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**Should You be Using RSS Feeds and Blogs?**

**By Craig Desorcy**

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Today's marketplace is extremely competitive. The Wal Marts of the world are squeezing the life out of small business enterprises. Meanwhile the World Wide Web is inviting small marketers with open arms. Rather than having an amazing amount of resources available, the Internet requires savvy and alert marketing methods. Blogs and RSS Feeds will blow your mind with the virtually free growth potential they offer small and large marketers alike.

Why not level the playing field to give your small or new web business a boost? Blogs were once used as a personal online "diary" where people could express their thoughts and feelings, but today they offer a quick and efficient way to get your website indexed really fast! Forget about spending months to build a small clientele. A few minutes each day, spent writing about the market you're involved in will bring your site to the attention of search engines fast and we all love free traffic. Incorporate your blog into a RSS feeds and your site will be broadcasted across the world in no time at all bring even more free traffic.

Alicia was the typical homemaker who spent her days raising kids, sewing, cleaning, and of course folding piles of laundry. She did have one pastime – surfing the web. Early in her experience she knew absolutely nothing about web terms. In fact, the mention of a spider would have sent her running. As her knowledge grew, she began to get a wild dream of becoming a virtual entrepreneur. Could she do it?

She thought of what her family would think about her attempt. Their number one reaction she imagined would be surprise. This made the decision – she would keep her business attempt a secret, and if all went well she'd have a really great surprise in store for them.

Alicia went through the normal first steps of setting up a website, and readying her product – a mother's personal organizer. Next she researched all of the marketing plans she could find.

Day after day, after the kids went off to school Alicia spent a few minutes blogging about everyday events in the life of a mother. She incorporated RSS feeds into her plan, and included a great number of links to other sites of interest (all affiliate links.) Day by day she watched her web traffic increase and

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her bank account grow. By Christmas time she had the most amazing surprise to present to her family – a bank statement that proved she had earned more than \$30,000 in her spare time of a few minutes each day.

How could such a simple marketing plan work for an obvious newbie? Simply! Alicia just found a plan that involved a little technological knowledge and implemented it. She happened to have found a way to get her site indexed and listed on search results almost immediately. Spiders love updated content and long lists of related links. Alicia, like most mothers, knew that if you feed something what it likes, it'll pretty much do what you want it to! For Alicia, a little mother's insight paid off.

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For A Complete Step By Step informational

guide on how to blog and use rss feeds

Click here><http://www.effective-info.com/blogs-rss.html>

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### **See RSS Feeds from Your Website**

**By Sanjay Johari**

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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.

## Should You be Using RSS Feeds and Blogs?

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.

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.

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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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