

RSS Feeds

What, Why, & How...

...without a CMS

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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 (rss2html.com)
 - Simple, No Search Engine Index
 - Local Server Scripts (rss2html.php)
 - Yes Search Engine Index

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

FeedForAll Utility

- ❖ Specifically for Creating RSS Feed Files
- ❖ Available at feedforall.com
- ❖ 30 Day Free Eval.
- ❖ \$39.95 License
- ❖ Windows Only
 - Other Solutions in iLife Package for Mac

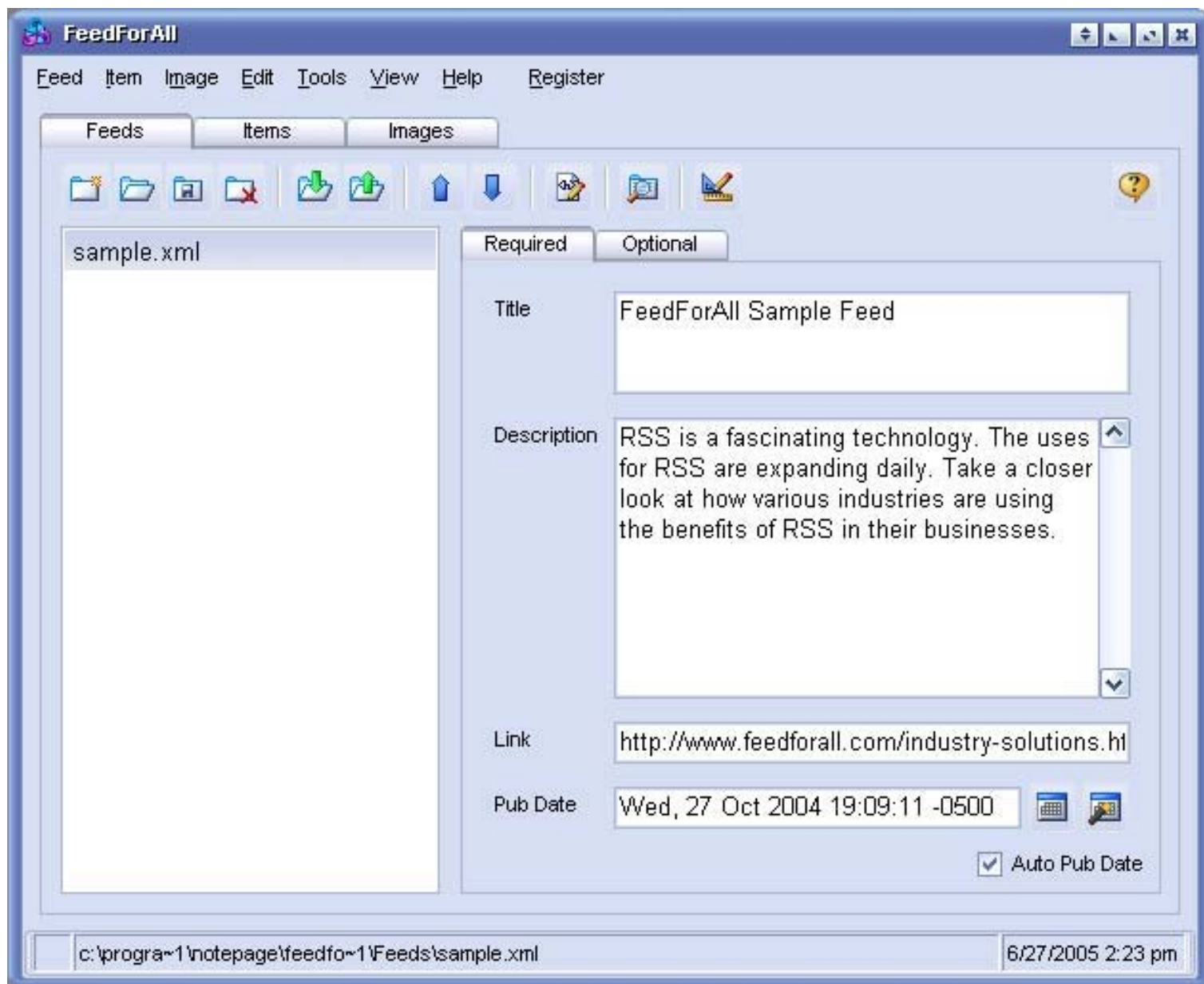


FeedForAll RSS Utility

