

Secrets of RSS for Profit

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Sean Mize

[Secrets of Internet Success](#)

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What is RSS: The Difference between RSS and a Blog?

What is RSS and what is the difference between RSS and a blog? The answer is not as easy as you might think, but there is a fundamental difference.

RSS stands for a number of different things, depending on what you read, but the popular version is "Really Simple Syndication". It is actually short for 'Rich Site Summary' and is an XML format used to share content such as items of news between different web sites. It allows you to provide fresh ever-changing content on your website that refreshes itself even while you sleep.

The word 'syndication' with reference to websites refers to the publication of an item to many other sites at the same time, which is probably where the popular version of the term arose. Using RSS, a website can let other web sites publish permitted content by posting a link to an RSS feed that the content they distribute can be read by other users using an RSS reader. So what's the difference between RSS and a blog?

In fact originally, RSS feeds came from blogs, and still accompany them in many instances. However, they are merely extensions of blogs, but are a different medium altogether. If you consider a blog, it is a single web page that is a log of a website, in the same way that captain of a ship maintains a log of the goings on in the ship and its course on a daily basis. It can be updated regularly simply to post new pages that have been added to the site, or to provide updates to a news page on the site. Whatever it is used for, a blog simply provides a page that provides additions to a web site, whether it is a news page or a content page.

There is actually no difference between a blog page on a website and any other page. You simply change the blog page and post it on the website.

On the other hand, an RSS feed is an XML format file. The file contains content that can be anything whatsoever, but in website terms is often the contents of a blog page, or any other page on your web site. It is always provided in XML format because it is read by RSS readers called 'aggregators' that are formatted by the users to display the content of the XML file in the format that they want to read it.

The difference between an RSS file and viewing your web page directly is that the RSS feed shows only the content without all the peripheral stuff that makes up a web page. Sure, you could use your blog rather than RSS, but with RSS your readers can read a lot more pages in a lot less time. This provides you with potentially a lot more visitors in the time available. However, you are not restricted to a choice between RSS and blogs. You can have the best of both worlds and use both to promote your web site.

Blogs are useful if you frequently update your website, and also for pinging the social bookmarking sites such as Furl and Blink, and blog search engines site such as Technorati. On the other hand there are some RSS directories such as Speedster and RSS Network. Technorati, incidentally, also accepts RSS feeds in the same way as they accept your blogs.

Using your RSS reader, you can also add RSS feeds to your site that are specifically selected for your niche. This is a great way to keep your content continually updated, which keeps the search engines happy. Doing this also keeps your visitors happy by providing them with continually updated information that is of use to them.

Some information sites offer RSS to users through simple copy and paste process, Medicinenet being a prime example. Using that you can select the type of medical or health care feeds that you want to display on your web site then copy the code provided and paste it to your web page. Hey presto! You have an RSS feed on your site without requiring a reader.

Carp is a good example of free software that allows you to display RSS on your website although there are many others. Rojo and Newsgator are good RSS readers but again there are others. The difference between RSS and a blog, then, is that RSS not only provides ever changing information of the content of your web site, without all the links and graphics, but also provides ever changing content to your website that is targeted to the theme of your web page. A blog, on the other hand, provides a record of your site that can be saved but is not as instant as RSS.

So, what is RSS? It's a way of keeping your customers supplied with ever changing content, and to help your search engine listings. Use both RSS and blogs and you have really solved not only your content problem, but also introduced advanced marketing and advertising to your site.

Tips and Tricks for RSS Publishing

Really Simple Syndication is one of the things that a lot of people are not aware of. It is unfortunate that only a few clusters of people actually make use of the RSS (at times called Rich Site Summary) technology primarily because of the newness of it in the online arena. However, as time goes by, people get to recognize the presence and the existence of the RSS method to gain popularity and to market your product to potential clients. So, if you are one of the few people who would like to try the RSS (Really Simple Syndication or Rich Site Summary) technology on your site, here are some of the few simple things that you can do and things that you opt not to do:

- a. Do give your RSS feeds a title and a description. Make sure that when you create a title and a description for your RSS feeds you incorporate relevant and meaningful keywords on it as the RSS reader also considers the presence of essential keywords on it.
- b. Do not copy other people's RSS feeds. If you are familiar with what plagiarism is all about and what possible punishment it can bring you and then better not to even consider thinking about copying something from someone. Come up with an all original RSS feeds to avoid problems or issues about plagiarism.
- c. Do not violate any copyright rules. When publishing RSS, it is not a good idea to be re-publishing any RSS feed contents. This is one of the major problems encountered by many RSS feeders. They tend to be so lax and comfortable about

copyrights thinking they are not into violating any federal law by merely re-publishing an RSS feed.

d. Do make a polishing on your feeds. Even when you are so sure that it is written correctly, make sure that there was a final proofreading of the RSS feed prior to publish them.

Profit From RSS

Really Simple Syndication can equate to Really Simple Strategy to make money out of RSS. RSS is a recent innovation, and most people are afraid to try out something new, and in business it could be good. It means less competition, and you will have the chance to open doors for others and make a living out of doing so.

So how do you get hold the gold out of RSS? Here's how:

- Like in article writing, you simply create RSS feed and submit it to different RSS feed directories. From there, people would see your feed and can try it out. Content is king and webmasters will be looking for free ones. Yours must be the one they see.
- Your feeds must contain links that goes back to your website to generate money. You could also include affiliate links for additional income. Link popularity is indeed popular so you have to take advantage of that too.
- You can combine it with other Internet media – podcasts, audio or video stream and you're bound to be known.
- Just like in other Internet Marketing tool, you can sell products through RSS by including it in the feed. Directories would catch that and when distributed, your revenues will get higher.
- Create a content site. Collect various RSS feeds, put it in a page and voila! You now have a content page that tackles all of the ideas you want viewers to see. In addition to this, you can also have Adsense to promote affiliates and have a PPC style marketing.

Jump on the RSS thing while it is still barely untapped. .Com millionaires became so because they were the first to exploit all of the possibilities out of it. In business, what matters is when you do it, you must do it the best you can.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with RSS strategies.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize