

# Everything you ever wanted to know about RSS Feeds and Feed Burner but didn't know to ask.



**Frustrated and confused by RSS feeds and feed burner?**

**Don't know how to do those cool things with RSS feeds, subscription boxes, e-mail forms and RSS feed icons that you see on other blogs?**

**Then this report is for you!!!**

Like you, when I first started blogging I had no freaking clue what an RSS feed was, though I saw lots of bloggers and others talking about it.

I didn't know what that RSS feed icon was for. And I didn't know how to link my feed to it. And so many other things having to do with RSS feeds and Feed burner.

So I decided to go about finding all the information I could about this annoying topic and make it simple to understand.

Just a quick word of warning, I'm hoping you have a little bit of knowledge concerning your Wordpress blog theme and how to edit them, along with some very basic knowledge about html and CSS. But don't worry it isn't all that hard to figure out. Believe me if I can figure this out then you can too!!



## A bit about me



I'm a 40 year Canadian guy I have a 6 year old boy and a girlfriend (complicated story). I'm a blue collar worker (plumber, custom home builder).

I made the leap to marketing online "full time" a few months back when I had some good weeks of earnings. Tough decision. I "work" at my day job part time to supplement my income (family business) Thank god for that.

We struggle to make ends meet at times. Thank god that I have been fortunate enough to have some good months as an affiliate, (if only I had been tracking. I would have been able to figure what I did and reproduce it)

### This is how I was raised.

- I have strong blue collar work ethic values.
- Nothing has come to me other than by the result of my having had to work hard at it.
- Quitting isn't part of my vocabulary.
- Failures are lessons.
- In my world nothing is more important than your word and doing what you say you're going to. If you're going to deliver then over deliver.
- The quality of what you produce and workmanship speak louder than what comes out of your mouth.
- My favorite phrase is "Too much talking not enough doing"

I've been blogging for a while, first just as a hobby-ish thing. Then I realized that there was this world of affiliate marketing.

And have been trying to make a business of it for about a year and a bit now, like I said building it slowly and carefully. (Actually the first I came across, regarding making money blogging was Prologger.net and have been on board ever since.)

I've sacrificed many outings and other things because I've been busy building and reading and studying, researching and producing. I've spent many late nights burning the mid-night oil, (doing keyword research for blog post titles and content – I'm odd I love doing it :-P). All of which has paid off for me with organic search results !!

How ever a weak point that I have is self promotion. Working on it though.

I've gotten nagged at by friends and family with the usual doubt and fear mongering stuff

- "the internet is full of scam artists"

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



- “get a real job”
- “you’ll never make any money online”.
- “get a government job it has full benefits and a pension”

I’m sure you’ve heard all the lofty epithets as well. Sorry but **trading time for money is a bad business model**, has always been my response and I go back to building. That’s been my life and experience in a nutshell for the past year or so.

While I do understand that there is a lot of competition in the IM Niche I don’t choose to see others as competitors, I choose to see them as potential best friends, after we all have a passion for doing what we’re doing and I want to make friends with others who share this passion for creating. Which is why, I suppose I choose to pre-face this with the report you’re reading now.

**I hope you find this guide useful and worth sharing**

First things first. Skip this if you already know what RSS is

## What Is RSS

**RSS** (Really Simple Syndication) is a family of [Web feed](#) formats used to publish frequently updated content such as [blog](#) entries, news headlines or [podcasts](#). An RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually.

RSS content can be read using [software](#) called an "RSS reader", "feed reader" or an "[aggregator](#)". The user subscribes to a feed by entering the feed's link into the reader or by clicking an RSS icon in a browser that initiates the subscription process. The reader checks the user's subscribed feeds regularly for new content, downloading any updates that it finds.

The initials "RSS" are used to refer to the following formats:

- **R**eally **S**imple **S**yndication (RSS 2.0)
- [RDF](#) Site Summary (RSS 1.0 and RSS 0.90)
- Rich Site Summary (RSS 0.91)

RSS formats are specified using [XML](#), a generic specification for the creation of data formats.

There's that and then there's also the fact that you can monetize your feed. And also as important a healthy feed base is your best defense against any future Google slaps, Page rank down grades. I think it better to have a huge subscription base than to have a high PR,

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



but that's just me.

