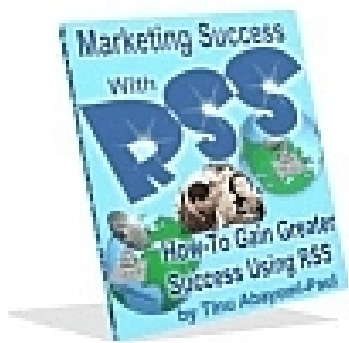


# Marketing Success

# with RSS

By Tinu Abayomi-Paul



**Last Updated Wednesday, February 16, 2005**

## Legal Information

### Licensing

This is not a free book. It currently retails separately for \$97, or as part of the RSS marketing package, and can only be legally purchased at [www.freetraffictip.com](http://www.freetraffictip.com) or from sites that carry my reseller logo, below.

If you purchased this volume before April 1, 2005, you will be able to begin using a limited resale rights licence to this book. Resale rights go into effect on March 1, 2005.



The resale rights are for this book only, please see your resale package after March 1, 2005 for details.

**If you get this book from a site other than my own or one that is not a Reseller, you may be entitled to a partial refund from me, as a reward.** For details, please email me at [tinu@freetraffictip.com](mailto:tinu@freetraffictip.com) - you can help to protect the value of this book for fellow customers and the resellers.

You're also welcome to join the Affiliate Program through [Clickbank.com](http://Clickbank.com) - send a blank email to [moneyarticles@freetraffictip.com](mailto:moneyarticles@freetraffictip.com) for details on how you can make 30 - 50% of every sale you make of this book and/or its companion guides.

As an owner of this guide, you are also entitled to a discount on any of the companion guides currently available, even if you ordered the standalone guide through a reseller. Please contact me directly via email for details.

### Disclaimer

Just because you download this book does not mean you will magically have lots more traffic, but you knew that.

Carefully follow the directions, and at minimum, more people will know about your site through your RSS feed. Make a great feed and you can have a great new stream of traffic.

I can give you my solemn pledge that, unless otherwise noted, all the techniques

employed in this book were tested on one of my sites, a member of my site, or past customers of this book, between July 2004, when this book was first released, and now.

Even you're not well versed in internet marketing, these methods have been proven to work, (and will probably work a lot better if your site *isn't* in a popular internet marketing field).

## **Support**

All versions of this book come with free forum support for one week. If you ordered a version that comes with personal support, you'll get the details via email shortly. You can also post your general questions to [the RSS Marketing forum](#), as long as you own a copy of this book.

If you need help, it is far faster to get a fast response from me by sending me a private message at my main site's members only section - [www.freetraffictip.com/members](http://www.freetraffictip.com/members). Registration is free, but you won't have to register to send me a private message, (though that helps because I can then answer you immediately if I'm online).

Feel free to email me directly during the time period of free support that comes with this book at [tinu@freetraffictip.com](mailto:tinu@freetraffictip.com) - however, please realize that due to the volume of requests it typically takes between 1 to 3 days for me to respond.

## **Updates**

Minor updates and industry news will be posted to the publically accessible [RSS Latest News](#) feed and the corresponding [blogs](#). Major updates will be announced to the feed, and download instructions will follow via email.

## Table of Contents

|   |                                |
|---|--------------------------------|
| Part One: Introduction .....  | <a href="#">Page 6 of 121</a>  |
| The Traffic Implications of a <i>Properly Promoted</i> Feed .....   | <a href="#">Page 7 of 121</a>  |
| Part Two: The Basics .....  | <a href="#">Page 15 of 121</a> |
| What is an RSS Feed? .....  | <a href="#">Page 15 of 121</a> |
| Why are there so many names for feeds - RSS, news feeds, web feeds? .....   | <a href="#">Page 22 of 121</a> |
| What is an Atom feed - do I need to be concerned about compatibility? .....   | <a href="#">Page 23 of 121</a> |
| How do I view a feed? .....   | <a href="#">Page 23 of 121</a> |
| Where do I find more feeds to read? .....   | <a href="#">Page 30 of 121</a> |
| Part Three: Your Site and RSS .....   | <a href="#">Page 33 of 121</a> |
| Does my site need an RSS or Web Feed? .....   | <a href="#">Page 33 of 121</a> |
| How would my site benefit, specifically, from a Web Feed? .....   | <a href="#">Page 36 of 121</a> |
| I don't update my site that often. What would I put on an Web Feed? .....   | <a href="#">Page 38 of 121</a> |
| Does the name matter? .....   | <a href="#">Page 41 of 121</a> |
| Do .net and .org sites have special advantages? .....   | <a href="#">Page 42 of 121</a> |
| How Do I Make/Get The Actual Web Feed? .....  | <a href="#">Page 43 of 121</a> |
| How Do I know if My Code Is Right? .....  | <a href="#">Page 48 of 121</a> |
| Why The Location of Your Feed Could Make A Difference - <b>What I didn't tell you about the RSS Discovery Tag</b> ..... | <a href="#">Page 49 of 121</a> |
| What if My Audience Doesn't Know About RSS? .....   | <a href="#">Page 49 of 121</a> |
| Okay, What Now? .....   | <a href="#">Page 50 of 121</a> |
| Part Four: Marketing with RSS .....   | <a href="#">Page 59 of 121</a> |
| Overview .....  | <a href="#">Page 59 of 121</a> |
| Where do I submit? .....  | <a href="#">Page 60 of 121</a> |
| What ways can I use RSS feeds - mine or someone else's - to enhance my own site? .....                                  | <a href="#">Page 69 of 121</a> |
| How do I set up my Web feed to encourage return traffic to my site? .....   | <a href="#">Page 73 of 121</a> |
| An Important New Tip About Rush Hours - The Best Time to Blog or Ping .....   | <a href="#">Page 75 of 121</a> |
| Why You're Missing Out on A Way to Get Attract Hundreds of Visitors If You Aren't Doing This. ....                      | <a href="#">Page 76 of 121</a> |
| Part Five: Appendix .....   | <a href="#">Page 80 of 121</a> |
| Untested .....  | <a href="#">Page 80 of 121</a> |
| <b>Extra Publicity for Your Feed</b> .....  | <a href="#">Page 80 of 121</a> |
| Make Money From Your Feed .....   | <a href="#">Page 80 of 121</a> |

