

RESEARCHING LIFE to CHANGE LIVES

PFOND Project: Technical Overview

May 1, 2012



Celebrating CMMT 15

science

growth

people

global reach

innovation

Outline

- Resources available for building your PFOND site
- RSS Feeds
- SEO (Search Engine Optimization)

Quick Reminder

- Getting Started (<http://pfond.cmmt.ubc.ca/welcome-to-the-pfond-project/>)
- Editor Manual (<http://pfond.cmmt.ubc.ca/wiki/pfond-editor-manual/>)
- Piazza (<http://piazza.com/>)
- Email
 - Troubleshooting: pseidkarbasi@gmail.com
 - PFOND: pfond@cmmt.ubc.ca

RSS Feeds

- Originally: RDF Site Summary
 - Rich Site Summary
 - Really Simple Syndication
- RSS allows the distribution of regularly changing web content (such as news, blog posts or other general website updates) across multiple platforms.
 - desktop, mobile, website
- “Facebook Newsfeed for websites”
- On PFOND: we use RSS to pull relevant information from PubMed and Google Alerts, to be placed in the news section of PFOND sites



research and therapy

August 31, 2010 from [Aniridia News Feed](#)

University of British Columbia researchers have led the development of a new “toolbox of MiniPromoters” for research and future therapies on brain, spinal cord and eye function. [Continue reading →](#)

Genetics of Aniridia-Part 1

August 2, 2011 by [cynthia](#)

Pig and Pimms help shine a light

July 4, 2011 by [cynthia](#)

TWO Northumberland business owners opened their doors for a Pig and Pimms garden party, raising over £13,000 for charity. Alan and Eileen Ferguson, owners of 85-year-old company Fergusons Transport, let guests into their home and grounds at Acton House, near Felton, in aid of Moorfields Eye Charity and raised in excess of £13,000 towards the ... [Continue reading →](#)

Go to Chick-Fil-A to help Alycia

July 4, 2011 by [cynthia](#)

http://www.nbc11news.com/news/headlines/Go_to_Chick-Fil-A_to_help_Alycia___124755989.html?ref=989

Potential therapeutic efficacy of a virtual pupil made of polarizing plates for correction of aniridia.

June 27, 2011 by [cynthia](#)

<http://www.ncbi.nlm.nih.gov/pubmed/21436278>

Recently Featured

- [Finding my blind faith](#) - 15 Oct 2010 (No Comments)

Google Results for 'Aniridia'

- [Aniridia 311 in the bag fixation DrF Price YouTube](#) April 24, 2012
- [Understanding Aniridia ... and Wilms Tumor: She's Looking Good...](#) April 24, 2012
- [Aniridia for Introduccion a La Genetica Molecular Humana](#) April 24, 2012
- [Presentación Atendiendo y Creciendo con Aniridia Frequency](#) April 19, 2012
- [aniridia](#) April 14, 2012

Scientific Articles on 'Aniridia'

- [Staining the capsule in congenital aniridic eyes.](#)

Setting Up RSS Feed for PubMed

- Navigate to <http://www.ncbi.nlm.nih.gov/pubmed/>
- Refine your search if necessary, so that the results are appropriate for your PFOND site
 - Video tutorial posted:
 - <http://pfond.cmmmt.ubc.ca/wiki/pfond-editor-manual/useful-resources/>
- Click on RSS icon below search bar
 - Select “Create RSS”

Setting Up RSS Feed for PubMed

- Copy the URL of the new page.
- From the Admin Panel, go to Appearance > Widgets.
- On the right hand side, find the item labeled “RSS: Scientific Articles on ‘Template’” and click the small arrow to its right.
- Paste the URL
- Click “Save”

Setting Up RSS Feed For Google Alerts

- Navigate to <http://www.google.com/alerts>
- Sign in with any Google account.
- Enter relevant search term(s).
- Make sure the following options are selected:
 - Type: “Everything”
 - How often: “As-it-happens”
 - Volume: “All results”
 - Deliver to: “Feed”

Setting Up RSS Feed For Google Alerts

- Click “Create Alert”. You should be redirected to a list of all Alerts you have created with this Google account.
- Click the orange RSS icon for the alert you have created.
- Copy the URL of the new page.
- From the Admin Panel, go to Appearance > Widgets.

Setting Up RSS Feed For Google Alerts

- On the right hand side, find the item labeled “RSS: Google Results on ‘Template’” and click the small arrow to its right.
- Paste the URL you copied into the text box labeled “Enter the RSS feed URL here”.
- Customize the feed title as desired.
- Click “Save”

Search Engine Optimization (SEO)

- Can have great content but still rank poorly
- Few Factors:
 - Inbound links (backlinks)
 - Outbound links

Search Engine Optimization (SEO)

- Inbound links (backlinks)
 - Partner with other sites
- Outbound links
 - `Google` [Google](http://google.com/)
 - `Google` [Google](http://google.com/)
- Wikipedia:
 - **nofollow** is a value that can be assigned to the rel attribute of an HTML element to instruct some search engines that a hyperlink should not influence the link target's ranking in the search engine's index.

Search Engine Optimization

- Freshness of Content
- Unique Content?
- Age