## Reading RSS

To take advantage of an RSS feed you would use a piece of software called an RSS aggregator. Most of them are very similar to email client programs, but instead of incoming emails, they display news from various sources (from all the feeds you have registered with, or "subscribed to" as is commonly said but it has nothing to do with money). Unread news typically appear in bold, just as unread emails do.

An RSS aggregator makes it very convenient to follow up on news from a large number of sources in a single place. [SharpReader](#) is an example of an RSS Reader.

Just like there is webmail, there are also are web-RSS-aggregators. [Bloglines](#) is such an online aggregator. It allows you to track all your news from a single place you can access with a regular web browser.

Also, most modern web browsers will also handle RSS feeds, but in a limited manner. They will use an RSS feed as a dynamic bookmark folder with automatic bookmarks to all the news in the feed. Unlike aggregators, browsers will not save the news if you don't check on them every day.

Finally, on a more professional level, some websites will aggregate news from different sources onto a single site. Hence the "syndication" in the name.

## Producing RSS

While you could theoretically write an RSS file by hand and update it regularly, writing XML manually is a tedious task.

Most RSS feeds are produced automatically by the same content management software which also generates the web pages dynamically. All blog tools for example can generate RSS feeds on the fly. [b2evolution](#) is an example of such a blog tool.

Source: [Web reference](#)

### **Why RSS? Benefits and Reasons for using RSS**

RSS solves a problem for people who regularly use the web. It allows you to easily stay informed by retrieving the latest content from the sites (like mine) that you are interested in. You save time by not needing to visit each site individually. You ensure your privacy, by not needing to join each site's email newsletter.

The number of sites offering RSS feeds is growing rapidly and includes big names like Yahoo News.

## **What do I need to do to read an RSS Feed? RSS Feed Readers and News Aggregators.**

Feed Readers or News Aggregator software allow you to grab the RSS feeds from various sites and display them for you to read and use.

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



In my case I have the feed icon on my [blog](#) which you can see over on the right which when you drop your name and email address allows you to get you latest fill of me in your inbox.

Or you can just click on the orange feed icon in the footer here in this e-book which will ask you to select which feed service you want to to have my blog posts fed to you.

So I'm giving you two choices. Aren't I nice, yeah I'm a great guy that way!

A variety of RSS Readers are available for different platforms. Some popular feed readers include Amphetadesk (Windows, Linux, Mac), FeedReader (Windows), and NewsGator (Windows - integrates with Outlook). There are also a number of web-based feed readers available. My Yahoo, Bloglines, and Google Reader are popular web-based feed readers.

Once you have your Feed Reader, it is a matter of finding sites that syndicate content and adding their RSS feed to the list of feeds your Feed Reader checks. Many sites display a small icon with the acronyms RSS, XML, or RDF to let you know a feed is available.

Don't forget to add me to [Blog lines](#) and [Blog Catalog](#). And feel free to stumble me as well!!

*Hey a little shameless self promotion never hurt huh*

**Ok now that we have that out of the way. Lets get to the cool stuff you can with RSS and Feeds and Feed Burner**

## How to create your Feed on Wordpress

Basically you get two options with outgoing feeds in WordPress: full feed and excerpt. There's been quite the debate over which is better.

In my own opinion, it boils down to your own personal preference and the feed reader you use. This is a tough one and it is kind of hard to judge it really. Like myself Many people are setting their feed readers to show only excerpts, while others are taking advantage of their feed reader's ability to only show titles, making the scanning process even faster if they are covering a lot of incoming feeds. Ive read some bloggers going on record as saying that if they subscribe to a feed and it only shows excerpts then they un-subscribe to that feed. Again its a personal preference. I was using excerpts, now I'm using full feeds. Then on the other side of the coin there's the debate that many bloggers don't want feed scrapers to "rip" their feed as content and so use excerpts.

I don't know about how many feeds you're subscribed to but I have tons!! So I like a quick scan, then if the title or excerpt grabs me then I go to the site and read further.

Feed length is controlled first by the blog owner. In WordPress, your feed settings are found in **Options > Reading > Syndication Feeds**. (you'll have to scroll down to find it)

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



## Syndication Feeds

Show the most recent:  posts

For each article, show:  Full text  
 Summary

Note: If you use the <!--more--> feature, it will cut off posts in RSS feeds.

Then the user can set their feed reader to read your blog's feeds as titles, excerpts, or full posts, if full post feeds are available.

