

# RSS Feeds

## What, Why, & How...

### ...without a CMS

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# RSS Feeds

- Agenda
  - Brief RSS Review
    - What is RSS?
    - What Would an RSS Feed Do For Us?
    - Who Would Have Use For This Technology?

# 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
    - Other CMS Solutions
      - WordPress, Drupal, etc.
    - Server-Side Script

# RSS Feeds

- Agenda (Cont.)
  - Aggregating RSS Feeds From Other Websites
    - Client Java Scripts
      - Simple, No Search Engine Index
    - External Aggregator Services (rss2html.com)
      - Simple, No Search Engine Index
    - Local Server Scripts (rss2html.php)
      - Yes Search Engine Index




# Feed Reader Options

- Reader Types
  - Browser Based
    - MS IE 7+ (Win), FireFox 2.0+ (All), Safari (Mac), Pluck (Win), Sage (All), etc.
  - Online
    - Google Reader, NewsGator, etc. (www)
  - E-Mail / RSS Readers
    - Mozilla Thunderbird (All), etc.
  - Stand Alone RSS Reader Software
    - FeedReader 3 (Win), NewsLife (Mac), etc.

# What is Syndication?

- Make Content Available for to Others to Publish
  - Television Programming (Usually Re-Runs)
  - Articles or Comics in Periodicals
  - Radio Programming
  - ...& Now... The Web... RSS
    - Text Info
    - Audio Info (Podcasting)
    - Video Info (VideoCasting)
    - ...and More...

# 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.
  - Very 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
  - Audio (Podcasting)
  - Video (VideoCasting)

# Creating RSS Feeds

- Who Among Us Would Be Interested in a RSS Generating Utility?
  - Established (non-CMS) website owners.
  - CMS Website Enhancement / Customization
  - Website Solutions Not Supporting RSS
    - Example - [ShoppingCartsPlus.com](http://ShoppingCartsPlus.com)

# FeedForAll Utility

- Specifically for Creating RSS Feed Files
- Available at [feedforall.com](http://feedforall.com)
- 30 Day Free Eval.
- \$39.95 License
- Win & Mac














# FeedForAll RSS Utility

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

FeedForAll

FeedItemImageEditToolsViewHelpRegister

FeedsItemsImages



?

sample.xml

RequiredOptional



TitleFeedForAll Sample Feed

DescriptionRSS 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.