|  |                                 |
|--|---------------------------------|
| <b>Make a customized feed-capable browser</b> .....                                      | <a href="#">Page 81 of 121</a>  |
| Miscellaneous Untested .....   | <a href="#">Page 81 of 121</a>  |
| Still in testing .....   | <a href="#">Page 82 of 121</a>  |
| Freshly Out of Testing .....   | <a href="#">Page 82 of 121</a>  |
| Why Should I Blog? .....   | <a href="#">Page 82 of 121</a>  |
| "If an RSS feed is the Yahoo backdoor, is a Blog Google's?" .....                        | <a href="#">Page 86 of 121</a>  |
| "If RSS is the Yahoo backdoor, is a Blog Google's?" Part Two .....                       | <a href="#">Page 88 of 121</a>  |
| How Blogging Can Save You a Few Bucks .....  | <a href="#">Page 92 of 121</a>  |
| Which Blog System Should You Use? .....  | <a href="#">Page 95 of 121</a>  |
| More Blog Resource .....   | <a href="#">Page 101 of 121</a> |
| 3 Overlooked Ways to Get Hundreds of Links and Prospects to Your Blog<br>.....           | <a href="#">Page 102 of 121</a> |
| Free Traffic – 3 More Zero-Cost Ways to get Visitors to a Site Almost Overnight<br>..... | <a href="#">Page 104 of 121</a> |
| Why You Might Consider Trying A Blog System or PHP-Nuke<br>.....                         | <a href="#">Page 107 of 121</a> |
| 4 Ways to Profit From The Hidden Revenue In Your Blog .....                              | <a href="#">Page 109 of 121</a> |
| Submission Guides and Services .....   | <a href="#">Page 112 of 121</a> |
| More Tips on RSS Feeds .....   | <a href="#">Page 112 of 121</a> |
| How Yahoo's Recent Facelift Can Mean More Traffic To Your Site .....                     | <a href="#">Page 112 of 121</a> |
| Fun Free Feed Tools for Both the Publisher and the Reader .....                          | <a href="#">Page 115 of 121</a> |
| 5 Reasons Why Your Site Needs to Publish a News Feed .....                               | <a href="#">Page 117 of 121</a> |

## Part One: Introduction

The bulk of this publication is about how to gain greater marketing, web site promotion, and search engine success with your site by utilizing your RSS Feed (also referred to as a Web Feed or content Feed).

You can do this by

- making a feed about your site, or newsletter, syndicating the content and promoting the feed both for individual consumption and as a unique linking strategy, thus marketing your site, or,
- displaying feeds from another site on your own site, and syndicating their content, to give your site a "fresher" feel, and get the search engines to visit your site more frequently, or
- both.

In compiling this book, my basic objective is to shorten your learning curve in regards to RSS marketing. If you've marketed via search engines before, you'll be happy to know that some basic search engine optimization concepts still apply. If not, don't worry, it's a pretty simple process, hence the low cost of this book.

I could have padded the length of this book with all kinds of information that has nothing to do with marketing via RSS, and rather, acts as an introduction to RSS.

Instead, I've directed most off-topic discussions, besides a brief introduction, to a separate guide, *Six Days to Your First Feed*, an Introduction to RSS Marketing, and resources online in this book where you can study in-depth. You'll also find several beginner resources as bonuses if you purchased the Full RSS Package. RSS Package members will also get the introduction guide as separate download.

By April 2005, you'll also find all the RSS Package downloads at a separate membership site which will include 186 additional PDF files, access to audio resources, white papers, ebooks and reports. Until that site is opened, you'll get access to the download locations of these resources via email.

RSS Package members also have their choice of 8 weeks of personal email support or 2 hours of phone support.

Services and consulting are also available for creation and promotion of your initial feed and/or blog, as well as full consultation for both blogs and feeds. Contact me via email for details until the membership site opens. If you'd like your feed submitted it to the