Would you like to set your feed links on your WordPress blog manually, so they are visible, or you would like to showcase specific category feeds, the following are your basic feed links for those using permalinks, though your version might be worded slightly different:

- WordPress Full Blog Feed: <http://example.com/feed/>
- WordPress blog comments feed: - <http://example.wordpress.com/comments/feed/>
- WordPress Categories: <http://example.com/category/category-name/feed/>
- WordPress Tag/Categories: <http://example.wordpress.com/tag/tag-category-name/feed/>

### The feed links for WordPress blogs not using permalinks are:

- WordPress Full Blog Feed: <http://example.com/?feed=rss2>
- WordPress blog comments feed: - <http://example.com/?feed=comments-rss2>
- WordPress Categories: <http://example.com/wp-rss2.php?cat=4> (category ID number)

## Adding Category Feeds to Your Feed List

Category feeds are not auto-discoverable in most WordPress blogs. You must add those links in the head of your WordPress Theme or add the category feed links anywhere else on your blog.

To add them to your WordPress blog so they are automatically discovered, add the following to head of your WordPress Theme header.php template file, adding a separate link for each category feed you want automatically found by feed readers:

```
<link rel="alternate" type="application/rss+xml" title="RSS 2.0"
href="http://example.com/category/category-name/feed/" />
```

You can add category-specific feeds to your WordPress Theme's header, sidebar blogroll, or even in the footer.

WordPress.com blogs can add category-specific feeds to their blogroll very easily, using:

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



<http://example.com/category/category-name/feed/>

OR

<http://example.wordpress.com/tag/tag-category-name/feed/>

courtesy of Lorelle wordpress [Understanding,using and customizing wordpress blog feeds](#)

## Which Feed Type is best

When you're at Feedburner on the "Identify Feed Source" page it'll tell you that you have more than one feed. The three options are:

**RSS 2.0 or**

**RSS .92 or**

**Atom 0.3**

So which one should you choose and Does it matter?

**Pick RSS2.0. Feedburner will make sure that the final output is compatible with all the readers.**

## Add "Like my blog: Subscribe to my feed" at the end or top of every post?

If you're new here, you may want to subscribe to my [RSS feed](#). Thanks for visiting!

Theres a cool little plug-in called What Would Seth Godin Do?

Download from here

Richard K Miller / WordPress plugin: [What Would Seth Godin Do](#)

Once it's installed you just go to options and you should have a WWSGD tag under your options in the admin panel. Set this to appear after the post or before the post, and put in some custom html.

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



### Location of Message

Before Post

After Post

### Repetition

Show the message the first  times the user visits.

Here's the code I use, I'm integrating my Aweber email subscription form in this box.  
<p style='border:thin dotted black; padding:3mm;'>. <script type="text/javascript"  
src="http://forms.aweber.com/form/formnumber.js"></script>Thanks for visiting!</p>

### So all you need to do is add an RSS link. Kinda like below

<p style='border:thin dotted black; padding:3mm;'>If you're new here, you may want to  
subscribe to my <a href='http://shanehigginbottom.com/feed/'>RSS feed</a>. Thanks for  
visiting!</p>

or add some style to it with a back ground color and an image

<p

style="border: thin dotted black; padding: 3mm; background-color: rgb(255, 255, 204);"><a  
href="http://yourdomain.com/rss-subscription/"></a>&nbsp;Like  
this article? <a href="http://yourdomain/rss-subscription/">Subscribe  
to my RSS feed.</a></p>

Click here to subscribe to the Run to Win Running Tips Newsletter  
for more tips on preparing for your marathon!

courtesy of Blaine Moores [Run to win](#) site

## Link your feed to The RSS feed Icon image.

One of the very cool things you can do with images is have them link to other places on the net, in this case we're going to create an image that links to your Feedburner RSS feed. First thing you need is a feed Icon. Go rip it off my site or some other place, its a common thing these days. Oh put your morals away for a minute I'll give you a link to the [standard RSS icons](#).

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



Then save it to your computer. If you were a smart cooky you'd save it to the theme folder on your hard drive.