Linkhttp://www.feedforall.com/industry-solutions.ht

Pub DateWed, 27 Oct 2004 19:09:11 -0500

☒ Auto Pub Date

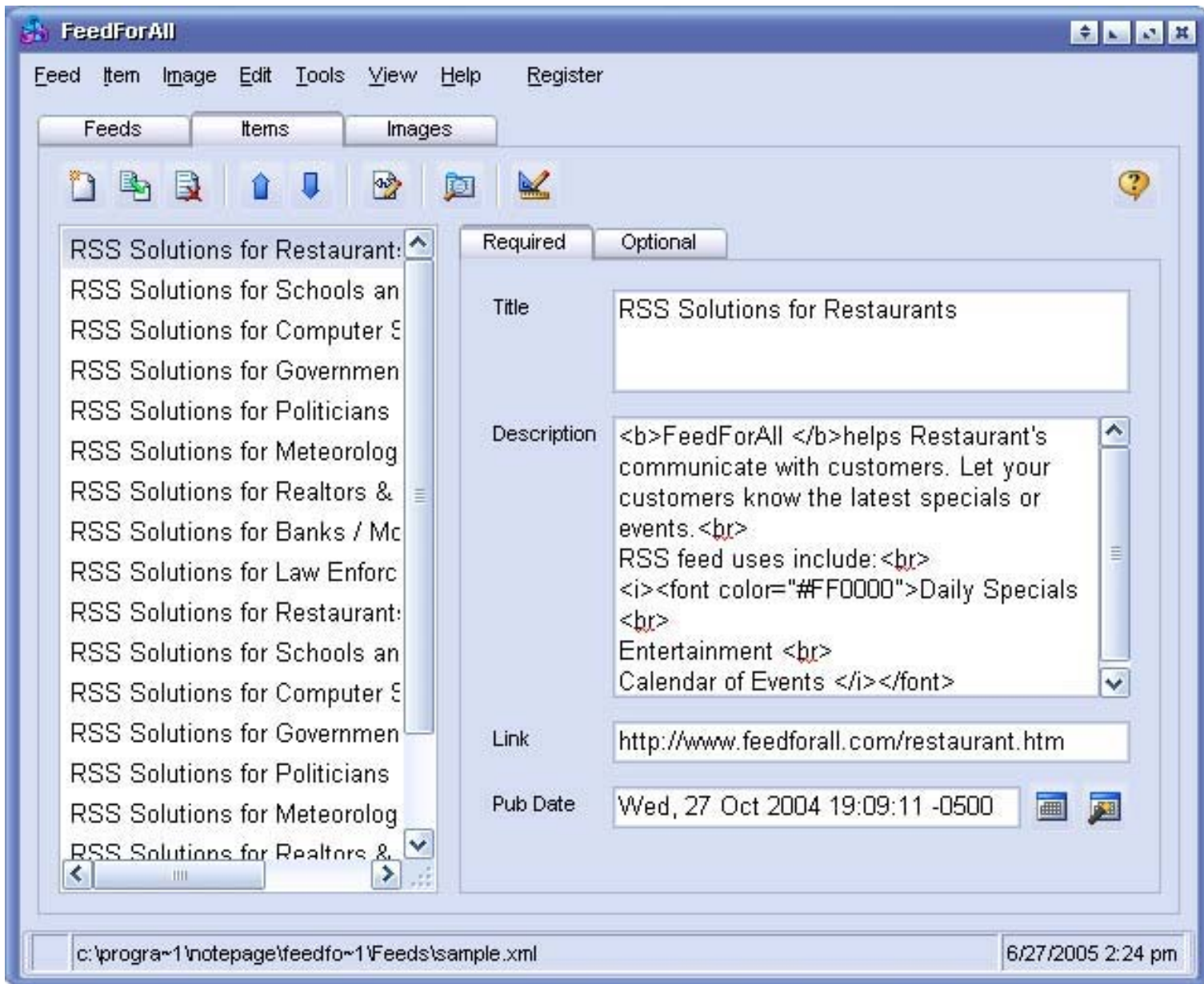


