



# RSS

Syndication Concepts For Business

## RSS Technology Training:

Understanding the role of RSS technology and advanced syndication concepts for entrepreneurs and online business.

The impact of RSS and syndication technology cannot be overstated when considering its direct effect on successful online business ventures. RSS is arguably *THE* most powerful tool available to online start-ups, entrepreneurs and established online businesses. This training series is designed to provide valuable information for anyone actively involved in maintaining a virtual business.

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# RSS

## An Introduction To RSS Social Media Concepts

Advanced Syndication Concepts  
that Increase Visibility and Sales

RSS Associates

# **An Introduction To RSS Social Media Concepts**

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This e-book is the first in a series designed to provide information and training for online business. If you are an established web marketer, entrepreneur, or virtual start-up this series is designed with you in mind. Our goal is to create a greater awareness of the advantages of leveraging *innovative* RSS technologies for higher visibility on the Internet and the traffic that results from such visibility.

## **RSS Associates:**

RSS Associates was created by RSS professionals and industry leaders in RSS technology development. We are here to assist you with RSS related information and training tools.

We also provide site analysis, evaluation/review, and personalized 1-on-1 RSS technologies consulting.

[Visit the site](#) and sign-up if you are interested in additional e-books, training materials, or a custom RSS evaluation/consultation.

*Offer feedback and get additional polling data* in regard to advanced syndication concepts and RSS usage by visiting our [RSS Polling Data](#) center.

For more information, [contact us today](#).

# Introduction:

In order to accurately understand RSS and syndication technology, it is important to mention the origins of the technology.

## Myth:

RSS is an acronym for:

1. *Rich Site Summary*
2. *Really Simple Syndication*

## Fact:

RSS began life at Netscape as part of the My Netscape project. It was given the name RDF Site Summary (RSS) because it was an application of the Resource Description Framework (RDF). RDF is a sophisticated language for describing resources on the Web. Netscape used RSS to describe news stories and to allow users to build their own information portals. RSS was readily accepted and web sites scrambled to provide news feeds compatible with Netscape's innovative new portal.

Netscape developer Dan Libby produced the first specification (RSS 0.9) in January 1999. Immediately following the release of RSS, the user community began to divide into two camps. One camp wanted Netscape to make better use of RDF in RSS, and the other wanted to simplify RSS by removing RDF altogether. Influential blogger Dave Winer of Userland Software was among those arguing for simplicity and the removal of RDF.

When Netscape released the RSS 0.91 specification, all references to RDF were removed. Since RDF was no longer part of the specification, *the*

*acronym RSS no longer made sense.* Dave Winer declared, "**There is no consensus on what RSS stands for, so it's not an acronym, it's a name.**" It was around this time that he started his stewardship of RSS.

In July 2000, Dave Winer released his own version of the RSS 0.91 specification. He reformatted the document to make it shorter and easier to read. He also removed the specification's document type definition (DTD) making it more difficult for XML parsers to validate RSS news feeds.

RSS 0.91 is still in use today and is the oldest ancestor of RSS 2.0, which is currently the most widely used news feed format.

### **RSS - A Force To Reckon With:**

RSS is a data format for syndicating news, media, and the content of blogs or websites. This includes major news sites such as Wired, news-oriented community sites like Digg, and personal weblogs. However, RSS is not limited to news syndication. Virtually anything that can be broken down into discrete items can be syndicated via RSS. This includes audio or video, podcasts, and mp3.

As the recognized standard for syndication and content re-distribution on the Internet, RSS remains one of the most powerful (if not **THE** most powerful) tools available to site and blog owners. ***Informed and educated use of the technology gives any online business a significant advantage over their competition.*** This e-book series is designed to provide valuable information to assist in leveraging RSS technology.

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# The Advantages of RSS:

RSS presents several significant advantages for the virtual business. The principal advantages include:

- Compliant syndication
- Topic-specific content, products, and services sharing between sites
- Distribution of content, products, and services to remote subscribers
- Mass distribution of company related information to RSS libraries and feed repositories that provide the topic-specific feeds to publishers at large.

## **Compliant Syndication:**

RSS is the compliant standard for sharing content and data between sites and blogs without fear of the “duplicate content” penalty. All major search engines recognize content-sharing via RSS-XML as compliant and useful. The “duplicate content” penalty is not assigned or applicable to the site or blog using an RSS feed, neither is it applied to the site of origin.

## **Topic-Specific Content, Products, and Services Sharing:**

The attributes of RSS-XML allow site and blog owners to provide valuable content, products, and services to publishers in the same venue. Site owners who are recognized authorities in their subject can provide dynamic vertical content to related sites and blogs who are pleased to present the valuable content to their audience.

