

Blogging and RSS



As business blogs become more commonplace as a means of communications for marketing, public relations and building business relationships, they will increase company revenue over time through the marketing and relationship-building power of the blog. Free blogging software, such as WordPress, can be added as a seamless addition to an existing website, increasing exposure by extending content and expanding directories that link to it.

The benefits of using an on-site blog are:

- There are a variety of free plug-in themes to define the look and feel;
- Software writes each article into an RSS file, which allows the major feeds to publish it each time an article is added;
- It can be seamlessly integrated into the site, adding content and therefore boosting Google's value of it;
- Choosing a relevant keyword for the directory name will also help relevance, thereby increasing a site's visibility.

What is RSS?

You will find an RSS feed on many of our clients' websites. RSS feeds allow you to stay up to date with the latest news by subscribing to it using a News Reader.

For a long time users were crying out to have the latest news and features delivered directly to them, rather than searching and clicking from site to site. This came in the guise RSS feeds. RSS allows you to see when sites from all

over the internet have added new content. You can get the latest headlines and articles (or even audio files, photographs or video) in one place, as soon as they are published, without having to remember to visit each site every time you are looking for updated information.

The process of syndicating content from other websites by displaying RSS feeds has definitely caught on: these services are able to deliver fresh news to users as it happens using 'Really Simple Syndication'. Not only are the big companies using RSS to get ahead of the competition but smaller firms are also using it to the fullest extent.

In summary, the benefits of RSS marketing are:

- RSS is dynamic. As soon as content changes, users know immediately;
- Users can review a large number of sites easily by choosing from categorised headlines;
- It bypassed spam filters and firewalls and cannot get infected by viruses as users only select the RSS feeds they are interested in;
- It allows users to view content without having to visit a website;
- It provides fresh content for website owners;
- By adding RSS to a blog, fresh content is immediately available;
- It increases your search engine rankings because of the fresh content you are adding;
- It saves time: instead of browsing multiple sites for information, syndicated content is delivered directly through an RSS Reader.