c:\progra~1\notepage\feedfo~1\Feeds\sample.xml

6/27/2005 2:23 pm

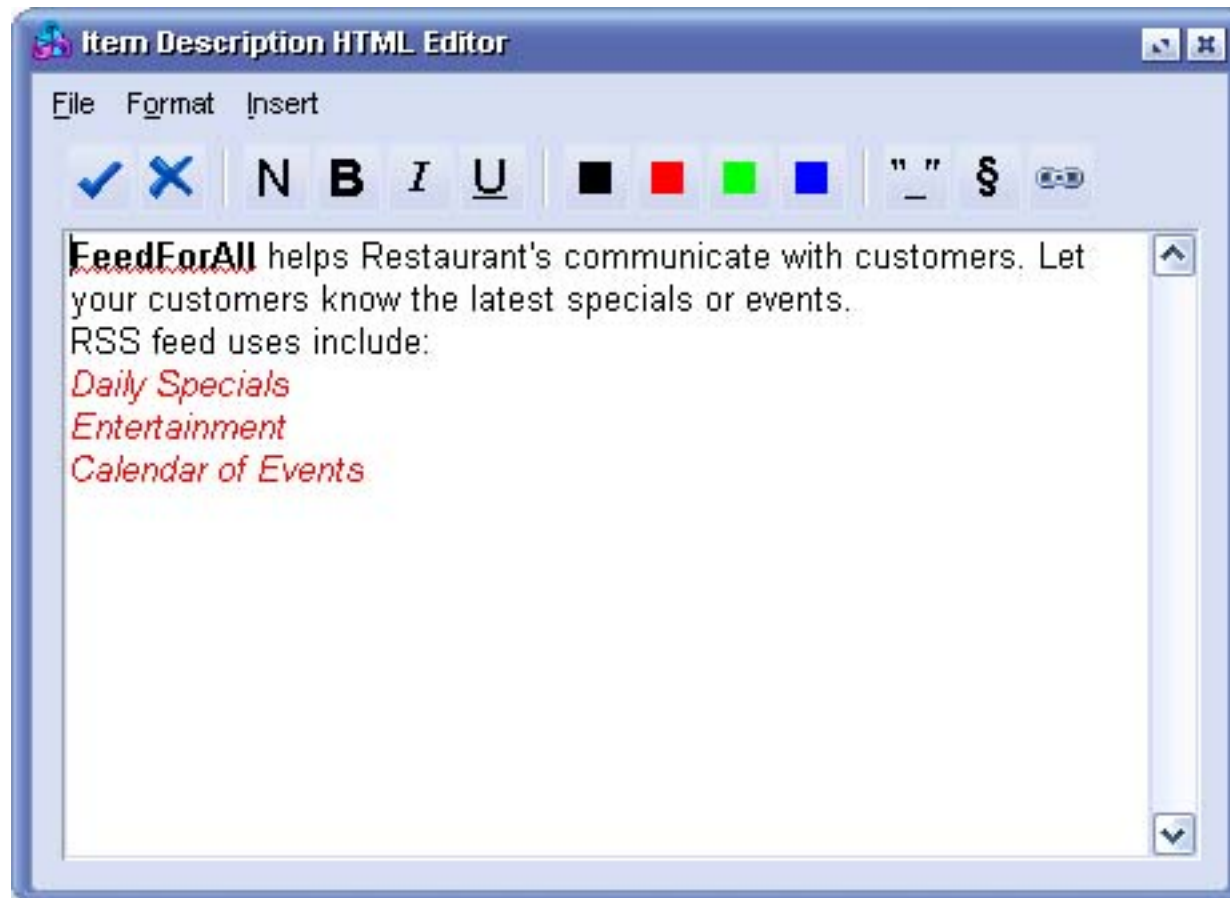
# FeedForAll RSS Utility

