RSS Feeds
How To
…without a CMS

Don Parsons

DAP@DParsons.com

RSS Feeds

- Agenda
  - Brief RSS Review
    - What Are They?
    - What Do They Do For Us?
    - Who Would Have Use For These Solutions?

RSS Feeds

- Agenda (Cont.)
  - Publishing Your Own RSS Feed on Your Website
    - FeedForAll Utility
      - Simple, RSS Only, More RSS Control, $39.95
    - Google’s Blogger
      - Simple, Basic BLOG CMS, Less RSS Control, Free

RSS Feeds

- Agenda (Cont.)
  - Aggregating RSS Feeds From Other Websites
    - Client Java Scripts
      - Simple, No Search Engine Index
    - External Aggregator Services
      - Simple, No Search Engine Index
    - Local Server Scripts
      - Technical / Advanced, Search Engine Index

RSS Feeds

- Review RSS and Benefits

  - RSS = A standard for publishing information that can be syndicated by other websites, and subscribed to with News Reader software.
  - Built-In mechanism for getting links to your website content.
  - Good alternative to e-mail advertising.
  - Automatic distribution mechanism.

RSS Feeds

- Possible Content to Publish through RSS
  - Specials / Sales
  - New Product Announcements
  - Articles
  - FAQs
  - Newsletter Type Information

RSS Feeds

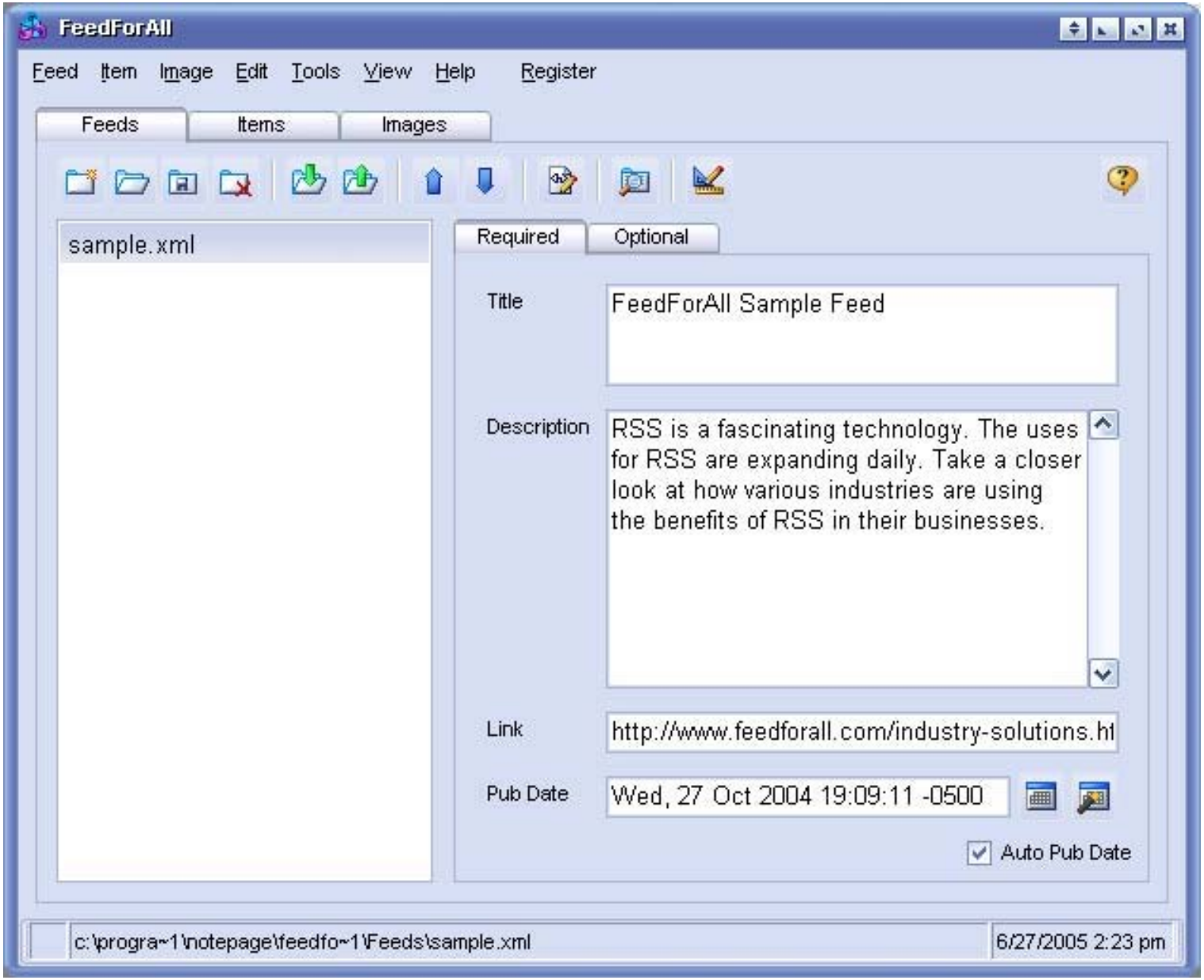
- Who Among Us Would Be Interested?
  - Established (non-CMS) website owners.
  - CMS Website Enhancement / Customization
  - Website Solutions Not Supporting RSS
    - Example - ShoppingCartsPlus.com

