

If Content Is The Emperor, Then RSS Is The Emperor's New Tailor

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By Mark Flavin

workings of the internet. People log online to search for information. If you have the information they need, they'll be seeking you out. And where will this information be contained? In your website's content, of course!

Search engines make content valuable as well - regularly updated content, that is. Every time you change your source code to provide updated content, the search engine spiders are informed and they will crawl through your pages the next time a relevant query is made. Hence, a regularly updated website is said to place higher in search engine results, and as such, garners more visitors than its less updated competitors.

But creating content is a menial, time-consuming process as it is, what more when you have to update and continuously provide new content at every turn? Chances are, your online endeavors would be tantamount to a fulltime job, and perhaps even more demanding than such.

You must be asking if there is a shortcut to the process, right? At least something that would make content generation a little easier.

The answer is no. There is no shortcut to creating content. You will have to provide excellent, unique content as anchors to your website if you wish to achieve sustainable success with your web pages.

But when it comes to updatable content, well, there is this thing we call RSS, or Real Simple Syndication.

RSS, basically, is a syndication method that allows you to display content on your web pages, such content emanating from other sources on the internet.

For example, I am a blog owner. You could opt to subscribe to my RSS feeds and display my content on your web pages via an RSS aggregator. The result? You'd have fresh, new content every time I update my blog.

But your RSS feeds don't have to come from my blog alone. You could subscribe to RSS feeds from

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newswires, article directories and the likes. Furthermore, you could narrow down the parameters of the RSS feeds that your RSS aggregator would fetch. Want to have content about dogs, and dogs only? Synch your RSS aggregator to fetch feeds that contain your chosen keywords.

There are some things, however, that you should keep in mind whenever you'd want to include RSS in your content pages. Take a look at them.

* To avoid duplicate content, make sure that the RSS feeds will only supplement original content in your website. A page exclusively devoted to RSS feeds may be filtered out as duplicate content.

* Make sure that your RSS aggregator will convert RSS feeds into HTML files, and not java scripts. Search engine spiders won't be able to read java scripts.

* Make sure that you subscribe to relevant RSS feeds. You need to keep the focus of your web pages to attract the contextually relevant ads that you want, if ever you're engaged in PPC programs.

RSS technology is growing by leaps and bounds. Some experts even say that by 2010, RSS would have replaced email as the standard for message conveyance on the internet. Some marketers use RSS as their follow-up system of choice. Some marketers even use RSS, mainly RSS 2.0 technology, to stream their podcasts and videocasts to millions of people, simultaneously, to expose their business to a wide, wide audience.

Indeed, we are lucky to be living in the age of RSS. RSS makes online business a little more manageable and a lot more effective, and it would be prudent to embrace all that this technology could offer.

Mark Flavin Is The Owner Of Mark Flavin Marketing. Mark Is An Expert In Online Marketing & All

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Essentials for Enduring Well

By Christine Smith

Usually, whenever people get sick their overall attitude about the world turns from rosy to gloomy. When feeling ill most people are not excited about anything and look at most tasks as a chore. They do not talk much. They feel pessimistic. They dwell on their misery, pity themselves and feel there is no escape. This is exactly how Satan wants us to feel. He wants us to be miserable, just like he is. By adding a positive perspective and focusing on our eternal destiny, we can rise above this despair, knowing that such privations are minuscule and benefit us by strengthening and refining us.

Strong faith is the foundation on which a strong will to endure must be built. By developing unwavering faith in Jesus Christ, we will be better able to endure adversity well. Coupled with faith we must also have determination. Webster's Unabridged Dictionary defines determination as "the mental habit of settling upon some line of action with a fixed purpose to adhere to it; adherence to aims or purposes; resoluteness." The phrase the dictionary uses to put the word in context is "a man of determination." Let us be men and women of determination, strictly obeying the commandments of our loving God; determined to succeed no matter what obstacle is placed in our paths.

In order to endure trials well, we must have discipline. We must not let ourselves become enslaved to TV, the Internet, video games and other frivolous pursuits. By engaging excessively in such distractions, we are idling away our precious time. With discipline, we can refrain from such amusements and engage in more worthwhile activities. By instituting stricter discipline in our lives, we will be better able to withstand the vices we could fall into in attempts to escape our trials.

Prayer is also essential in endurance. We must humble ourselves, get on our knees and thank Heavenly Father for all of our blessings, even our trials. Furthermore, in the midst of our trials we should pray for the strength to endure. If we have the necessary faith, determination and discipline, our prayers will be answered and we will receive the strength we seek.

At the end of the movie Return of the Jedi, Luke Skywalker demonstrates many characteristics essential for endurance. First, he obeys the command of both Yoda and the ghost of Obi-Wan Kenobi by facing his father, Darth Vader, so that he can complete his Jedi training. While on the forest moon of Endor, Luke surrenders himself to The Empire's guards, who take him to Darth Vader and The Emperor. He shows the courage of faith in the encounter, not knowing beforehand how the meeting will end or even if he will make it out alive. He has a determination to succeed, faith in The Force and faith that there is still good in his father. As the meeting begins, the Emperor tries to incite anger in young Luke by showing him the beating the Rebel force is taking outside the Death Star. The Emperor's tactics work for a little while as Luke engages his father in a duel with their light sabers. After cutting off his father's hand, Luke allows discipline to take over, throws his light saber to the ground and announces to The Emperor that he will never turn to the Dark Side. Seeing this, The Emperor tells Luke that since he will not turn to the Dark Side he will die. The Emperor then starts shocking Luke with what looks like lightning coming from his fingertips. Luke exhibits longsuffering in enduring The Emperor's wrath. Unable to watch The Emperor kill his only son, Darth Vader feels compassion and with his last ounce of strength picks up The Emperor and throws him down a seemingly bottomless shaft of the Death Star. Luke's faith, determination, discipline, obedience and longsuffering help him endure and succeed.

Seldom will we know the reason we undergo specific trials while they are happening. Later on, when the tribulation has passed, looking back we realize why we needed to go through it. In this life we will constantly be tried. We will be given line up on line the experiences necessary to prove ourselves faithful and strengthen us while on our eternal course. Whenever discouraged, we need only to remember the supreme example of endurance, Jesus Christ, who suffered more than anyone of us will ever will without a single complaint.

Christine Bettridge has had a love for writing since early childhood. She has written plays, poetry and many articles on various subjects. Her book recently released by Cypress Street Publishing End Time Secrets, can be purchased at

<http://endtimesecrets.com>



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