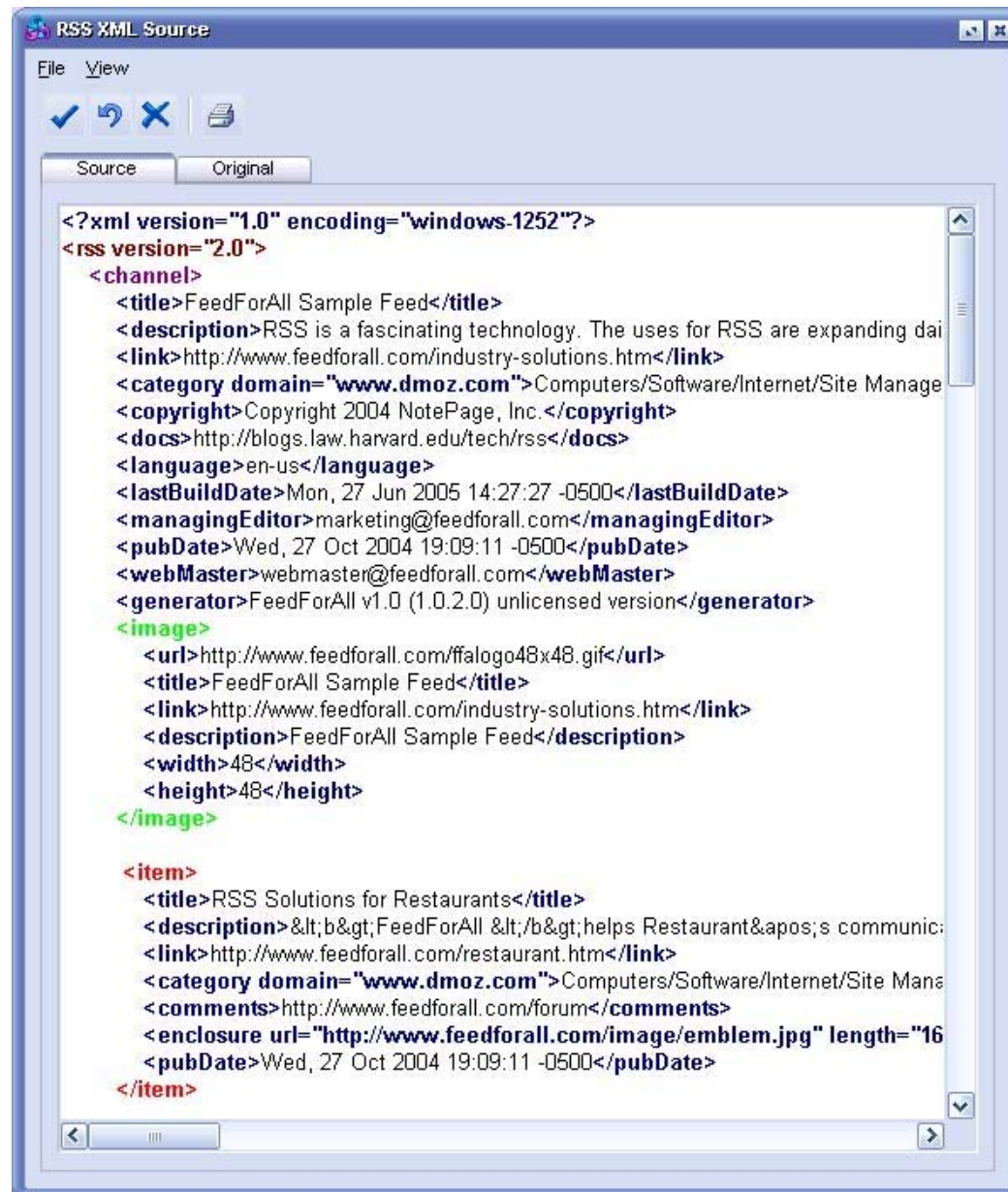
- Editing the Feed Item Fields
  - Title
  - Description (note Raw HTML)
  - Link
  - Publish Date