FeedForAll Utility

- Specifically for Creating RSS Feed Files
- Available at feedforall.com
- 30 Day Free Eval.
- $39.95 License
- Windows Only

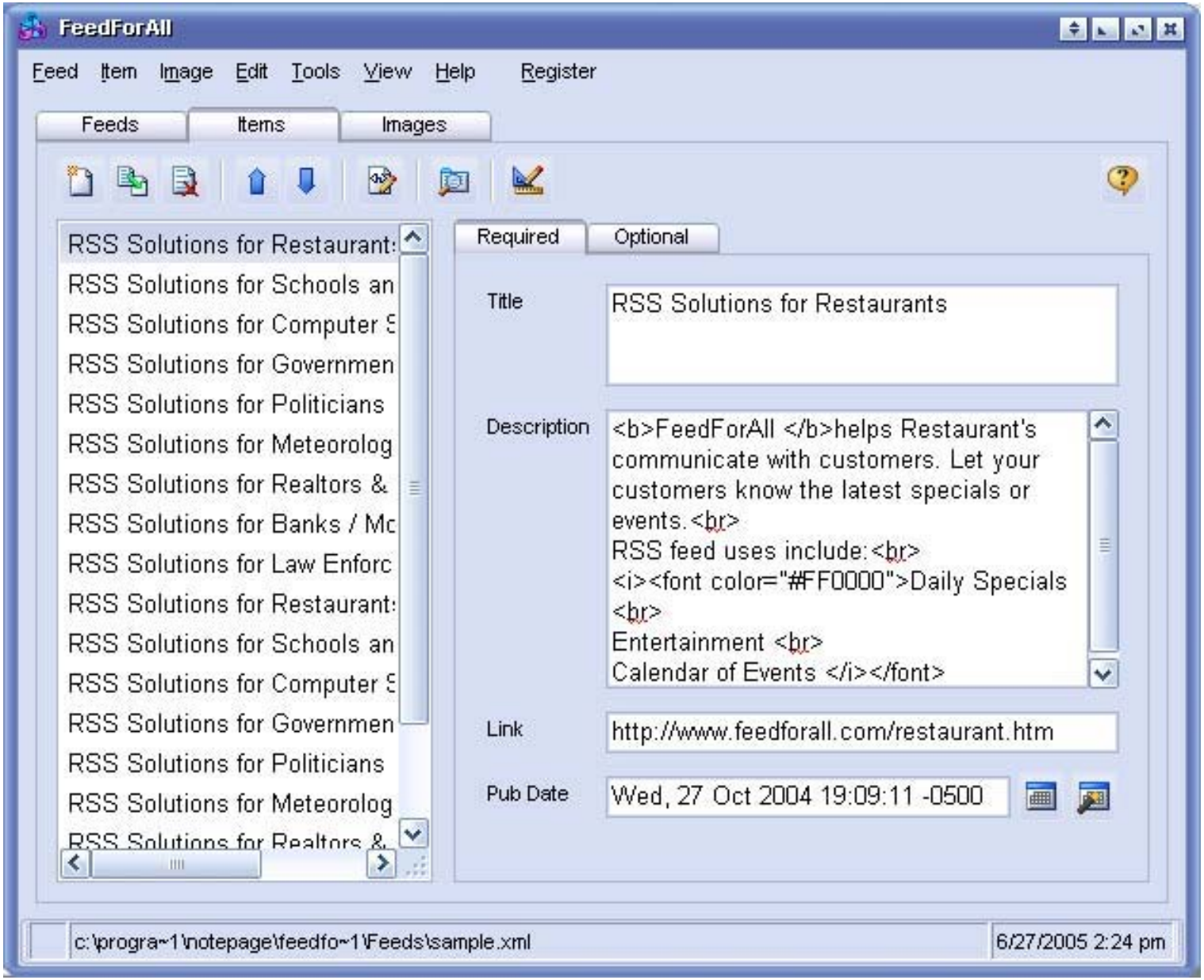
FeedForAll RSS Utility

- Editing the Feed Fields
  - Title
  - Description
  - Link
  - Publish Date
- Has Built-In Spell Checking


FeedForAll
Feed Item Image Edit Tools View Help Register
Feeds Items Images
sample.xml
Required Optional
Title
FeedForAll Sample Feed
Description
RSS is a fascinating technology. The uses for RSS are expanding daily. Take a closer look at how various industries are using the benefits of RSS in their businesses.
Link
http://www.feedforall.com/industry-solutions.ht
Pub Date
Wed, 27 Oct 2004 19:09:11 -0500
Auto Pub Date
c:\progra~1\notepage\feedfo~1\Feeds\sample.xml
6/27/2005 2:23 pm