Or you could always create your own button. Using Adam kalseys [Button Maker](#)

Once you have it there FTP it or upload it to your theme image directory. Then just cut and paste the code below.



```
<align="center"><a href="http://feeds.feedburner.com/Making-money-bloggingcom/blog" title="Subscribe to this site's feed"></a></p>
```

## Create a text link to your feedburner subscription

Subscribe to [making-money-blogging.com/blog/](http://making-money-blogging.com/blog/)

```
<p><a href="http://feeds.feedburner.com/Making-money-bloggingcom/blog" rel="alternate" type="application/rss+xml">Subscribe to making-money-
```

[blogging.com/blog/](http://making-money-blogging.com/blog/)</a></p>

## Want to Redirect your old feed after moving your blog to a new home

So let's say you have moved your blog site to a new URL and you want to keep from losing all your RSS subscribers through feedburner. What you want to do is redirect your new feed to your old feed (which then redirects to feedburner):

**You should not change "Original Feed" unless you move your original feed to a new domain or a new location on your existing server. Also, changing "Feed Address" will require you to update your feed subscribers with your new address; the previous feed address will no longer work.**

Feed Title:  (Helps you identify your feed)  
Original Feed:  (Feed published on your site)  
Feed Address:  (Your FeedBurner feed)

change the address that FeedBurner grabs your feed from: Log in to Feed Burner, click on your feed, click on edit details (arrowed above) and change the address to your new feed location (also arrowed above).

Then just make sure that the old domain's feed is forwarded to either FeedBurner or to the new feed. And presto bingo you're all good to go!!

Heres a funky error message someone came across. I've had my problems with feedburner and feeds but not like this so I thought I would throw it in for good measure.

Error message problem in IE explorer with the RSS Feed . It's the little button up in the Url address box in Internet Explorer and some other browsers that's the issue. The bigger button works fine.

Error Message is: "Internet Explorer cannot display this feed because it uses an unsupported communication protocol."

Change this line in your <head> that's causing the problem:

```
<link rel="alternate" type="application/rss+xml" title="blog name RSS Feed" href="http://yourdomainname.com/?feed=rss2" />
```

You should change the URL in it to your feedburner URL!

<http://feeds.feedburner.com/feedburneraddresshere/blog>

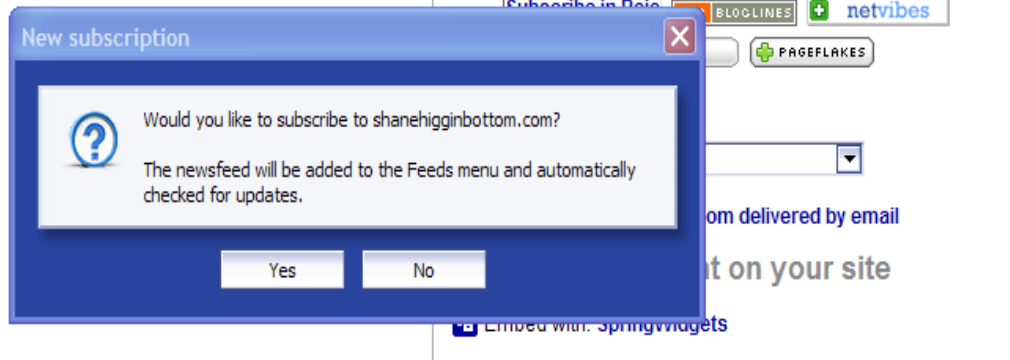
**How to deliver an e-book you have to give away in your RSS feed.**

Use Chris Garrets [what would Chris Garret do WP plug-in](#)



FeedBurner makes it easy to receive content updates in My Yahoo!, Newsgator, Bloglines, and other news readers.

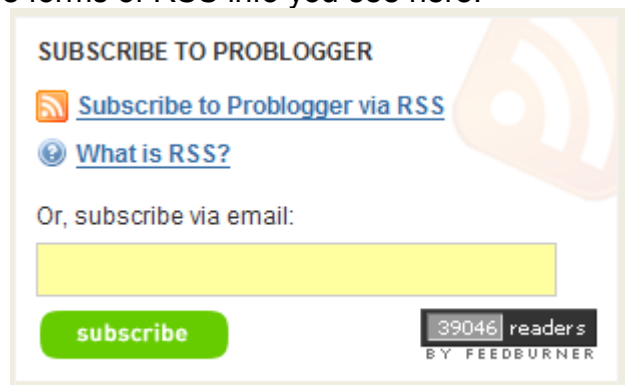
[Learn more about syndication and FeedBurner...](#)



## How to create a link to the feeds subscription page

Your Feed and email subscription forms should be above the fold, the fold is the area of your blog that is considered to be the top of the page to the bottom of your browser window without having to scroll lower. It's the most important piece of real estate you have, so use it well.

