RSS Feeds What, Why, & How... ...without a CMS

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- <u>Brief</u> RSS Review
  - > What Are They?
  - What Do They Do For Us?
  - Who Would Have Use For These Solutions?

♦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

♦ Agenda (Cont.)

- Aggregating RSS Feeds From Other Websites
  - Client Java Scripts
    - Simple, <u>No</u> Search Engine Index
  - External Aggregator Services (rss2html.com)
    - Simple, <u>No</u> 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
    - o Text Info
    - Audio Info (Podcasting)
    - Video Info (VideoCasting)
    - maind Morelli

#### ♦ Review RSS and Benefits IML ■ MY XMAXE

- RSS = A standard for publishing information that can be synclicated 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.

#### Possible Content to Publish through RSS

- Specials / Sales
- New Product Announcements
- Attoles
- FAQs
- Newsletter Type Information
- Audio (Podcasting)
- Video (VideoCasting)

# **Creating RSS Feeds**

- Who Among Us Would Be Interested in a RSS Generating Utility?
  - Established (non-CIVIS) website owners.
  - CIVIS Website Enhancement / Customization
  - Website Solutions Not Supporting RSS

- Example - <u>ShoppingCartsPlus.com</u>

## FeedForAll Utility

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



#### Editing the Feed Fields

- └ \_L,;[]⊖
- Description
- Tiuk
- Publish Date
- Has Built-In Spell Checking

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<u>F</u> eed <u>i</u> tem l <u>m</u> age <u>E</u> dit <u>T</u> ools <u>V</u> iew <u>H</u> e	lp <u>R</u> egister	
Feeds Items Images		
	Sector 10 (1998)	🔎 🖌 🧐
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 Pub Date	http://www.feedforall.com/industry-solutions.ht Wed, 27 Oct 2004 19:09:11 -0500 🔤 👼
		Auto Pub Date
c:\progra~1\notepage\feedfo~1\Feeds\sar	nple.xml	6/27/2005 2:23 pm

#### Editing the Feed Item Fields

- \_ \_[j.[]⊖
- Description (note Raw HTML)
- Fiuk
- Publish Date

FeedForAll		•	-
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	2		?
RSS Solutions for Restaurant	Required	Optional	
RSS Solutions for Schools an RSS Solutions for Computer S RSS Solutions for Governmen	Title	RSS Solutions for Restaurants	
RSS Solutions for Politicians			
RSS Solutions for Meteorolog RSS Solutions for Realtors & =	Description	<b>FeedForAll </b> helps Restaurant's communicate with customers. Let your customers know the latest specials or	^
RSS Solutions for Banks / Mc		events. br>	
RSS Solutions for Law Enforc		RSS feed uses include: <hr/>	=
RSS Solutions for Restaurant:		<i><font color="#FF0000">Daily Specials</font></i>	
RSS Solutions for Schools an		Entertainment	
RSS Solutions for Computer 5		Calendar of Events	~
RSS Solutions for Governmen	Link	http://www.feedforall.com/restaurant.htm	
RSS Solutions for Politicians			
RSS Solutions for Meteorolog	Pub Date	Wed, 27 Oct 2004 19:09:11 -0500	
RSS Solutions for Realtors &			
c:\progra~1\notepage\feedfo~1\Feeds\sa	ample.xml	6/27/2003	5 2:24 pr

#### HIML Editor for Description

- Basic Formatting
- Red Underlined Misspelled / Not Recognized Words
- Linking Tool
- Symbol Tool



RSS XML Source
<u>Fi</u> le <u>⊻</u> iew
✓ ッ× ⊕
Source Original
<pre><?xml version="1.0" encoding="windows-1252"?>   </pre>

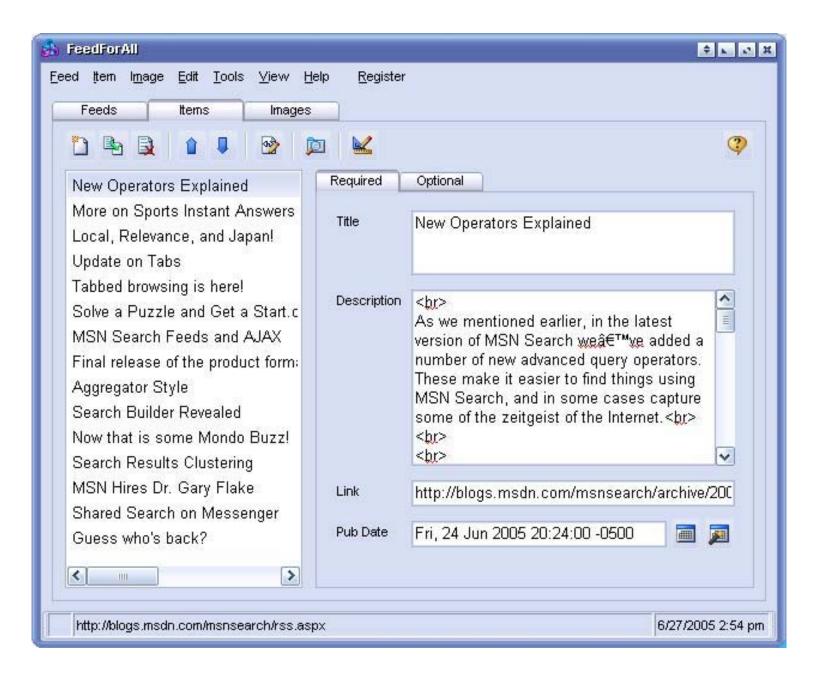
#### Post Directly to Website

- Post via FTP
- Standard Login Information
- Place in Target Directory

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

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

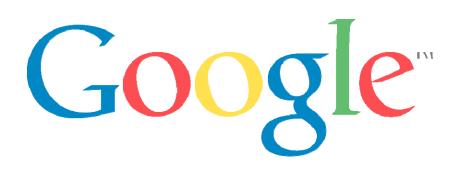
iS Feed Download	
URL	
http://blogs.msdn.c	com/msnsearch/rss.as
ОК	Cancel



# **Google Blogger**

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





#### 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!!! 8

- -> Can Us Google Analytics Instead ©
- FTP Onto Your Website
  - - More Content On Your Website



#### 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

#### Aggregating External Feeds

- Solution Types
  - Client-side JavaScript (Do NOT Use)
    - Fairly Simple, <u>No</u> Search Engine Index
  - External Aggregator Services (Ex. rss2html.com)
    - Fairly Simple, <u>No</u> Search Engine Index
  - Local Server Scripts (Ex. rss2html.php)
    - Your Content is Search Engine Indexed
- <u>rss-specifications.com</u>
  - Select "Display RSS"

# **Display RSS On Your Website**

#### rss2html (<u>http://www.rss2html.com/</u>)

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>
  - STEMPLATE=<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

- <u>rss-specifications.com</u>
  - Select "Submit RSS Feeds"
- Add Your Feed to you're My Yahoo! Page
- Include A "--- My Yahoo!" Button

+ MY YABOO! XML

See <u>news.yahoo.com</u>

- If Using Blogger, Turn on PING

#### 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.

#### Questions?