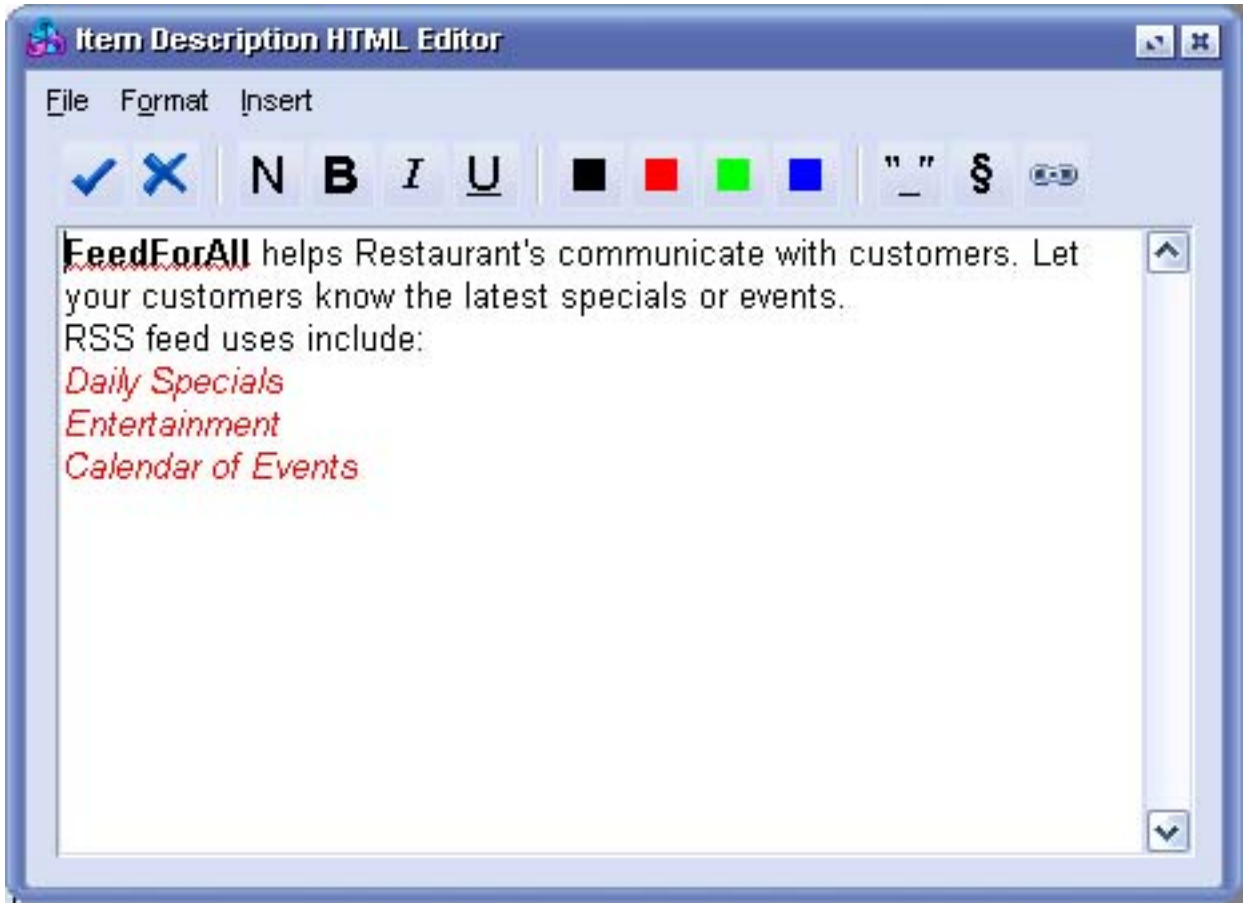
FeedForAll RSS Utility

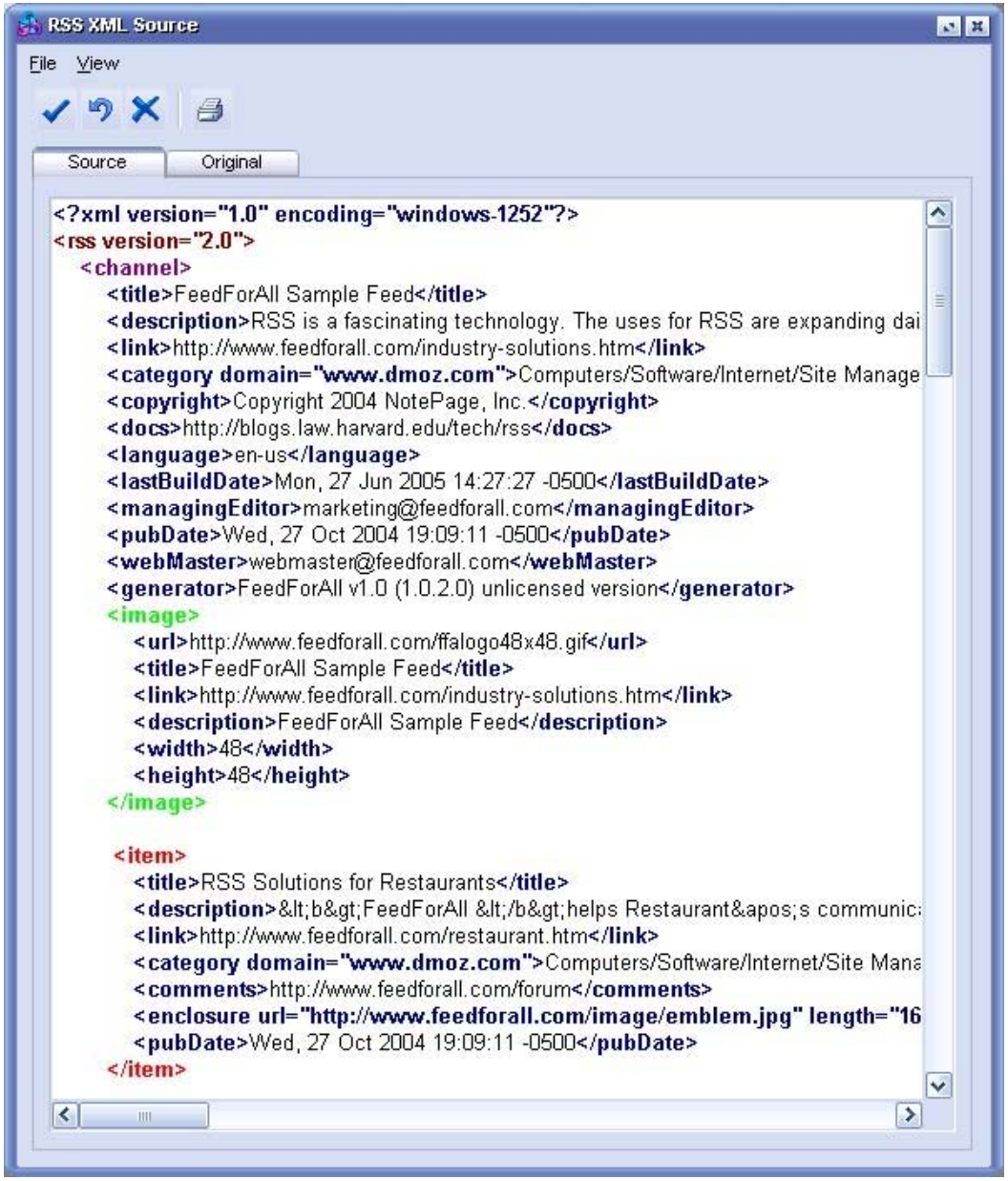
- Editing the Feed Item Fields
  - Title
  - Description (note Raw HTML)
  - Link
  - Publish Date


FeedForAll
Feed Item Image Edit Tools View Help Register
Feeds Items Images
RSS Solutions for Restaurant:
RSS Solutions for Schools an
RSS Solutions for Computer S
RSS Solutions for Governmen
RSS Solutions for Politicians
RSS Solutions for Meteorolog
RSS Solutions for Realtors &
RSS Solutions for Banks / Mc
RSS Solutions for Law Enforc
RSS Solutions for Restaurant:
RSS Solutions for Schools an
RSS Solutions for Computer S
RSS Solutions for Governmen
RSS Solutions for Politicians
RSS Solutions for Meteorolog
RSS Solutions for Realtors &
Required Optional
Title
RSS Solutions for Restaurants
Description
FeedForAll helps Restaurant's communicate with customers. Let your customers know the latest specials or events.
RSS feed uses include:
Daily Specials
Entertainment
Calendar of Events
Link
http://www.feedforall.com/restaurant.htm
Pub Date
Wed, 27 Oct 2004 19:09:11 -0500
c:\progra~1\notepage\feedfo~1\Feeds\sample.xml
6/27/2005 2:24 pm