## **Distribution of Content, Products, and Services to Remote Subscribers:**

RSS is one of the fastest growing technologies on the web. RSS is essential in that it allows the site owner to distribute dynamic data to remote subscribers. These remote subscribers are not required to visit the site of origin in order to get the latest news and updates. Subscribers who employ locally installed readers (aggregators) or web-based readers can import and retrieve valuable information and media related to content, products and services. This gives subscribers the option of keeping up with the current news and offerings from a given site without having to visit the site of origin.

## **Mass Distribution via Feed Libraries and Repositories:**

Submitting effective syndicated data streams to the many feed libraries and repositories on the web is part of a well planned strategy for online business. As the Internet continues to expand, publishers from all market sectors are looking for top-quality feeds that will enhance their site or blog. This creates a growing opportunity for virtual business to capture subscribers and publishers looking for relevant, valuable, topic-specific data.

## **RSS & Business – The Perfect Merger:**

Virtual business and RSS technology go hand-in-hand. Syndication concepts apply to every online business regardless of category or market sector. RSS and carefully planned syndication strategies are to a virtual business what global syndication is to a radio show. However, it is much deeper than this analogous statement implies. There are significant

advantages to be gained by merging advanced RSS strategies with online business. These strategies offer an expanded ability to deliver time-sensitive information, products, and services to site visitors and remote subscribers.

## **Planning The Syndicated Data Stream:**

As with any effective business model and marketing strategy, effective use of RSS takes proper planning and execution. In order to take advantage of the potential that RSS syndication offers, the process must begin with intelligent structuring of the data stream itself. Many online ventures benefit from professional consultation services at this stage of the process. Having the input of proven leaders in advanced syndication concepts can be invaluable throughout the implementation process, but *getting started* on the right foot is equally important.

## **Leveraging RSS For Placement In The SERP's:**

RSS can be leveraged using innovative tools and applications. Innovative tools create advantage for business by producing highly visible placement in the search engine results pages (SERP's). Advanced syndication concepts begin here and savvy virtual business owners are gaining advantage over their competition by exploring and implementing these techniques.

# Innovative RSS Applications:

It is important to understand the role that cutting-edge RSS applications play in providing advantages to virtual business owners. As social media concepts and syndication technologies merge, it is clear that some innovators are pioneering advanced syndication concepts. These innovative tools give compliant publishers and virtual business owners a *decided tactical advantage*.

The *top two* applications providing innovative solutions for publishers and online businesses are:

- [FeedBurner](#)
- [Fwicki](#)

FeedBurner is the leading provider of media distribution and audience engagement services for blogs and RSS feeds. FeedBurner's web-based tools help bloggers, podcasters and commercial publishers promote, deliver and profit from their content on the Web.

FeedBurner also offers the largest feed and blog advertising network. Their network brings together content aggregated from the world's most recognized media companies. The members of their network include: Wall Street Journal Online, Wired News, Ziff Davis, and more.

***FeedBurner represents the merger of syndication technologies, advertising, media distribution, and audience engagement.*** Located within the FeedBurner

application is a list of integrated components from **carefully selected**, related RSS applications. These components are integrated into the FeedBurner application in order to provide their users the convenience of activating the services on their FeedBurner pages. The services offered within the FeedBurner user area are a “who’s who” of the top RSS related applications in the world. The list includes names you have certainly heard of... such as Google Reader, My Yahoo!, Newsgator, and Pageflakes. The list also includes a few applications you may not have heard of. FeedBurner’s integrated services presents the **top 25 RSS applications** in the world. The specific application, within the top 25, that we will focus on is [Fwicki](#).

Fwicki is the **least understood, among the most powerful**, and certainly one of the **more innovative** RSS applications on the Internet. Fwicki is out of the box thinking that has brought several pioneering technologies to the web. Here is one simple example: Fwicki invented the RSS feed cloud widget. At first glance, most site owners see the widget as a cool little RSS feed cloud containing relevant tags linking to high-quality RSS mashups created by the Fwicki community. In reality, the widget is a viral syndication engine that can be leveraged by site/blog owners, online marketers, and virtual business owners for traffic and content re-distribution.

The Fwicki application is poised to change the RSS “playing field” on the Internet. Fwicki technology is patent-pending. Specific patents have been applied for and when granted will give Fwicki the ownership of RSS mashup and the related Fwicki application technology. This will forever change the RSS landscape on the web. Companies and individuals who understand the implications of this prospect are currently securing keyword-based accounts at Fwicki.

