

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Why You Need to Blog and use RSS Feeds!**

**By Craig Desorcy**

**Why You Need to Blog and use RSS Feeds! by Craig Desorcy**

Blogs and RSS feeds are a sure-fire way to get your website off the dirt roads of cyberspace and onto the Internet superhighway! Think about it. Has your web traffic been slow and bumpy? Then maybe it's time to try a new route.

Let's imagine for a minute the local department store you shop in. What would you think if the displays never changed? Every time you entered you saw the same signs advertising the same products. Boring, right? After a while you wouldn't even pay attention to them. Websites are no different. RSS feeds and blogs are interesting ways to spruce them up a bit – to keep things interesting and changing. Believe me, interest is a key element in drawing people back time and time again.

Dan's website had been around for a while – several years in fact. Unfortunately, though he tediously watched for visitors, the website was trickling in a minuscule amount of sales. One day, a friend told Dan that his website was cool, but...er...you might say a little dusty. It just needed freshened up a bit. Hey, what are friends for? Dan, began to research and decided to try blogging and using RSS feeds. He got excited and began including interactive polls, articles, sales updates, and even slipped in a few photos. Within a few days his site was indexed on Yahoo! and his sales were beginning to flow steadily. Within a month he was dancing gleefully with his latest bank statement in hand – much to the amusement of his adolescent children!

Blogs and RSS feeds can indeed make a huge difference in your web traffic! By adding new content to your site on a regular basis, you ensure that search engines spider your site more often. The consistent updating of your content also gives you the added advantage of increasing the number of search terms or keywords that show up in search results. We all know that marketing is a numbers game. These tools are the onramp that will merge you into the hubbub of heavy traffic.

Now, rush hour traffic can be intimidating to those of us who are used to the slow pace and sparse traffic of the back roads. Don't sweat it! Just find the vehicle that's comfortable for you to drive, and you'll be more at ease as you thread your way toward financial freedom. RSS feeds are more convenient and versatile than you might think at first glance. There are a variety of ways to incorporate

## Why You Need to Blog and use RSS Feeds!

feeds into your website. You may want to use a simple blog, but you may also incorporate articles, ezines, forums, bulletin boards, or news feeds just to name a few.

(For a Step by Step How to Guide See > <http://www.effective-info.com/blogs3.html> )

Once you've discovered the convenience and success of blogs and RSS feeds, you'll also learn some hot tricks to increasing your search engine results even more. Tricks like sneaking keywords from news headlines into your blogs, using links from fellow bloggers.....

\*\*\*\*\*

For A Complete Step By Step Guide on how to blog and use rss feeds Click here>

<http://www.effective-info.com/blogs3.html>

This article is copyright©Craig Desorcy

Anyone may use this article as long as this resource box is not removed.

Craig(at)effective-info.com

\*\*\*\*\*

Craig Desorcy is an Internet enthusiast who runs several successful websites.Craig(at)effective-info.com

### **Marketing With RSS Feeds – Creating A Direct Link To Your Customers**

**By By Chris Malta & Robin Cowie**

What's an RSS feed?

Due to the overwhelming amount of spam on the internet, many users are turning from traditional newsletter subscriptions to RSS feeds to get their information. RSS is Really Simple Syndication. Besides connecting you directly to your customers, feeds are advantageous for several reasons:

- They update automatically. Anytime you publish a new article or blog, your readers receive it with no effort on their part, or yours.
- Unlike an email campaign, they don't force you to contend with costly black lists and spam filters.
- They're a 100% opt-in marketing tool. Your documents are transmitted in a mark-up language that requires your subscribers to download a reader, like Bloglines or FeedDemon, to translate them. So all your subscribers really want the information you're providing.

Where Is This Going?—The Future of RSS

Bill Flitter, founder of RSS analytics engine

, suggests, in the near future, feeds will

## Why You Need to Blog and use RSS Feeds!

become much simpler and more user-friendly. Says Flitter, "Once RSS becomes a little bit easier, I think we'll see a huge surge in its use." Firefox and Safari are already RSS-enabled, and Internet Explorer and Outlook will be soon.

Expect to see individualized RSS feeds gain popularity—customized feeds where a user can choose what kind of content comes through to them. Flitter projects, "I think we'll see...individual subscriptions increase so you can send information that's more relevant to that end user... like Tivo for the web."

Another likely change is that news readers will allow you to customize the look of your feed, rather than translating every one alike. You'll be able to brand your feed, change its style, and differentiate it from every other feed so your customers can recognize it easily.

### How Can I Use RSS for My EBiz?

Use feeds to send newsletters, product promos, blogs, and special offers. You can create your content using any blog platform—Type Pad, Word Press, Movable Type. They all generate RSS feeds—your only job is choosing the content. The important thing is to keep your content fresh and relevant to your audience, because with one click they can unsubscribe. Try to balance generating sales with sharing interesting info and useful tips.

Chris Malta and Robin Cowie of WorldwideBrands.com are the Writers and Hosts of The Entrepreneur Magazine EBiz and Product Sourcing Radio Shows.

for

more FREE eBiz info from Entrepreneur Magazine Radio!

Why You Need to Blog and use RSS Feeds!



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**