FeedForAll RSS Utility

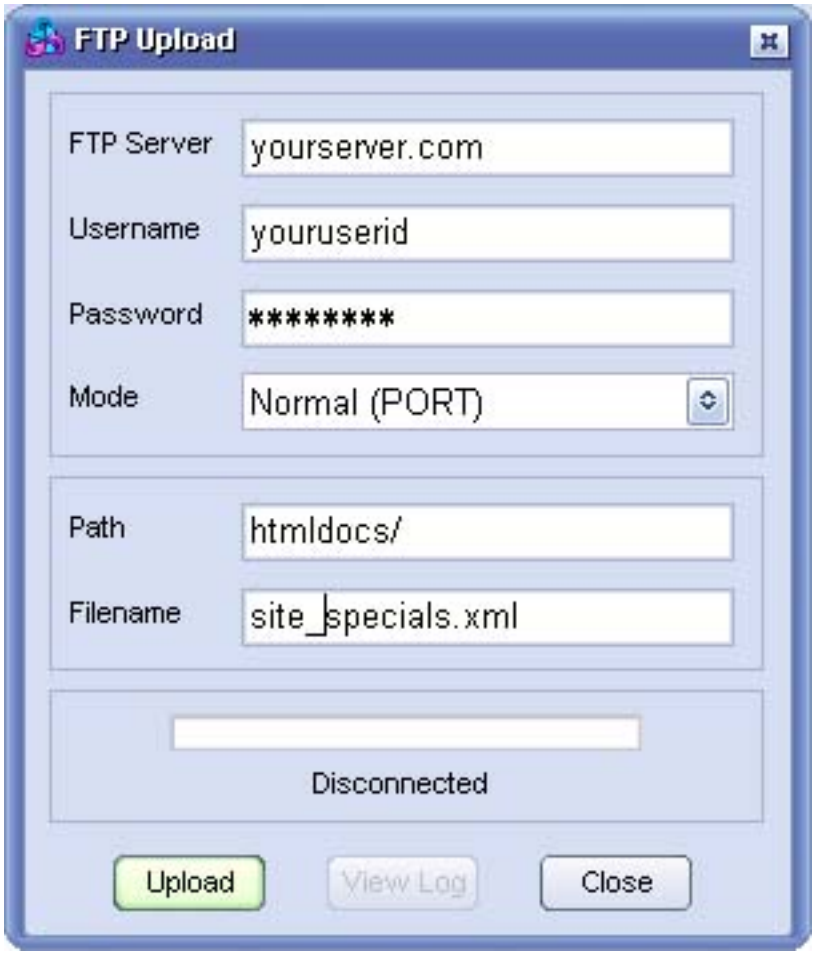
- HTML Editor for Description
  - Basic Formatting
  - Red Underlined Misspelled / Not Recognized Words
  - Linking Tool
  - Symbol Tool


Item Description HTML Editor
File Format Insert
N B I U
"_" §
FeedForAll helps Restaurant's communicate with customers. Let your customers know the latest specials or events.
RSS feed uses include:
Daily Specials
Entertainment
Calendar of Events


RSS XML Source
File View
Source
Original
<?xml version="1.0" encoding="windows-1252"?>
<rss version="2.0">
<channel>
<title>FeedForAll Sample Feed</title>
<description>RSS is a fascinating technology. The uses for RSS are expanding dai
<link>http://www.feedforall.com/industry-solutions.htm</link>
<category domain="www.dmoz.com">Computers/Software/Internet/Site Manage
<copyright>Copyright 2004 NotePage, Inc.</copyright>
<docs>http://blogs.law.harvard.edu/tech/rss</docs>
<language>en-us</language>
<lastBuildDate>Mon, 27 Jun 2005 14:27:27 -0500</lastBuildDate>
<managingEditor>marketing@feedforall.com</managingEditor>
<pubDate>Wed, 27 Oct 2004 19:09:11 -0500</pubDate>
<webMaster>webmaster@feedforall.com</webMaster>
<generator>FeedForAll v1.0 (1.0.2.0) unlicensed version</generator>
<image>
<url>http://www.feedforall.com/ffalogo48x48.gif</url>
<title>FeedForAll Sample Feed</title>
<link>http://www.feedforall.com/industry-solutions.htm</link>
<description>FeedForAll Sample Feed</description>
<width>48</width>
<height>48</height>
</image>
<item>
<title>RSS Solutions for Restaurants</title>
<description>FeedForAll helps Restaurant's communic
<link>http://www.feedforall.com/restaurant.htm</link>
<category domain="www.dmoz.com">Computers/Software/Internet/Site Mana
<comments>http://www.feedforall.com/forum</comments>
<enclosure url="http://www.feedforall.com/image/emblem.jpg" length="16
<pubDate>Wed, 27 Oct 2004 19:09:11 -0500</pubDate>
</item>

