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## RSS Tools

By S. Housley

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Considering the ever-increasing support for RSS in online communities, we have compiled a list of resources and products that will benefit webmasters, web surfers and publishers in their quest to understand the power of RSS. RSS has rapidly become an alternative communication venue. In order to understand the full benefits, consider utilizing some of the following tools and resources.

1.) RSS Tools – RSS feeds bring automatically updated information straight to your desktop. You can monitor or promote news, job listings, personals, and classifieds using RSS. The following tools assist webmasters in using RSS to maximize their time.

RSS Readers – RSS readers are designed as tools to view RSS feeds, making it easier for users to view and manage the content of a feed. Feed readers make it easy to mark feeds as read or flag items that are important. The following are some of our favorite RSS readers:

FeedDemon – FeedDemon is a client that can retrieve and organize RSS feeds from the Internet. It comes pre-configured with several news feeds, and you can easily add your own by adding the URL for an RSS feed of your choice. FeedDemon offers an attractive and easy-to-use interface with integrated web browsing.

<http://www.feeddemon.com>

FeedScout – Feed Scout is a RSS/ATOM/RDF reader that can be used directly from Internet Explorer. Feed Scout enables you to view RSS/ATOM feeds from different sites directly in Internet Explorer. You can even set your Home Page to show your favorite feeds. <http://www.feedscout.com>

2.) RSS Creation Tools – As RSS feeds have increased in popularity and breadth publishers and webmasters have struggled to find a solution to create RSS feeds. The following tools will assist webmasters in creating RSS feeds:

FeedForAll – Desktop software used to create, edit, manage and publish RSS feeds. New RSS feeds can be quickly and easily created with FeedForAll. Advanced features enable you to create

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professional-looking RSS feeds quickly. Existing RSS feeds can be repaired and enhanced with FeedForAll. RSS feeds generated by other means can be automatically repaired, so that they conform to the RSS 2.0 specification. Existing feeds can be enhanced to contain advanced feed properties, and give them a more professional look.

<http://www.feedforall.com>

3.) RSS Articles and Tutorials – Articles and tutorials based on RSS and designed to demystify Really Simple Syndication for users and publishers. RSS Specifications – RSS Specifications contains a collection of articles related to RSS and news feeds that assist both publishers and users in deciphering Really Simple Syndication.

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<http://www.rss-specifications.com/rss-articles.htm> or

the articles can be read in an RSS feed. <http://www.rss-specifications.com/article-feed.xml>

Make RSS Feeds – Step by step instructional tutorial detailing how to manually create an RSS feed.

<http://www.make-rss-feeds.com>

4.) Ebay Monitoring Using RSS – Monitor online auctions for specific items of interest. As eBay has grown it has become difficult to discern and locate specific auction items. By using RSS tools users can easily receive instant notification when a specific item is being auctioned.

Free Bidding Tools – FMonitor online auctions for specific items of interest. As eBay has grown it has become difficult to discern and locate specific auction items. By using RSS tools users can easily receive instant notification when a specific item is being auctioned.

<http://www.freebiddingtools.com/>

5.) Web Monitoring – Monitor the Internet for specific news items or blog topics of interest. A number of free online RSS tools make web monitoring very easy.

PubSub – Monitor the Internet for specific news items or blog topics of interest. A number of free online RSS tools make web monitoring very easy. PubSub – Every day, PubSub's matching engine performs billions of matches of new items against user subscriptions. The instant a match is made, PubSub alerts the user via RSS. PubSub monitors more than 6.5 million blogs, as well as 50,000 USENET newsgroups, all SEC/EDGAR filings, press releases from major wire services, and FAA airport delay alerts.

<http://www.pubsub.com>

Google News Monitoring Using RSS – This free online tool turns a Google news search into an RSS feed.

<http://www.justinpfister.com/gnewsfeed.php>

6.) Other RSS Tools – Alternative tools for creative webmasters.

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RSS2Wap – The RSS2Wap site is meant for online conversions of RSS feeds into WML for access on WAP devices (RSS2WML, RSS WAP or RSS-to-WAP). It's free and you can make a link on your web site.

