



Social Media Overdrive

Module 07: Blogging & RSS

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



Social Media Overdrive will not be complete without mentioning Blogging and RSS. And this is what this entire module is all about. Blogging plays a very important role in distributing and spreading content through an un-filtered voice on the Internet. And since more people are believing contents written on blogs over the TV and controlled media, what better way to make your content travel to your prospects more effectively than Blogging and RSS?

- Online journals that let you publish your content real-time
- No HTML experience needed
- Search Engine friendly
- Popular Blogging Platforms: WordPress, Blogspot.com

Blogging Reviewed

Now, about blogging. Blogging in its simplest definition is an online journal that lets you publish content real-time.

Unlike HTML and typical web pages, you don't need to know HTML codes or complicated knowledge with web designing at all. You can easily sign up for a free blog account with sites like Blogger.com and WordPress.com and you will have your own hosted blog! A lot of people are able to write and express themselves for more than a decade ever since the technical barrier has been removed. Of course, as a business owner, I am expecting that you will have your own blog self-hosted on your domain and hosting.

Several major search engines such as Google, Yahoo! and MSN are offering to index your RSS feed along with your website (or Blogs) if your visitors include your RSS feed

in their search engine specific accounts. For instance, Yahoo! will spider your RSS feed and blog if a visitor to your blog includes your feed in his or her My Yahoo! account. Yahoo! is doing this within 48 hours of such an occurrence - a remarkably fast indexing time for Yahoo! To top it all, this happens without costing you a penny! You can further speed up the process by subscribing to your RSS feed in your My Yahoo! account.

- Lets visitors read content from your website without visiting your website

Introduction to RSS

So what is RSS, since it's always seems to be said hand-in-hand with blogging? Are they same thing? No actually. RSS stands for "really simple syndication" and is a new, easy, low cost method for distributing content on the web, using a newswire model.

So how does RSS enhance blog performance? A blog can be read with a standard browser, or alternatively, can be read by an RSS reader (or "aggregator" in other words). Blogs and even web pages can be syndicated to form an RSS feed. This RSS feed then

can be made available unfiltered to a client's desktop via a well-known URL. WordPress automatically creates a RSS feed for your blog.

Many content rich sites use RSS and Blogging to keep the user up-to-date with information, breaking news and other stories. Subscription by RSS makes the content come to the user rather than the user having to go to different web logs to fetch it. Hence, RSS utilizes 'pull' technology which means users ask for content, unlike email marketing, which relies on 'push' technology to push content unasked for.

RSS offers the potential of endless opportunities to the Internet marketing community right now. Cleverly written blogs are relatively easy to maintain pages that contain enough information about a product or a service to soft-sell it.

- Get a Google Reader account at <http://google.com/reader> and add your RSS Feeds
- Feedburner – <http://feedburner.com/>
- List on Yahoo.com
- List on MSN.com

Places to List Your Feeds

How to place and add your feeds to enhance your content distribution.

First thing's first, you should get a Google Reader account by signing up to <http://google.com/reader> so you can add your feeds there for your blogs. After you regularly start posting to your blog, you should add your RSS feed to Google.

Now after you regularly start posting to your blog, you should add your RSS feed to Yahoo! If you don't have a My Yahoo! account, go create one now by visiting <http://www.yahoo.com/>. Simply click on the My Yahoo! icon and register. When you first log into your Yahoo! account you will want to click on the "Add Content" button. On the next page you will see a search box, and to the right of this box, there is a link you need to click on titled "Add RSS by URL". Simply copy and paste your RSS feed into the box and click on "Add ". If your feed is valid, you will see it listed in the next step. Now simply click on the "Add To My Yahoo!" button.

Now getting your feed listed on MSN . You will again need to create an account but with <http://www.msn.com/> this time. Once you have registered, copy and paste your RSS feed URL – your feed will then be displayed on the next page. Place a checkmark by your feed and click "OK." Your feed should be displayed by now, and that is all there is to it! Just listing on these 3 along gives you exposure on the Internet's 3 leading search engines!