FeedForAll RSS Utility

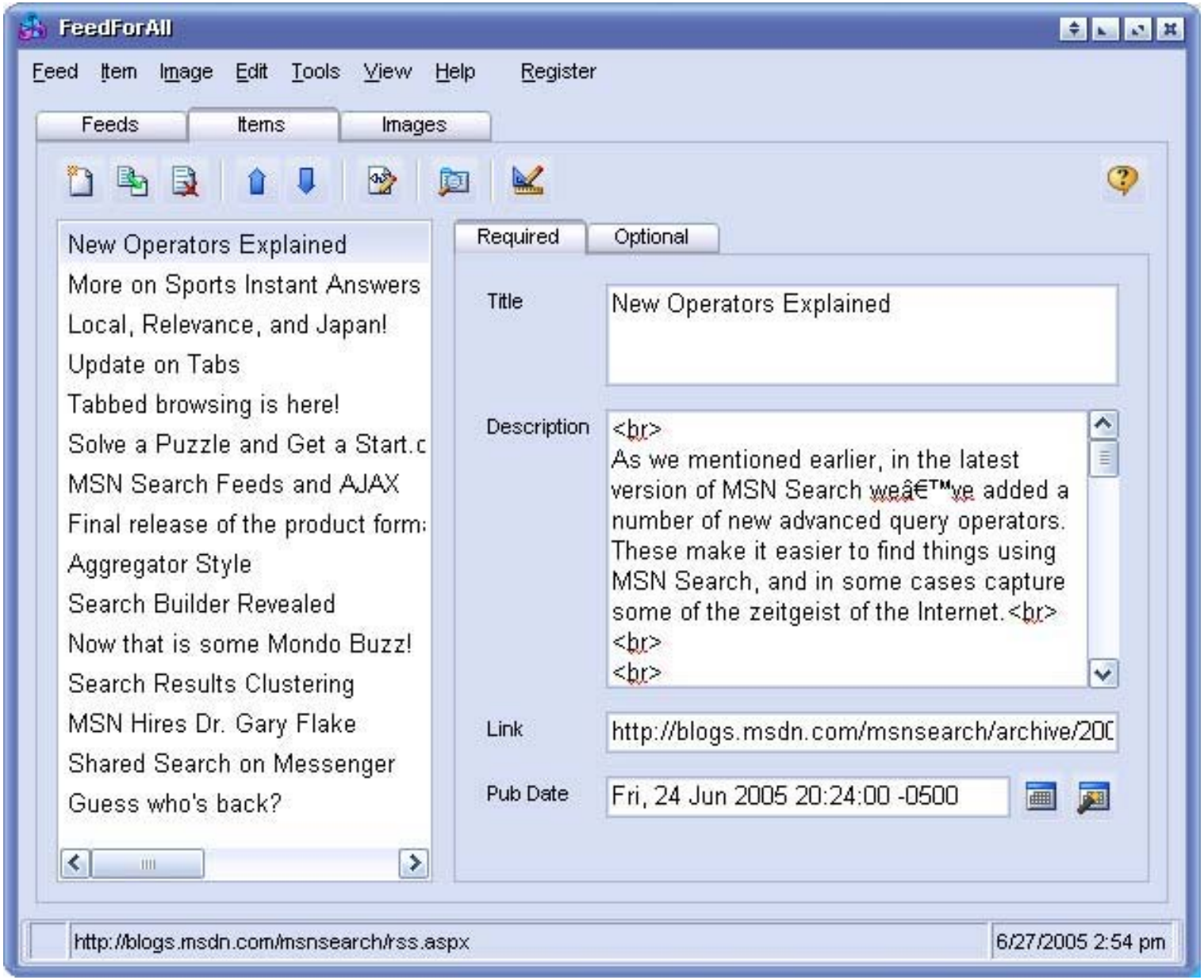
- Post Directly to Website
  - Post via FTP
  - Standard Login Information
  - Place in Target Directory