❖ Editing the Feed Fields

- Title
- Description
- Link
- Publish Date

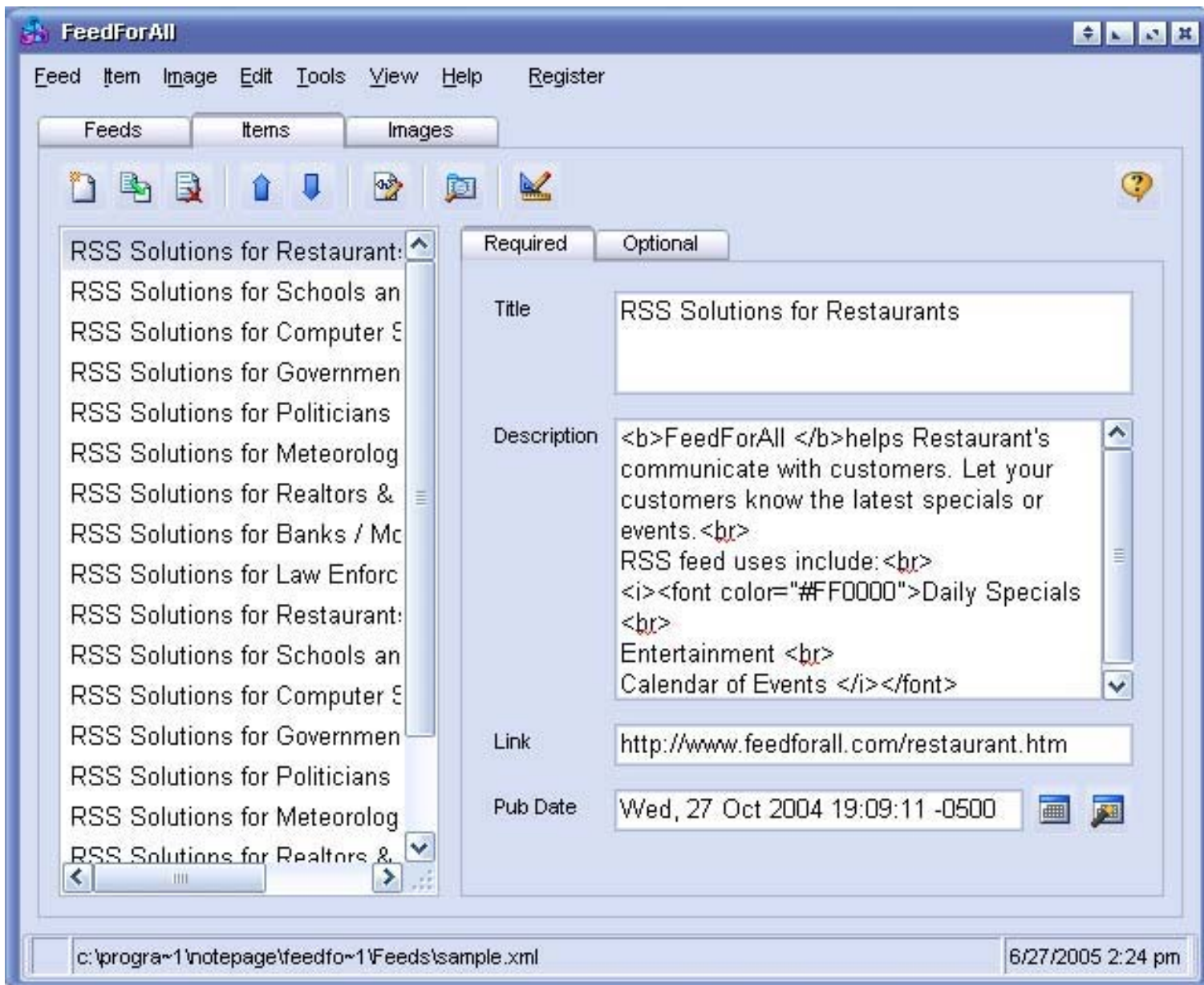
❖ Has Built-In Spell Checking



FeedForAll RSS Utility

❖ Editing the Feed Item Fields

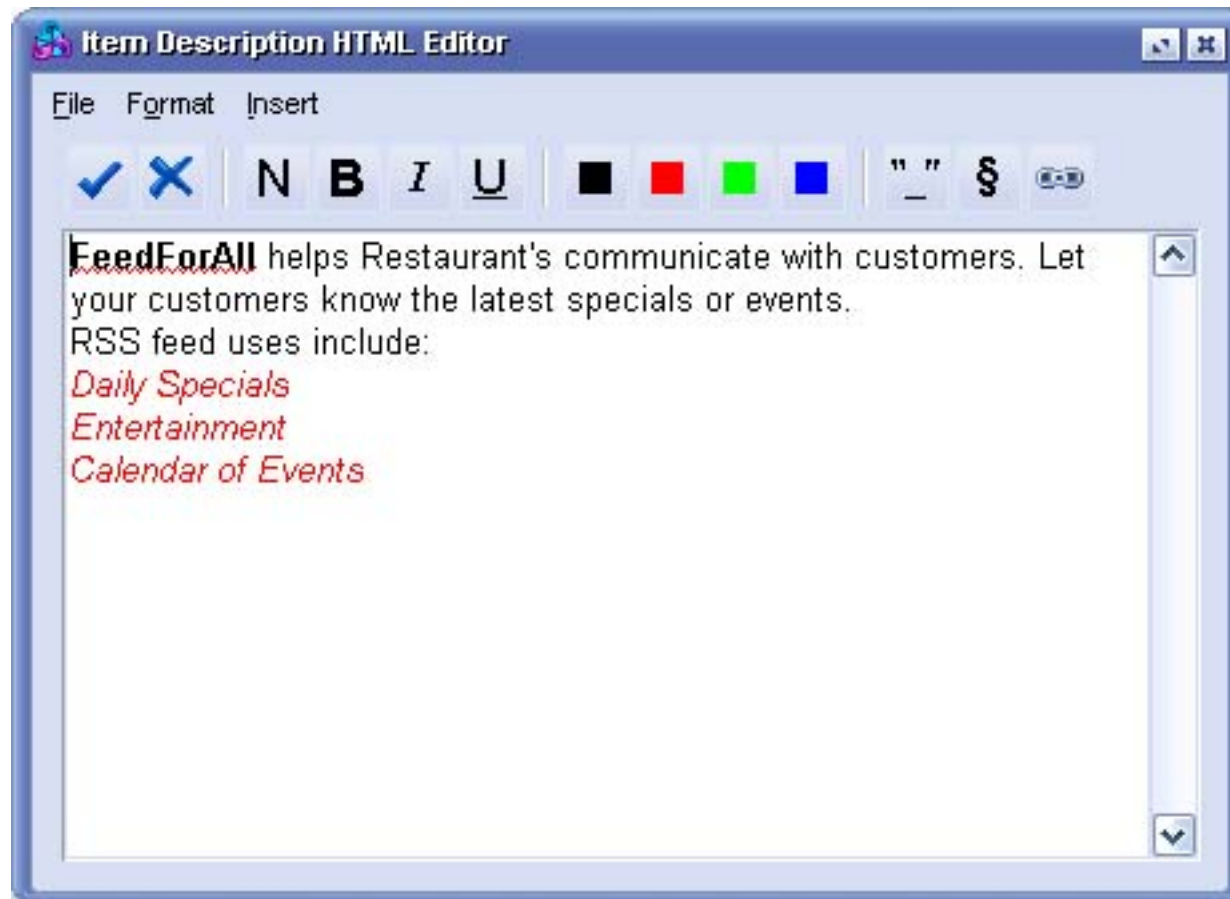
- Title
- Description (note Raw HTML)
- Link
- Publish Date