<http://www.rss2wap.com>

7.) RSS Graphic Tool – Websites that have RSS feeds available use colorful graphics as flags to indicate to web surfers that RSS feeds are available for specific content.

RSS Graphic Tool – Websites that have RSS feeds available use colorful graphics as flags to indicate to web surfers that RSS feeds are available for specific content. RSS Graphic Tool – Customize RSS buttons. If you have limited time and lack artistic abilities, use this free online RSS graphic tool to

create an RSS button. The button's color and text can be customized to suit the look and feel of your website. <http://www.feedforall.com/public/rss-graphic-tool.htm>

8.) Displaying RSS – Many webmasters display the contents of RSS feeds on their web pages as a fresh source of content and information that changes on a regular basis.

Javascript Options – Using Javascript to display RSS feeds is a very easy way to provide dynamic content with very little effort. Unfortunately, when you use Javascript to display RSS feeds, search engines do not see the feed's content, so the content is not spidered and ultimately will not help with search engine optimization.

Quick RSS Feeds – Free online tool that allows you to simply enter the URL of the RSS feed, define the number of items you would like displayed, and the Javascript will be automatically generated.

<http://www.quickrssfeeds.com>

FeedRoll – A free service for syndicating popular RSS and ATOM news feeds on your website or blog. Select a feed, customize the design, then copy and paste the code provided onto your page.

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

RSS to Javascript – RSS-to-JavaScript.com was designed to easily convert any valid RSS, RDF or ATOM feed into easy-to-implement Javascript. No XML or programming experience is necessary.

<http://www.rss-to-javascript.com>

PHP Options – The benefit to using a PHP script to display RSS on a website is that the content dynamically updates but search engines see the content as static.

FeedForAll's rss2html.php – If you are technically savvy and wish to host the script yourself, check out FeedForAll, as they have a free PHP script available that will display RSS feeds on a website.

<http://www.feedforall.com/free-php-script.htm>

FeedRoll Pro – A fee-based professional service that tracks statistical information for publishers displaying feeds. FeedRoll Pro incorporates a number of display options for publishers wishing to syndicate their content, giving users the choice of PHP or Javascript. <http://www.feedrollpro.com>

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RSS2HTML – Display RSS feeds by selecting layouts and color schemes on this free resource.  
<http://www.rss2html.com>

### 9.) RSS Blogs

Stay informed about the latest RSS industry news by monitoring RSS blogs. Daily posts bring readers current news, industry announcements and general RSS information.

RSS Specifications – Everything you need to know about RSS. The RSS Specifications blog contains daily posts and RSS tidbits.  
<http://www.rss-specifications.com/blog.htm>

KbCafe – Daily posts and editorials related to RSS and new RSS products that have emerged.  
<http://www.kbcafe.com/rss/>

### 10.) Publishing List / RSS Newsgroups

New RSS–Publishing List for publishers. The list is focused on marketing/publishing/operational issues rather than hardcore technical details of RSS, meaning that coding issues and disputes over the merits of RSS vs. Atom are not the focus. If you wish to participate in the list and receive e-mails of posts, simply subscribe by sending an e-mail to: [rsspublishing-subscribe@topica.com](mailto:rsspublishing-subscribe@topica.com)

RSS Syndication – Collection of RSS related news feeds displayed in an easy-to-read format.  
<http://www.rss-syndication.com/rss-news.htm>

11.) RSS Related Forums – Forums can be a useful for anyone doing business online, both in terms of reading the content and actively participating in the discussions. If you want to learn more about RSS consider participating in the following online RSS communities:

2RSS – RSS forum for feed and related RSS discussions.  
<http://forum.2rss.com/>

FeedForAll Forum – RSS forum for RSS and feed creation-related discussions.  
<http://www.feedforall.com/forum>

German RSS Forum – German RSS forum for feed discussions.  
<http://www.rss-forum.de/>

### 12.) Locate RSS Feeds –

Syndic8 – RSS and Atom news feeds on a wide variety of topics. Designed with a directory structure and search functionality. Syndic8 also tracks statistical information related to RSS feeds.  
<http://www.syndic8.com>

Feedster's FeedFinder – Use Feedfinder to search by keyword or by URL or a combination of the two in order to find feeds on that topic or by that organization. .  
<http://feedfinder.feedster.com/>