***Fwicki represents the merger of RSS mashup technology, custom media portal creation, viral and social syndication, audience engagement, and RSS widget/gadget technology.*** The Fwicki application and the cutting-edge concepts it is pioneering requires additional training and e-books. While the concepts behind the Fwicki application are deep and ground-breaking, the application itself is simple and easy to use and will significantly benefit any site or blog. Our

additional training materials will show *anyone* how to leverage the Fwicky application and are available at: [RSS Associates](#)

## Applying Mashup Application Technologies:

Most people are familiar with the term “mashup”, “mashup application”, or “mashup enterprise”. Mashup technology can be used to create custom results for specific purposes. Mashup technology is available for software applications on local computer systems, hand-held devices, and web-based applications. Mashup technology is varied and diverse; it allows users to create custom functions and compositions of data or media for the purpose of personalization.

RSS mashup is a significant technology that can bring many additional benefits to *any sector* of RSS users. This includes casual RSS subscribers, publishers, and online businesses that understand and use RSS to increase sales and profits.

[RSS Associates](#) provides information and training for individuals who are interested in learning more about RSS mashup technology and the significant benefits it offers.

## Viral Syndication Concepts:

As we all know, RSS is Internet syndication. Syndication means to publish simultaneously, or supply for simultaneous publication, in a number of

different places. The ***viral syndication concept*** is new and innovative. This concept is being pioneered by innovative developers and technologies on the web. The leading innovator and pioneer of this technology is Fwicki. The ***RSS management tools*** and viral syndication widgets/gadgets available through the Fwicki application require that we create additional e-books to cover the subject in-depth. For those who are interested in learning more without having to read e-books and technical information, contact RSS Associates to speak with a live RSS consultant.

## **Social Syndication Concepts:**

Social networking, social applications, and social media are “buzz words” that we see exploding on the Internet. RSS technologies are also merging with the growing trend of “social media” on the web. The merger creates a very unique opportunity. It allows savvy online business owners the ability to leverage the trend for additional subscribers, traffic, and web presence. The specialized nature of this subject requires that we create additional e-books.

## **Custom, Dynamic, Social Data Portals:**

Another innovative technology emerging from ***web 2.0*** is the association of custom, dynamic data portals with advanced RSS application technologies. The creation of custom data and/or custom media portals is a ***very unique concept***. It was invented and pioneered by the developers at Fwicki and is one of the key reasons that Fwicki RSS technologies stand out from other RSS applications.

The custom-dynamic data portal provides value to the Internet at large. The pages are valuable to the end-user in that they deliver topic-specific information and media on categories of interest. The dynamic nature of the portal page ensures that fresh content appears automatically in the portal as the data stream updates. The portals are set to cache on 24 hour intervals.

Creating customizable data/media portals that are dynamic in nature give *online marketers* a unique vehicle that can place well in the SERP's and be *monetized*. The portals have been shown to gather organic traffic referrals from the search engines. They are therefore instrumental in driving traffic to the location of choice as specified by the portal's owner. The location of choice can be set to their site, blog, products, or services page. The Fwicki application generates an associated (default) portal page when the application is used to create a custom RSS mashup. The associated portal page is a live RSS reader page. The default portal page can then be customized to the owner's preference. This includes styling the page to match the look of their site or blog.

Anyone interested in learning more are directed to visit [RSS Associates](#). As previously stated, if you are interested in speaking directly with an RSS Technologies Consultant, we are available.

## **The Advantages of Rich Media Feeds:**

Studies have shown that *rich media feeds* are preferred by RSS subscribers more than 2-to-1. Rich media feeds include video, audio, podcasts, and mp3. Rich media content coupled with file transfer and bandwidth improvements have raised the expectations of web users. This trend has

permeated all aspects of Internet technology including RSS. Providing rich media content within your RSS data stream increases readership, subscribers, and conversions.

## **Monetizing The Data Stream:**

The importance of monetizing the data stream (RSS feed) ***cannot be overstated***. It is crucial to take advantage of the opportunity presented by monetizing feeds.

There are at least three third-party applications available to assist a company with feed monetization. It is our opinion that companies and individuals should consider directly monetizing their feeds and RSS mashups. In this way, business can exclude the “middle-man” from the profits earned. This process is much easier than many realize. By coupling advanced RSS concepts and feed monetization, ***the potential for earnings is greatly increased***.

## **Adequate Support, Coaching and Training:**

The number of online businesses being introduced to social and advanced RSS concepts is growing every day. In most cases, individuals and companies find the need for RSS technology training services.

The training, support, and coaching may include basic RSS fundamentals, feed creation, monetizing feeds, or advanced RSS concepts and technology integration. In any case, it is important to understand the trends and to rely

on information provided by recognized authorities in this ever-changing industry.

If your RSS coach cannot validate leadership in the industry, then you would be well advised to seek other professional assistance. Several sure ways to verify leaders and authorities in the field of RSS technology development is:

- ask them for their top 5 keywords in the RSS technology sector
- search those phrases in Google, Yahoo!, Live Search and others
- verify their site in the results

*If your coach or consultant is an authority in the field of RSS technology, it will be readily apparent.*

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