flawless Diamond - aka 'Gem Diamond'". The callout box is a white rectangle with a black border and a black shadow. The background of the screenshot is a light gray. The Google logo is at the top left, and the search bar is at the top center. The search results are organized into sections: "Diamond Daily", "Internet Marketing", "New York Times", "Gmail", "Wired News", "Slashdot", and "Top Stories". Each section has a title and a list of links. The "Diamond Daily" section is highlighted with a blue background. The "Gmail" section is highlighted with a blue background. The "Wired News" section is highlighted with a blue background. The "Slashdot" section is highlighted with a blue background. The "Top Stories" section is highlighted with a blue background. The "Diamond Daily" section has a link to "Ideal Cut Diamonds" which is highlighted with a blue background. The "Gmail" section has a link to "Inbox (113)" which is highlighted with a blue background. The "Wired News" section has a link to "Is That a Bo" which is highlighted with a blue background. The "Slashdot" section has a link to "Windows Advantage Validation Process On Firefox" which is highlighted with a blue background. The "Top Stories" section has a link to "Chemical Protection Legislation Approved" which is highlighted with a blue background. The callout box is pointing to the "Ideal Cut Diamonds" link in the "Diamond Daily" section.



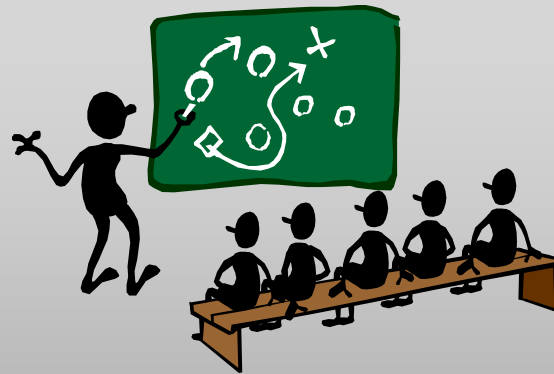
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END OF PRESENTATION

- Time for your questions?



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