

Using RSS Readers

You probably have heard about **RSS** by now or if you haven't it is time to start learning more about it. It's already 2 years old!

RSS stands for **Really Simple Syndication**. Also known as **Feeds**.

If you think about how you get news either by TV, radio or newspaper you have to wait or read through a lot of stuff that you are not interested in to get to the stuff that you want to know about.

With the ever evolving internet we have access to plenty of information. Fortunately with advances in technology we can now sort to the stuff we care about.

RSS Readers are a way of gathering news feeds from different sites that you like and giving you up to date information instantly. As soon as a new article is posted on your favorite site it gets pushed to you just like an automatic email.

And just like email, you can read it when ever you like.

There are many RSS Readers to choose from. Most are free and many of you may have noticed them if you have a Google, Yahoo or MSN account.

There are two kinds of readers. The stand-alone clients are downloadable software that installs on your computer. The web-based services are the kind that you log into like Google or Yahoo.

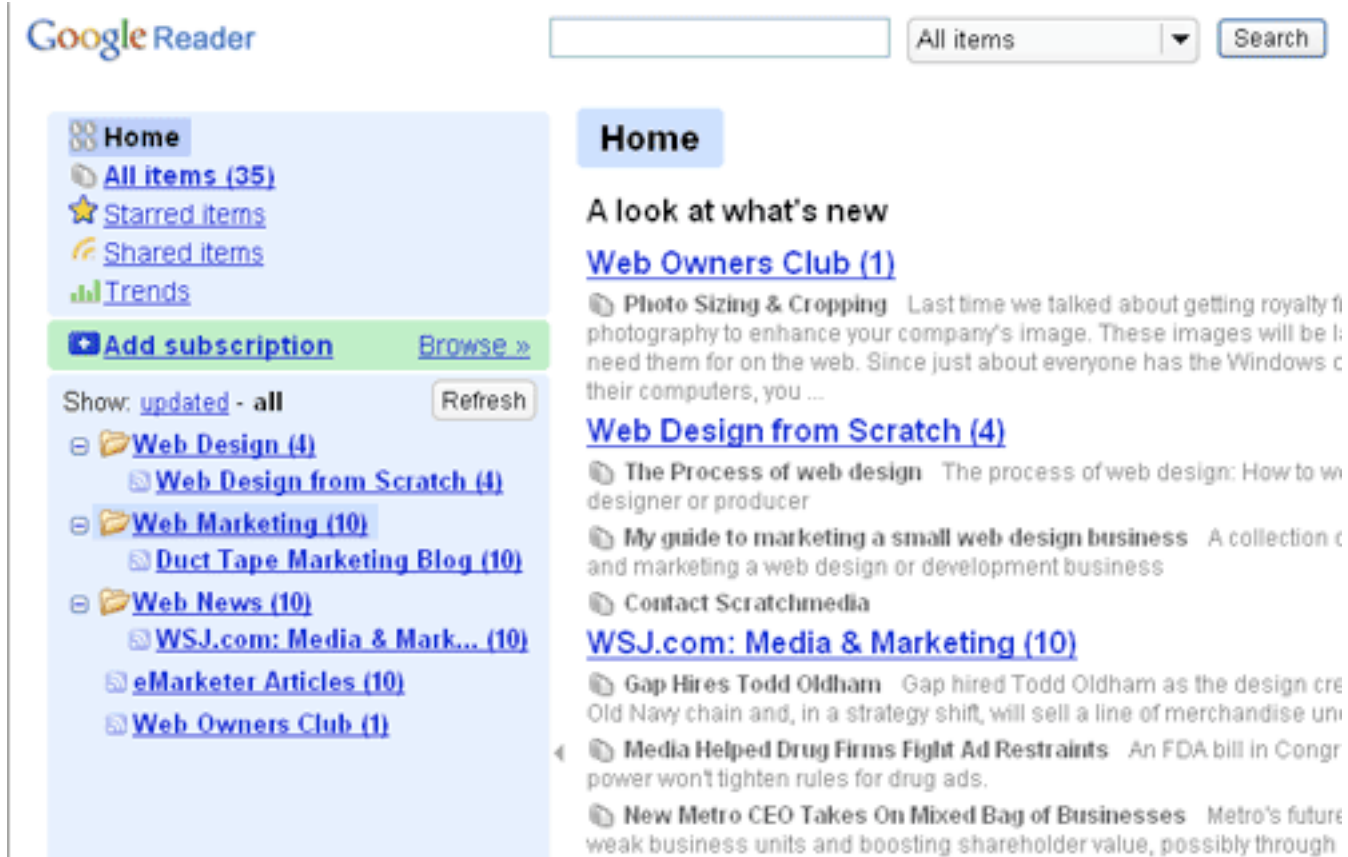
Lets take a close up look at one that is really popular called **Google Reader**. This is a very simple and flexible free reader to use.