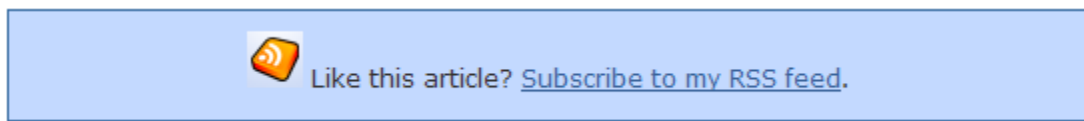
Having an RSS feed or newsletter subscription form here is a great use of that real estate. Pro Blogger has in my mind the best example of this type of use of real estate. Try to incorporate all the forms of RSS info you see here.



In your blog template **header.php** you can add this line of code

```
<ul>
  <li><h2><a
href="http://feeds.feedburner.com/Shanehigginbottomcom">My Feed</a></h2> Subscribe to
my feed in your favourite reader NOW!</li>
</ul>
```

## How to create a subscription box that appears at the bottom of every post.



You'll need some CSS to do this and be able to edit your single.php file on your blog.


First the CSS you need :

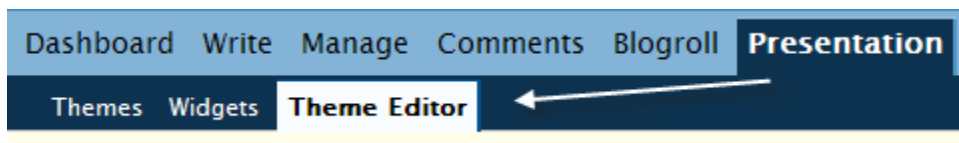
```
.subscribebox {
  background-color: #FFFFCC;
  width: 85%;
  margin: 0px 14px 20px 14px;
  padding: 10px;
  border: 1px solid #356AA0;
  text-align: left;
}
```

```
.subscribebox {
  background-color: #FFFFCC;
  margin: 0 0 0 50px;
  width: 75%;
  border: 1px solid #356AA0;
  text-align: center;
  font: 12px trebuchet ms, verdana, arial, helvetica;
  color: #000;
}
```

make sure you keep the curly cue thingy at the end -----> }

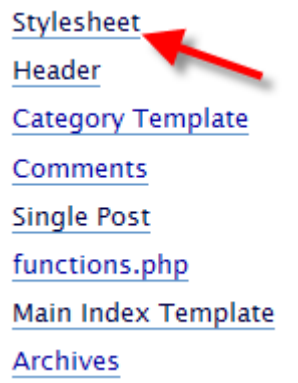
where you place this really depends on your theme and the style.php you have, try to keep the code organized. Code is poetry!!

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed 



So go to your blog presentation and select theme editor.

Click on styles.php



and paste it somewhere.

Next thing you need to do is switch over to index.php, (main index template) and insert this piece of code

```
<div class="subscribebox"><div align="center"><A  
  HREF="http://feeds.feedburner.com/Making-money-bloggingcom/blog">  
  <IMG SRC="http://www.making-money-blogging.com/blog/wp-content/images/feed-  
  icon-32x32.jpg" border="0">  
  </A> Like this article? <A HREF="http://making-money-  
  blogging.com/blog/subscribe/">Subscribe to my RSS feed</A>.</div></div>
```

#### remove my feed info and add your own

Add your own SRC info (the image attribute code) I'm using a small RSS icon in the box so I had to upload that image to my server and link to it in the box

```
<IMG SRC="http://www.making-money-blogging.com/blog/wp-content/images/feed-icon-  
32x32.jpg" border="0">
```

insert this code below (if you have this in your index.php file, or just play with until you get it where you like it

```
<?php the_content("Continue reading &rarr;"); ?>  
  </div>
```

```
<div class="subscribebox"><div align="center"><A  
  HREF="http://feeds.feedburner.com/Making-money-bloggingcom/blog">  
  <IMG SRC="http://www.making-money-blogging.com/blog/wp-content/images/feed-  
  icon-32x32.jpg" border="0">
```



</A> Like this article? <A HREF="http://making-money-blogging.com/blog/subscribe/">Subscribe to my RSS feed</A>.</div></div>

Click update file and you're done!!!

