

Webmail Services and Syndication services

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Webmail

Webmail (or web-based email) is an email service that can be accessed using a standard web browser. It contrasts with email service accessible through a specialised email client software. Examples of webmail providers are AOL

Mail, Gmail, Mailfence, Outlook.com/Hotmail.com, Yahoo!

Mail and IceWarp Mail Server. Additionally, many internet service providers provide webmail as part of their internet service package. Similarly, some web hosting providers also provide webmail as a part of their hosting package.

Webmail access is made possible through webmail software, such as Roundcube or SquirrelMail, installed and running on the email server.

As with any web application, webmail's main advantage over the use of a desktop email client is the ability to send and receive email anywhere from a web browser. Its main disadvantage is the need to be connected to the Internet while using it.

Webmail Services

- FastMail.FM
- GMX Mail
- Hushmail
- Lavabit

- AOL Mail
- Gmail

Syndication Services

Syndication services are a method for publishing content from Web sites, blogs, wikis, and other services. It is a form of group e-mail, broadcast e-mail if you will. **Web syndication** is a form of syndication in which content is made available from one website to other sites. Most commonly, websites are made available to provide either summaries or full renditions of a website's recently added content. The term may also describe other kinds of content licensing for reuse.

Working of Syndication Services

A syndication service is another way for people to send messages to a group of people; it's a form of published e-mail. To receive syndicated content, you must opt into the system and subscribe to the "feed" from one of the many content management system services. You can read RSS and Atom formatted content inside special applications called newsreaders, or as they are called more often "readers," as well as in many Webmail applications. After you subscribe to a feed, the reader uses the link provided to download content from a site that you haven't downloaded already.

The technology behind syndication is simple, but the value of the content can be impactful. It's a shame that more people don't make better use of this free Web service, although Web service providers have proved themselves to be creative consumers of syndication. Your personalized Google home page can be altered to include information from any of thousands of feeds, serving the role of a reader or aggregator application, and with Ajax you can rearrange page

The RSS and Atom Protocols

Two technologies are behind most of the syndicated content being used on the Internet: RSS and Atom. The first of these technologies, RSS, stands for Really Simple Syndication. A typical RSS document or feed contains text and metadata that can be used to indicate publication dates, authors, keywords, and more. RSS uses an XML file format and the concept of an RSS world or module. Several modules exist that are XML namespaces, including Ecommerce RSS 2.0, Media RSS 2.0, and OpenSearch RSS 2.0 modules.

RSS feeds are the basis of podcasts that are carried on the Apple iTunes store and in many other locations and helped spark a revolution in media distribution. Most of the major browsers support RSS and Atom,

but some ask you to choose between them. Blog and wiki content tends to use Atom as the format. When you view a syndication content management application, the aggregators tend to list feeds by content. This is possible because a feed contains keywords in its metadata.

Newsreaders

Most major Web sites support Web feeds, either as a consumer or a provider. An example of a consumer is your favorite browser or the reader applications described below. An example of a provider is a Web site or aggregator service.

A browser that is a consumer of RSS feeds shows you an RSS icon in the browser's address bar (or somewhere else). Often, the site's RSS feed appears as a link in the menu bar. In Mozilla Thunderbird, clicking the icon in the address bar opens a dialog box asking if you want to subscribe to the feed. Essentially, you are creating a bookmark. In Internet Explorer, the RSS icon is in the Command toolbar and takes you to the RSS feed page. There is a class of applications whose entire purpose is displaying RSS content.

These are the three best-known newsreaders:

- Google Reader (<http://reader.google.com>)
- Bloglines (<http://bloglines.com>)
- Newsgator Online (<http://newsgator.com>)

News Aggregators

A news aggregation Web site is one that relies on collecting the syndicated content from other Web sites in a form that can be viewed together. Most are themed. Many of the most popular Web sites that take the form of an online magazine such as the Huffington Post, Drudge Report, and NewsNow are displaying syndicated content with short descriptions and stories mixed in. In these cases, there is human intervention to structure the content in a way that works better with the original material on the site. Google Reader is an application for collecting messages sent in RSS and Atom format from information providers. These applications are sometimes referred to as newsreaders or aggregators.

Web syndication is popular because it allows a Web site to receive content from other sites, which makes the site score higher with search engines. If you have a site that aggregates content the way RealClearPolitics.com does for political content or the way ArtsandLettersDaily.com does for the literary arts content, these sites score highly in search engine optimization algorithms because they have more of the same type of keyword in their contents or appropriate links, which moves the site toward the top of a search in its dedicated area because of its aggregation.