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Using RSS fields in communication

RSS is fast replacing email marketing and newsletters. You would not want to be left behind would you? Your competitor will surely overtake you and speed right up. RSS is mostly called Really Simple Syndication, although some give other meaning to the acronym. It is a process by which you could place a feed on websites that can read RSS from your directory.

Information distribution has been made simply by RSS. Simply put, with RSS, you can place your headline to other website for more people to see it. In marketing, it is a known concept that the more people you reaches to, the more likely that your product will sell.

RSS is an XML-based application. XML is similar in a way to HTML, which we all know is the most common website creator application. From a directory, it would feed the headlines into website that has an RSS reader. Creating an RSS feed would definitely boost up your sales. How can you make an RSS feed? Just follow these simple steps:

Create a file for your feed.
Using a certain format, you'd have to create the XML version of your feed. It should include the title or the headline, the body's short description, and the link where it can be read. There are a lot of different RSS web channel editor you can use for this. Some programs just require you to write news and articles down on a notepad and when placed on the editor, it will show up with the necessary formatting ready for upload. It would be advisable to make at least ten articles for your feed.

Save and Upload the file.
After creating your file, save your work as an XML, RSS, or an RDF file. Then you are now ready to upload it. Upload the file using your FTP program and place it on your web server. This process now makes the file readable by RSS news aggregators.

Validate the file.
Make your RSS program error-free. RSS is programming, so errors could lie unseen. Again, there are different programs that can assist you for this process. You would just need to place the saved and uploaded RSS file for the program to test it against wrong and missed code and tags. It is essential for you to check your work of course. This way, you're sure that what you have is readable and usable.

Create a directory.

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Now that you have created the file, saved it, and made sure it works, you are ready to let other see it. The main purpose of an RSS feed is to broadcast it to all RSS enabled sites. So go ahead and look for a directory where you can place your feed. Some may require fees for uploading a directory. Some offer it for free. Scout around and round up all the free sites you can have and place it there. If you have some marketing budget, you might want to subscribe to sites that charge a minimal amount. Don't forget to place an icon of your RSS feed on your website, too for those people who visits you directly.

Update regularly.
With RSS, you know that the feed changes automatically every time you change the main file. Don't let your RSS feed sit there for a month without modifying it. Maintain it. Add new articles. The more exciting your topic is, the more people will check your feeds and visit your website.

Creating an RSS feed for Internet marketing is made very simple now a days. Even people who are not computer savvy can create RSS feeds, based on the steps provided above. The applications that were created for RSS creation are the ones that make it easy for everyday computer users to make an RSS feed. All you need is familiarization with the process.

Start now creating RSS feeds. Give your competitor something fierce to duel with. Needless to say, RSS feeds give your website more traffic than usual web hosting. And web traffic means more people seeing your products that could be interested in buying them. Add strength to your marketing strategy. Make RSS feeds and be ready to sell.