

Updates on RSS Directories

RSS directories are popular these days. RSS is widely used initially by news sites to allow others to syndicate their news stories. Now, a lot of other websites are using RSS. It is being used in flagging new forum headlines, auction listings, sales listings and others.

The meaning of RSS is actually not clear. RSS may or may not be an acronym, actually. RSS may stand for Really Simple Syndication. But others say its Rich Site Summary and sometimes Rich Syndication Standard. The noted creator of RSS directory would be Netscape. It was released sometime in March 1999. The included a UserLand application which is called scripting news. Netscape stopped developing it, but UserLand continued doing so. Another company, RSS-DEV Working Group also released their own version.

RSS directories are sites that collate all RSS links and place them in different categories for other applications to use. This is similar to web hosting, only instead of web pages, they contain RSS links. These links will pop out on the website and when you click it, you will be directed to the main source of the link.

RSS poses a lot of uses for those who'd like to use the Internet for marketing or commerce. Here are the things you can do with it:

Create links from their website to yours. If you are selling or promoting something, web traffic is important. The more RSS directory you upload, the more chances you have people seeing those and checking your site out. And if they have customized their sites with your RSS feeds, then they would get updated listings from your site to theirs automatically.

Collating analysis. If you have a brand and you'd like to know how your competitor is doing, you may use RSS to see what they have so far. Get a directory of their product or service so you'll know first hand what they have come out with. With the data gathered you now can plan on how you can counter them.

Tracking your own progress. If you can check out your competitor, of course you'd like to check out too how your business or product is going too. With an RSS directory of your own, you can know how many people are interested in what you are selling or offering.

Increases productivity. Putting up RSS directories, let's say for newsletters, adds efficiency to your company. If you use RSS for sending out newsletters instead of mailing them to recipients, you'd eliminate the possibility of your letter being classified as spam by users, or being sent in a closed mail account.

Increases efficiency. There are a lot of websites or news articles that could be beneficial to your brand or company. At times, you'd like to add them to your site. Without the use of RSS, you'd have to copy the entire thing down and note where you got it. If you use RSS, then the headline and part of the story shows up on your site. And this is an automatic process now. If you use RSS, you just include the directory and automatically, the headline appears without you doing much.

Posting RSS directories could cost you some. But the benefits override it. Some sites even offer free RSS directory posting. If you are just starting up, you may like to check those out. The more RSS directory you have up, the more the possibility that you are sending out information to the people interested in your goods. Reason behind is that people will only get the RSS feeds that they are interested in. If they get yours, they sure are the target market.

Disseminating information online has become easier with RSS. The technology provided a cost-effective way of transferring facts and figures out. Utilizing it would definitely add up to your marketing approach. With it, you have an avenue of reaching out to even more people so easily.

RSS uses XML to syndicate pages. Though that sounds a little technical, there a lot of websites that has user-friendly interface to guide in building your directory. Go ahead and put up your RSS directory up now. RSS has proven to be essential. It has ceased to be an option; it has become a necessity.

About the Author

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