The same works if you place it in your single post (single.php)

## Linking feed Burner RSS button

If your feedburner link is pointing at the WP feed

```
<a href="http://yourblog.com/wordpress/?feed=rss2"></a>
```

Now you just need to change the part inside the href="...", just substitute <http://blogname.com/wordpress/?feed=rss2>

with the feed burner feed you burned

<http://feeds.feedburner.com/yourfeedname>

so it now looks like

```
<a href="http://feeds.feedburner.com/yourfeedname">
```

### Having a subscribe page.

Having a subscription options page is by far one of the most effective ways to gain new subscribers, remember that I said not many people are all that familiar with RSS so educating your readers while leading them to an action you want them to perform is always a good thing!

Here are some great examples:

[Instigator Blog](#) is updated on an almost daily basis. It's not practical to have to visit every day or several times a day to see if there are any updates. Instead, I can send the updates to you... You can subscribe via **RSS** or [email](#).

### Grab the RSS Feed

RSS is an easy, free way to keep track of sites that update frequently. Lots of people who read blogs use an RSS reader like [Bloglines](#), [Yahoo](#), [Google](#), etc. It makes it much easier to read your favorite sites, since the reader will tell you when those sites are updated.

*So how do you grab the RSS feed?*

It all starts with the orange icon you see in the top right-hand corner of this site. That's a fairly universal icon to let you know that the site has an RSS feed.

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



Just click the icon and you'll be brought to a page that helps with the final steps of subscribing. Or right-click the icon, save the URL to the feed and paste it into your existing feed reader.

For more information, check out this easy to understand overview of RSS from Stephanie Quilao, [How to explain RSS the Oprah way](#). Another good resource is the [FeedBurner "Feed 101? page"](#). It doesn't matter which reader you use, as long as you subscribe you'll get updates when they're made in the way you want them.



To get started simply click the icon below!

## RSS Explained for the Blogging Newbie

([from emomsathome.com](#))



Enter your email address for daily delivery of blog content to your inbox ::

Get My eMoms Fix!

Delivered by [FeedBurner](#)

[Subscribe to eMoms at Home](#)  
[For Parents who Mean Business](#)

**RSS** stands for Real Simple Syndication. Blogs automatically publish their content via what's called an RSS Feed. Here's a [great video explanation](#) of RSS in action, but let me also give you a simple analogy to make it easy to understand how it works:

Newspaper publishing is done via a dynamic publishing system. Each reporter writes their own articles and saves them to a special file, with a designated code to let everyone know exactly how to find that article. A designer lays out the newspaper pages, and leaves coded placeholders for each headline, article and advertisement. When it comes time to go to press, all she does is click a few buttons, and automatically the layout program knows exactly where to place the articles, ads and headlines, resulting in the finished edition.

Blogs, RSS, and Feed Readers work in much the same way. The bloggers are the reporters writing articles. The blogging software does all of the designation coding so that everything appears in its proper place automatically. Blogging software pulls the content from a blog database so that the blog assembles itself all on its own. **Feed Readers** work similarly, except that they pull the content from many blogs into one place, enabling you to have your own custom electronic newspaper to read every morning, with all of your favorite topics and columnists. Examples of Feed Readers are [MyYahoo](#), [Google Reader](#), and [Bloglines](#).

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](#) Don't forget to subscribe to my feed



The great thing about understanding feeds is that bloggers will eventually have **Subscribers to their own Feeds**. Subscribers are people who elect to pull the content from a blog into their feed reader on a regular basis, and thus are a reliably captive audience!

It's a simplistic explanation, and RSS is a technology that is capable of far greater things than simply creating your morning news. But this is all you need to know for now. You might have already used RSS without realizing it, especially if you have ever personalized a news page. If you are a person who likes details, see what [Wikipedia](#) has to say on the subject.

For those of you who want more info on Blogging too, I wrote a post a long time ago called [Blogs and Blogging :: Explained](#), which can even explain blogging to great-grandma. 😊

If you are new to blogging and want a super-easy solution to managing your blog feed, use [FeedBurner's](#) free service, which [ROCKS!](#)

## [What is RSS and How Do I Use It?](#)

July 31, 2005 on 8:11 am | In [Blogs & Blogging](#) | | Written by [Yaro](#)

From [Entrepreneurs Journey](#)

This one is for the newbies that have no idea what RSS, XML and syndication are...whoa, confusing already isn't it!