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**RSS Discovery** – The websites you already read may have an RSS feed. Use the BlogStreet's RSS Discovery tool and enter in a website. If there is a feed available BlogStreet will provide the URL.  
<http://www.blogstreet.com/rssdiscovery.html>

**RSS Locator** – Directory and search engine for RSS content including weblogs, newsfeeds, forum feeds and related content feeds. Locate topic-specific RSS feeds for syndication. RSS Locator displays feed content in an HTML format so users can preview the feed's content.  
<http://www.rss-locator.com>

12.) **Submit RSS Feeds** – As more and more people get involved with the Internet and as more Web sites, blogs, news services and other online resources continue to grow in number and variety, it becomes increasingly important to maintain high visibility and exposure for the content being generated by closely following the major distribution media. As a rapidly increasing number of content sources, new and old, migrate or add RSS as a key distribution channel, and as more people utilize RSS newsreaders and aggregators to keep themselves informed, the ability to maintain high exposure and visibility is gradually shifted from complete attention to major search engines and content optimization techniques to an increasing awareness of RSS feed directories and search tools.

**RSS Submit** – Save time and automate RSS submissions with RSS Submit from K-Soft.  
<http://www.dummysoftware.com/rsssubmit.html>

**RSS Specifications** – Submit RSS files to the large list of RSS directories and expedite your RSS content syndication.  
<http://www.rss-specifications.com/rss-submission.htm>

**RSS Submission Service** – A fee-based blog submission service that will submit your blog or RSS feed to more than 70 blog directories. Submissions are done manually, and this service is primarily designed for blog feeds.  
<http://rss-submission-service.notrivia.com/>

**RSS Top 55** – Top websites for RSS submissions. Premium service is available for a nominal fee that will prioritize the RSS site submissions in the order of importance.  
<http://www.masternewmedia.org/rss/top55/>

Using RSS tools, publishers and webmasters can increase productivity and efficiency. RSS monitoring can often automate many of the procedures that are time-consuming and monotonous, freeing up time.

### **RSS: 101**

**By Scott Lindsay**

You don't have to look far to find the initials RSS on many of your favorite websites. Maybe you see the term "RSS Feed" and wonder if this is a special agricultural product for livestock or possibly something you'd purchase at an electronics shop.

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The initials RSS actually stand for 'Really Simple Syndication'. Some in the technical field also use the initials to correlate with 'Rich Site Summary' or 'RDF Site Summary'.

No matter what you call it, RSS is a means of reducing online searches for regularly desired information in articles, stories, blogs or other specialty information sites.

RSH: Really Simple History

RSS, as we know it, was unleashed just after Christmas 1997 and has been improved upon many times since its inception.

The World at Your Fingertips

In the simplest of terms RSS allows you to select categories of interest and you will be alerted when new content has been discovered. This information is collected and sent on to you for your consideration.

For instance if you have a site you regularly review an RSS feed allows you first-hand notification when new material is available.

Those who do not use RSS feeds are forever conducting online searches to find the information they desire. An RSS feed eliminates the frustration.

The Use of RSS

In order to use an RSS feed you need a feed reader. In most cases this software application will appear similar to an email account. While the software can be purchased it is also possible to find free versions online.

One of the benefits for the end-user is the fact that unlike email you do not need to receive unwanted material. With email you have to opt in and opt out. With an RSS feed you can change the settings whenever you want and receive only the information you desire.

Most RSS readers also provide the requested material in a simplified text format allowing the material to be read without photos and unwanted formatting.

Typically a cut-and-paste of an appropriate website link and a list of predetermined topics is all that is needed to have your RSS reader search for articles related to your interest.

A RSS feed allows you to opt in and opt out without the service you are interested in having to manage

a list. An RSS feed also allows you to be as specific as you need to be in the subject matter you want to read.

Really Simple Growth

While RSS feeds are becoming more readily available you should know that not all websites are equipped to provide this service. Look for the orange box with the RSS inside to insure availability.

Scott Lindsay is a web developer and entrepreneur. He is the founder of HighPowerSites and many other web projects. Get your own website online in just 5 minutes with

at:



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