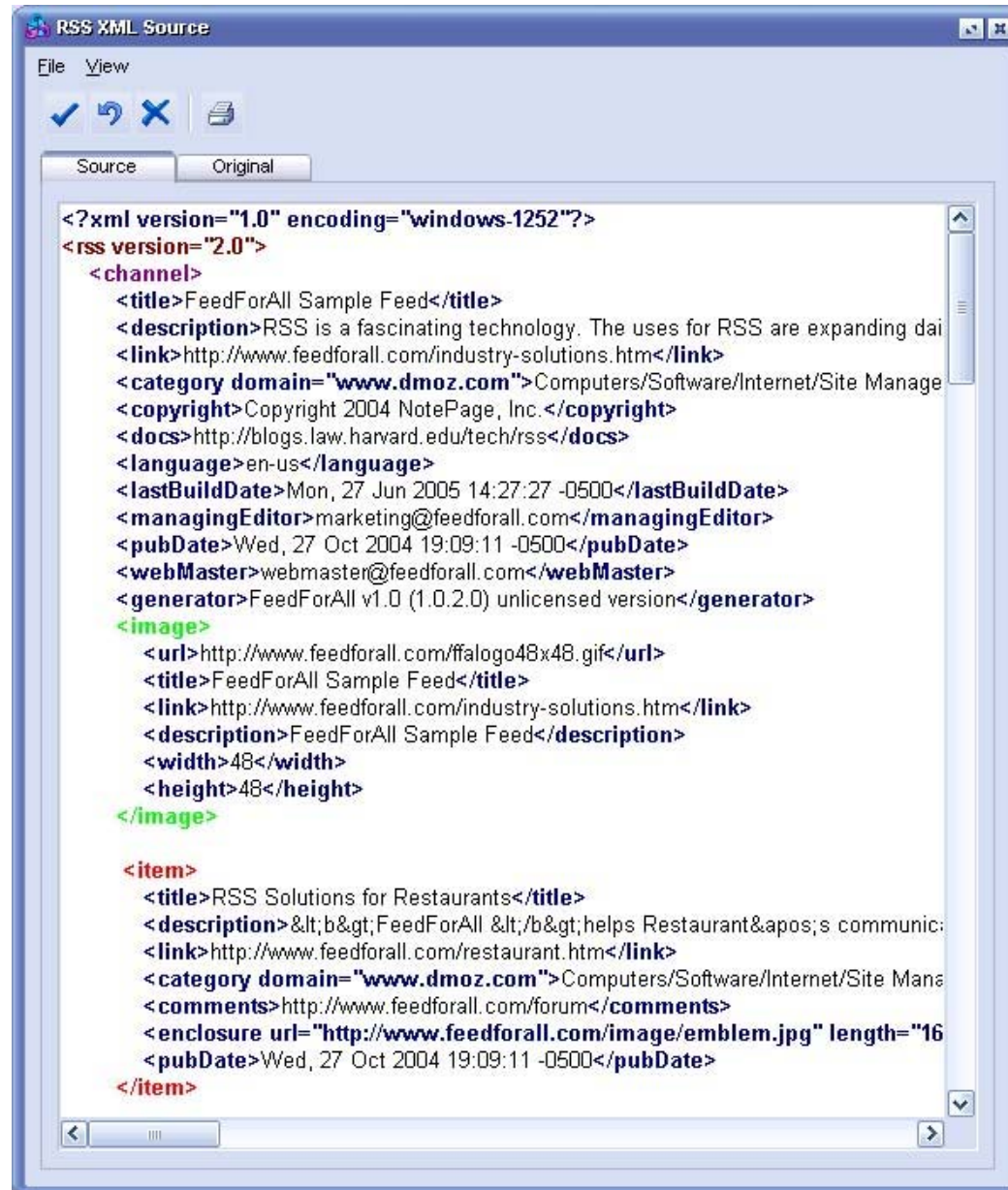


FeedForAll RSS Utility

❖ 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

Username

Password

Mode 

Path

Filename

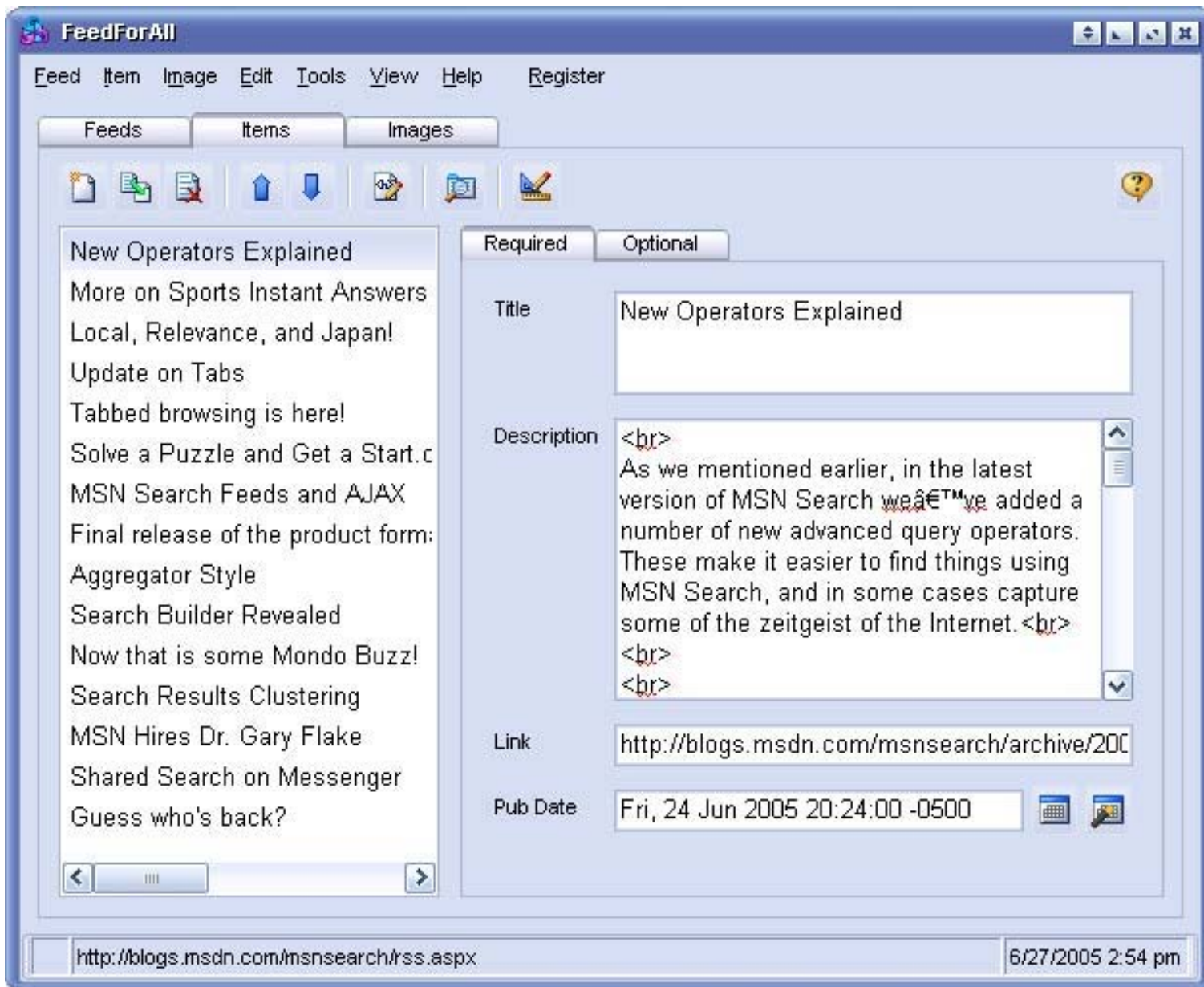
Disconnected

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
- ❖ The Google Bonus
- ❖ 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!!! ☹**
 - + Can Use Google Analytics Instead ☺



└ 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

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

└ 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";

More Info on 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?