### **Definitions**

It wasn't much longer then six months ago that I had no idea what these terms were. I understood what XML was because I had read a book about it but I had no idea how it all worked with syndication of content. Just as I [learnt how trackbacks work](#) by actually using them I did the same with syndication. I also took the time to read the definitions of the terms and as usual the [Wikipedia](#) entries on [XML](#), [RSS](#), [Web Syndication](#) and [Web Feed](#) are a good place to start.

### **The Basics**

In a nutshell you use RSS (Really Simple Syndication) to syndicate or subscribe to the feed of a website, blog or almost any media content online (not just articles, it can be music, video or almost any digital media). By syndicating you subscribe to the feed of the site which means you do not have to go visit the website to read the latest content. Instead you use feed reading software or a website to read the latest articles. Instead of going to each of your favourite sites individually you can collect all the feeds of the sites (provided they make them available) in one place. The purpose of syndication is to therefore make it more efficient for you to consume your favourite content.

If you are not into the technical side of the Internet your don't need to know much about XML. It's basically the formatting language that software and websites use to distribute the content to your feed reader. If you know nothing about HTML then you probably don't really need to know much about XML either. Just understand that behind syndication is the language XML.

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](#) Don't forget to subscribe to my feed



The best way to learn is by practice and example so let me tell you exactly how I use RSS.

## Feed Reading Software

At the moment I use [RSSOwl](#) which is software you install on to your computer. Like all software there is a learning curve to using RSSOwl however once you have subscribed to your first feed it becomes very easy. If you get really stuck try the help menu or check the website out for guidelines.

There are other feed reading software programs out there and a [Google search for RSS reader](#) will bring up many options. I tried three different programs and stuck with RSSOwl because it was free, light weight and functional for what I wanted. There are prettier and more functional feed readers out there and I'll leave it up to you to choose your favourite.

## Web Based Feed Reading

With a standalone software feed reader like RSSOwl you have to be on the computer you installed the software to in order to have access to your feeds. Because of this limitation many people choose to use a web based feed reader and the most popular is [Bloglines](#). Bloglines works much like feed reading software except because it is entirely based on the Internet you can access your syndicated feeds online from any computer connected to the web. You can also share your feeds with other people or search other people's feed lists to see what is popular.

## Subscribing to a Blog

To continue with my example...of course I subscribe to my own feed, the RSS of this blog. At the top right corner you will see an orange [RSS](#) link button. To subscribe to my feed all you do is copy and paste that link into feed reading software or a web based reader like bloglines. You may also have to name the feed and strangely enough this feed is called "Entrepreneur's Journey". The RSS feed link for this site looks like this -

<http://feeds.feedburner.com/EntrepreneursJourney> - and if you click it you will get the XML output of this blog. That's the stuff I told you about that you don't really need to understand, but take a look by clicking the link if you are interested. Note that I use a special third party service called [FeedBurner](#) that adds extra features to my feed output and most importantly it provides me with statistics on how many people subscribe to my blog.

All blogs will have a link which you can subscribe to. It might be called *Atom*, or *RSS*, or simply *Syndicate*, but they all do the same thing. The reason there are so many names is because there are different standards to create web syndication services (much like the old BETA vs VHS video format competition). At the moment it appears that RSS is certainly winning the standards war so you will mostly see the orange RSS links everywhere.

## Syndication is for More than Just Blogs

Blogs certainly started the syndication craze but it is well and truly breaking out now. I wouldn't call it mainstream just yet since not many people know how to use it but most of the big web companies are making subscription feeds available for almost any content. Chances are if you are reading an article from a big site you can subscribe to a feed that distributes those articles. Just look for that RSS symbol.

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



Besides article distribution a new craze has launched called Podcasting. I'm not going to go into Podcasting in this article since it is a subject that deserves its own article. For the purposes of understanding how Podcasting is related to syndication all you need to know is that a Podcast is an audio show, like radio but usually focused on voice because music is copyrighted. Unless you have the rights to the music you may get into trouble if you broadcast it in a podcast. People use syndication to subscribe to a Podcast audio show which they can listen to on their computer or download to an mp3 player.

**Update:** If you want to learn about podcasts please read - [What is a Podcast and How Can I Use One?](#)

### **The Future**

RSS is designed to make your Internet life easier. At the moment it's worthwhile to become familiar with this technology simply because you are going to be seeing a lot more of it. If you can keep abreast of the technology wave you will have less frustration when using the Internet.

