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RSS FEEDS: Whither Thou Go'est?

By Tony Dean

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I open up the 'Feed Reader' every day on my laptop and cruise the 'news feeds' I 'subscribe' to. The amount of information is now overwhelming, I need to just 'subscribe' to only the 'feeds' that are of immediate interest, else I would be reading 'feeds' twenty four hours every day.

When I click on a link to find out more about a news item, I am taken to a web page with the article of news on it, also there are banner ads, advertising icons to click on, and other side news items to click to take me elsewhere.

The potential for advertising on those web pages for interested marketers is great, notwithstanding the change in the news article each day on that web page. One day it might be about Amazon and the 'outage's' they kept getting, or the next it could be a pending court case about 'cybersquatting' a brand name. Whatever article is shown the advertisers get their message across. It may not be part of the advertising ploy to sell goods and services from that advert, but to 'brand' their products, or name, for future sales.

One research company predicts internet advertising revenues will rise by 19% next year, they also predict that newspaper advertising will drop considerably.

Future habits of net cruisers will be to immediately open up the 'feeds' and cruise all the latest news, in contrast to

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going for Google and Yahoo, inputting search terms, and then cruising only those web sites that come up. Please! Don't laugh, most of us still do this!

If a web site has not got it's own 'news feed', it will not get any 'eyeballs'.

Those interested in marketing to the masses should think about trying to get adverts placed on pages of those sites with a 'news feed', with their name, or web address written prominently, for cruisers to come and visit, but the main objective is to create 'branding'.

The usage of search engine's for locating web sites will decline, unthinkable at the moment for most internet users, but their rss feeds directories will be the most sought after to be able to access more 'feeds'. So search engine's will still survive, but usage habits will change.

The 'big-dogs' in rss feeds update news on their 'feeds' every fifteen minutes or so, they know that to keep a captive readership that they have to update frequently, or they will lose 'eyeballs' to some other service that's giving out more frequent news. This is critical from an advertisers point of view who wants his ads showing on web pages with updated news as frequently as possible.

I can feel the nudging elbow's already as advertisers are trying to get the best 'spots'.

The most money to be gained from rss feeds is by the person who owns one, the advertising revenue from 'spots' on the web pages the 'feed' points to will be flooding in, and with the decline in effectiveness of newspaper advertising, the rss feeds are the only place most advertisers are going to spend their money. The younger tech-savvy 18-24 year old's don't buy newspapers, they also don't switch on the television as much anymore, so television advertisers are looking at rss feeds, especially the big media companies who have millions of ad dollars to spend.

Remember this, anybody, even you, can put up a rss feed.

Tony Dean is a published author and runs a website at:– <http://www.ebook-sales.com> He is author of the e-book:– "Really Simple RSS" available from his web site.

See RSS Feeds from Your Website

By Sanjay Johari

See RSS Feeds from Your Website by Sanjay Johari

RSS feeds have made it so convenient to gather current information. If you have an RSS Reader on your desktop, then from this one window you can get up-to-date information from any sources of your choice, such as:

- 1.Latest news from news agencies
- 2.Last articles published on ezines such as this one
- 3.New products at retail outlets
- 4.New movie reviews
- 5.Recent entries in blogs

The list is endless, but you get the idea.

How would you like to give this convenience to the visitors of your website? Your visitors can see RSS feeds with latest info right on your web page instead of going from site to site. And it is very easy to install.

Before you start I suggest that you see some sites which display RSS feeds just to get a feel of it. You can see your My.Yahoo page from where you can subscribe to any RSS feed you want. Or, if you like, you can see some popular feeds on my website:

<http://sanjay-j.com/feed.html>

Ok, let's get started with these easy steps.

1.Click open this page :

<http://www.feedroll.com/rssviewer/>

2.From "Step One" of this page select just one RSS feed out of the dropdown list.

3.Lower on the page in "Step Two" you will see some options. In these options you can fill in your values or leave them at default setting.

4.Click on update button.

5.A similar looking page opens. Down below on this page in "Step Three" there is a code which has to be installed on your website. Copy this code and paste it on a text editor. On right side of the page you can see how the feed will look on your page.

6.Go to step 2 and select some other RSS feeds. Repeat steps 3 to 5 and you will have a collection of codes to be installed on your website.

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7. Select the web page where you want to install RSS feeds. I would suggest creating a new page exclusively for RSS feeds.

8. Decide the location on the web page for installing RSS feed. In the HTML code of the web page, paste one of the codes of RSS feeds at the location you have decided.

9. See how RSS feeds look on your page. You will need to be connected to the net to see the feeds. You can make necessary corrections until you get the right appearance.

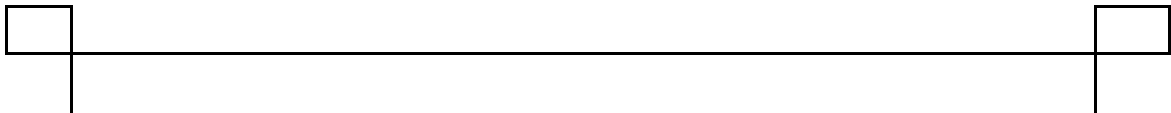
10. Add all other RSS feed codes below the first one. Separate each code with breaks. This will put all the feeds in one column.

So that's it. Simple steps. This will display some popular RSS feeds on your web site using Java. From this starting point you can think of installing other Java scripts or PHP scripts to display any RSS feeds of your choice.

Sanjay Johari contributes articles regularly to several ezines. See his site for articles and other information relating to small business. <http://sanjay-j.com/>



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