# FeedForAll RSS Utility

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





# 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

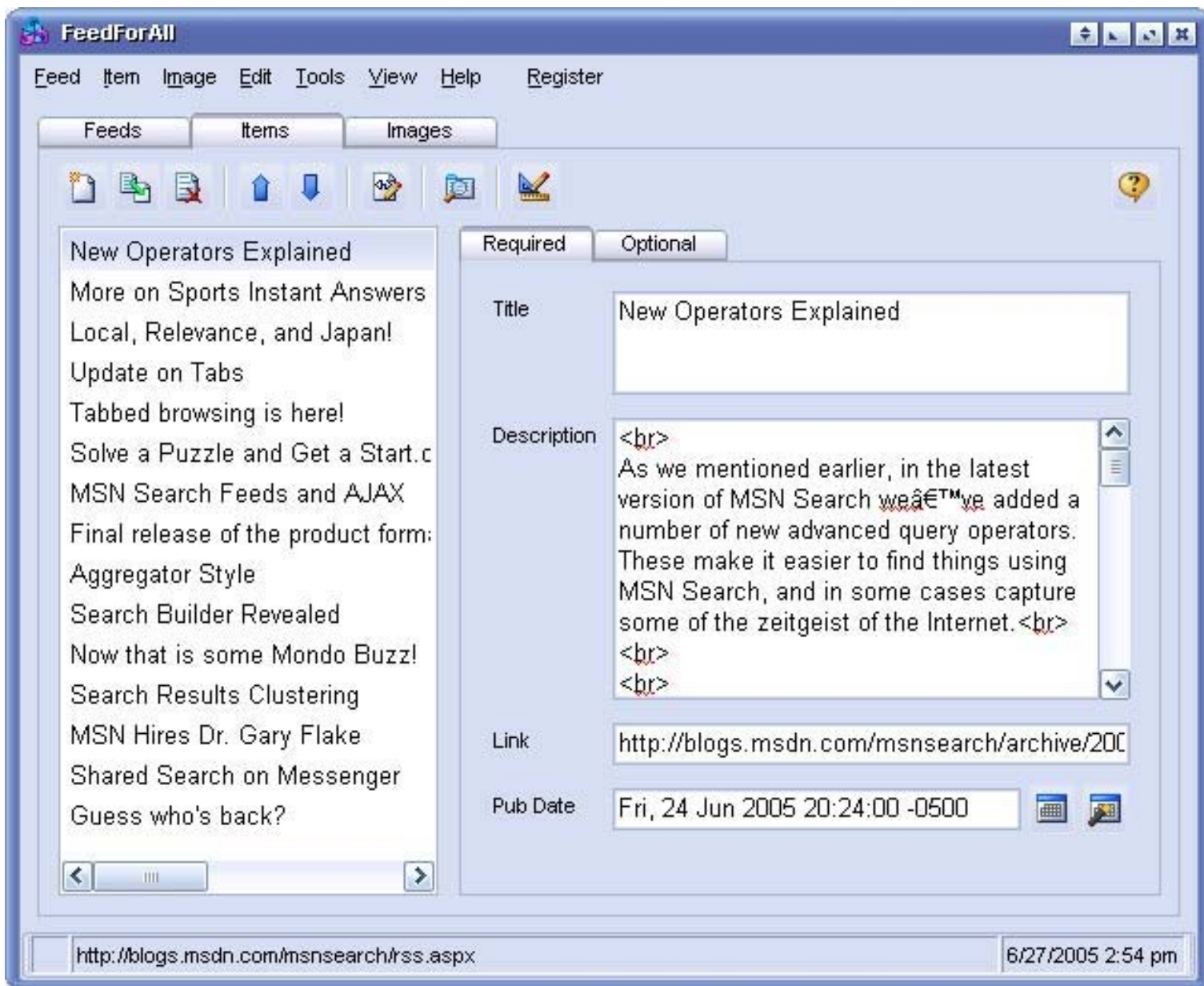
View Log

Close

# FeedForAll RSS Utility

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





# Google Blogger

- Use a Blogging Tool to Publish Ongoing Content
  - Specials
  - New Product Announcements
  - Articles
  - FAQs
- Basic CMS - FREE
- The Google Bonus
- [www.Blogger.com](http://www.Blogger.com)
- Recent Major Improvements



# 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)
    - Must Use Google Analytics for Stats

- 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
  - Must Pick Feeds With Good Relevant Content
  - Create Custom Feeds w/ Yahoo!Pipes
    - <http://pipes.yahoo.com/>

# RSS Feeds

- Aggregating External Feeds
  - Solution Types
    - Client-side JavaScript (**Do NOT Use**)
      - Fairly Simple, **No** Search Engine Index
    - External Aggregator Services (Ex. rss2html.com)
      - Fairly Simple, **No** Search Engine Index
    - Local Server Scripts (Ex. rss2html.php)
      - Your Content is Search Engine Indexed
  - Good Resource: [rss-specifications.com](http://rss-specifications.com)
    - Select “Display RSS”

# Display RSS On Your Website

- rss2html (<http://www.rss2html.com/>)
- PHP Script for Displaying RSS Feeds
- 3 Files
  - rss2html.php
  - sample-template.html
  - rss2html-docs.txt



# Using rss2html.php

- “Simple” Use – URL, No Configuration
  - <http://scripts.rss2html.com/public/rss2html.php>
    - ?XMLFILE=<your-rss-feed>
    - &TEMPLATE=<your-template>
    - &MAXITEMS=<maxitems>
  - Example:
    - ?XMLFILE=<http://rss.news.yahoo.com/rss/topstories>
- Advanced – Edit rss2html.php
  - \$XMLfilename = "sample.xml";
  - \$TEMPLATEfilename = "sample-template.html";

# Short Demo

Install / Config  
rss2html.php

# More Info on RSS Feeds

- Promoting Your Feed
  - [rss-specifications.com](http://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](http://news.yahoo.com)
  - If Using Blogger, Turn on PING

# RSS Feeds

- Promoting Your Feed (Cont.)
  - Blog Other Peoples' Blog Articles for Trackback Links
  - May be able to 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 Readers

- Web Browsers
  - MicroSoft Internet Explorer 7
  - Firefox 2.0
  - Apple Mac Safari (w/ Tiger or later)
- Online Readers
  - Google Reader - <http://www.google.com/reader/>
  - MyYahoo! – <http://my.yahoo.com/>
- E-Mail / RSS Readers
  - Mozilla Thunderbird
- ...Dedicated News Readers...
  - Search in Google for “rss news reader”
  - Click on the link for your OS (Windows, Mac, Linux....)

# RSS Going Mainstream

- Developers Adding RSS Support
  - Microsoft
  - Apple
  - Linux distribution developers
  - Mozilla & Mozilla based alternatives
- Tools Simplifying RSS Consumption
  - More are using RSS & without knowing it.
- Becoming Widely Adopted & Supported

# Another Use

- Using RSS to “Sharpen Your Saw”
  - Blogs
  - News
  - Press Releases
  - PodCasts
    - NOTE: You Don't Need an iPod
    - Yahoo!Podcasts, iTunes, etc.
  - VideoCasts

# RSS Feeds

Questions?