So now that you know all that cool and nifty stuff about Feedburner and RSS

## **How do you go about getting more RSS readers:**

This is a huge topic and I feel it is better left to the pros so I'll give you a few links to some of the better sources of information.

SO with out further Ado

### **[11 Ways to Find New RSS Subscribers for Your Blog](#)**

By Probblogger

### **[10 Effective Ways to Get More Blog Subscribers | Copyblogger](#)**

By Copy Blogger

### **[How to Get 6312 Subscribers to Your Business Blog in One Day ..](#)**

By Copy Blogger

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



## [How to Get More RSS Subscribers Through Feedburner - ShoeMoney®](#)

By Shoemoney

## [Dosh Dosh Reaches 10000 Subscribers \(and the Reason Why People ...](#)

By DoshDosh

And I cant forget to add this link from Caroline Middle Brook

## [The 'Secret' To Successful Blogging?](#)

# Some Of My Favourite Feeds

So while I have you here I thought I would share some of my favourite feeds with you.

These aren't in any order or category

[Caroline Middle Brook](#)

[Prologger](#)

[copylogger](#)

[WPDesigner](#)

[Lorelle on wordpress](#)

[Jonathan Leger](#)

[Earners Blog](#)

[Entrepreneurs Jouney](#)

[ChrisG](#)

[Carlocab](#)

[Bill Hartzler](#)

[Daily Blog Tips](#)

[Design Meltdown](#)

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



[Aii Design](#)

[Life Rocks 2.0](#)

[search engine optimization newsletter](#)

## Help me promote this guide

Ok so now for the shameless self promotion bit.

If you like this guide I'd really appreciate you sharing it or Blogging about it. As an added incentive for your Feed reader base I'm going to create a blog post or page dedicated to promoting the feed links of all those who decide to share this guide so if you decide to share , promote, blog about, review or just talk about this report in general. Contact me at [shanehigginbottom@gmail.com](mailto:shanehigginbottom@gmail.com)

**Let me know that you have decided to share this. Show me the page or link and send me your feed URL and I'll post it on my blog along with your website address or blog address!!**

Here's some graphic boxes I've created. Just upload them to your blog images folder or website images folder and link to them using the post link.

<http://making-money-blogging.com/blog/guides-and-e-books/>>Download How to do just about everything with RSS, feeds and feedburner NOW!!!</a>



Here's a 125x125 box shot for your side bars or posts.

Link code:

```
<a target="_blank" href="http://making-money-blogging.com/blog/guides-and-e-books/"></a>
```

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed





And here's a 336x280 box for your posts.

All you need to do is upload the image(s) to your server. And link to them using the post Url

<http://making-money-blogging.com/blog/guides-and-e-books/>

Link code: `<a href="http://making-money-blogging.com/blog/guides-and-e-books/"></a>`

Or If you'd like:

Send an email to your list, providing you have one!!

## Promote this guide via Email or in newsletters

Heres a sample email you might send.

### HOW TO GET MORE RSS SUBSCRIBERS

So you don't have RSS subscribers, or you don't have enough to build a business around  
And you need to know how can you boost your RSS readership?

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



Your problem is just a knowledge gap. I'd wager that the majority of you reading this don't have a good understanding of RSS. Don't worry, you can learn, and it's important you do because then you will be able to teach your readers.

<http://making-money-blogging.com/blog/guides-and-e-books/>

I didn't understand RSS and Feeds 12 months ago. So I figured out how it worked. In a nutshell I made some clear links available on my blog that directed people to my RSS subscribe page. Then I write posts or emails and I provide links on the posts that point at my RSS subscribe page. Where I show them what RSS is and how to use it. All of this helped to increase my RSS readership.

You need to do this because your audience may not know what RSS is.

I get a variety of traffic coming to my blog from people with different levels of "net know how". If they don't know how to use RSS when they get to my blog it doesn't take long to show them ropes.

It's your job to teach them.

<http://making-money-blogging.com/blog/guides-and-e-books/>

Write an introduction to RSS Page, or blog post, or email. Don't be too technical about it.

And most of all ensure your RSS links are highly visible on your blog and blog about RSS whenever and where ever you can.

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed



Thanks a bunch !!

Brought to you by Shane Higginbottom over at [making-money-blogging.com/blog](http://making-money-blogging.com/blog) Don't forget to subscribe to my feed