FTP Upload
FTP Server
yourserver.com
Username
youruserid
Password
****
Mode
Normal (PORT)
Path
htmldocs/
Filename
site_specials.xml
Disconnected
Upload
View Log
Close

FeedForAll RSS Utility

- Downloading Existing Feeds
  - Provide Feed URL
  - FeedForAll Downloads Feed
  - You Can Edit Existing Feed
  - Has Problems Reading Many Feeds

RSS Feed Download
URL
http://blogs.msdn.com/msnsearch/rss.as
OK
Cancel


FeedForAll
Feed Item Image Edit Tools View Help Register
Feeds Items Images
New Operators Explained
More on Sports Instant Answers
Local, Relevance, and Japan!
Update on Tabs
Tabbed browsing is here!
Solve a Puzzle and Get a Start.c
MSN Search Feeds and AJAX
Final release of the product form
Aggregator Style
Search Builder Revealed
Now that is some Mondo Buzz!
Search Results Clustering
MSN Hires Dr. Gary Flake
Shared Search on Messenger
Guess who's back?
Required Optional
Title
New Operators Explained
Description

As we mentioned earlier, in the latest version of MSN Search weâ€™ve added a number of new advanced query operators. These make it easier to find things using MSN Search, and in some cases capture some of the zeitgeist of the Internet.

Link
http://blogs.msdn.com/msnsearch/archive/200
Pub Date
Fri, 24 Jun 2005 20:24:00 -0500
http://blogs.msdn.com/msnsearch/rss.aspx
6/27/2005 2:54 pm

Google Blogger

- Use a Blogging Tool to Publish Ongoing Content
  - Specials
  - New Product Announcements
  - Articles
  - FAQs
- Basic CMS
- The Google Bonus
  - Example: WHurley.com
- www.Blogger.com

RSS Feeds

- Blogger Hosting Options
  - – Blogspot.com Hosting
    - + Saves You Space
    - + Faster Posting
    - + External Links to Your Website
    - + Multiple Blogs All Linking to Your Website (Free)
    - - **No Access Logs!!!** ☹
  - – FTP Onto Your Website
    - + More Content On Your Website

RSS Feeds

- Aggregating RSS Feeds
  - Content That You Don’t Have To Write
  - Permission Easy to Get, Sometimes Automatic
  - Can Help With Ranking
  - More Value For Your Guests

RSS Feeds

- Aggregating External Feeds
  - Solution Types
    - Client-side JavaScript
      - Fairly Simple, No Search Engine Index
    - External Aggregator Services
      - Fairly Simple, No Search Engine Index
    - Local Server Scripts
      - Technical / Advanced, Possible Search Engine Index
  - rss-specifications.com
    - Select “Display RSS”

RSS Feeds

- Promoting Your Feed
  - rss-specifications.com
    - Select “Submit RSS Feeds”
  - Add Your Feed to you’re My Yahoo! Page
  - Include A “+ My Yahoo!” Button

    - See news.yahoo.com
  - If Using Blogger, Turn on PING

RSS Feeds

- Promoting Your Feed (Cont.)
  - Blog Other Peoples' Blog Articles for Trackback Links
  - Post Comments w/ Links
    - Watch for rel="nofollow".
  - Allow Other Webmaster to Aggregate Your Feed on Their Website.
  - Post Notices to PR News Websites.

RSS Feeds

Questions?