If you already have a Google account as a result from signing up for Gmail or AdWords you can simple login from this point or create a new account.

News reading is very similar to email in that the information can be sorted into folders. You can manage your subscriptions with tags as well.

Tags can be a word that will help you locate an item in a way that is important to you. Like "follow-up" or "favorite".

Folders and tags are very similar in that they both let you sort and categorize the content you read. The difference is that folders are used for sorting entire subscriptions, whereas tags are applied to individual items within subscriptions.



As of this writing I had installed Google Desktop with advanced features and discovered that it had scanned my web history. It picked up all of the possible feeds and shows me the latest in a little preview box on the lower right portion of my monitor.

I think management is key here. It takes a bit of playing around with and examining of the settings of these little apps to get them to work the way you want them to.

This is just one of many different RSS Readers. Most are free. You can try a few until you find one that suits your needs.

OK too much RSS? Firefox and Internet Explorer 7 both have RSS reading capabilities already built in.

Why is this Important to Web Owners?

With a growing number of bloggers comes the awareness of RSS or Content Feeds. This is rapidly becoming another marketing avenue.

For example: It is simple to subscribe to a news feed not only from well known news outlets but from blogs just like the WebOwnersClub.com.

As you can see on the right hand side of the site (you may need to scroll down a bit). You will see buttons for popular Feed Readers. All you have to do is click on the appropriate one to subscribe.

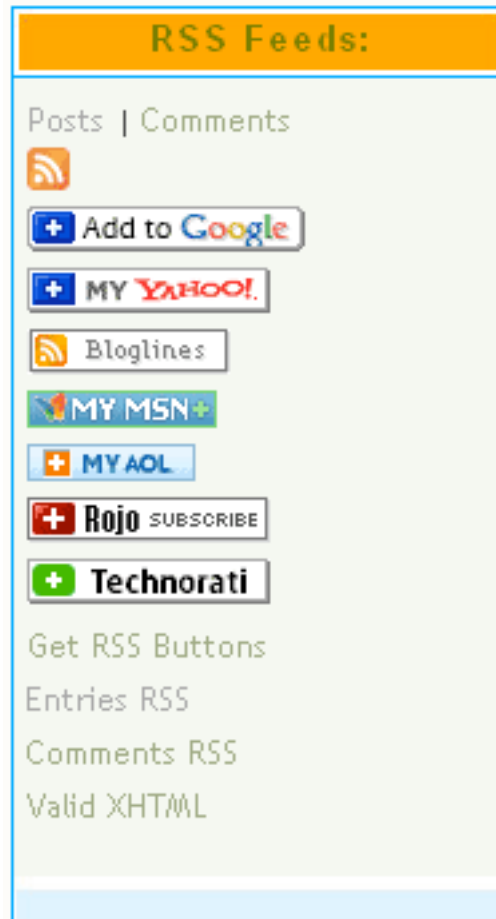
Anything new from that site will be available to your rss reader.

Blogs by their very nature are built with the ability to make their content available to rss feed readers.

It is possible to make any web site readable to feed readers with xml, however, you must ask yourself: **“Is my content fresh at least once a week?”**

If you have access to the **Google Reader** go ahead and go the WebOwnersClub.com and click the “Add to Google” button to see what happens.

If you are going to do any blogging you need to learn about how RSS plays a role in your marketing.



News that Relates to You

It's like information TIVO. If there is a specific topic that you want to keep tabs on RSS Reading is the way to be kept in the loop. By selecting niche sources of information you can be alerted to the things YOU care about. Maybe it's your friend's blog or a sports team site that has a feed.

We hope you find this information useful. The Web Owners Club will contribute more on this topic in future installments.

Posted on September 22nd, 2007 by Karl Knelson