

My RSS Creator.com

“The Web Based RSS Feed Creation & Management Solution”™



Users Guide

Version 1.2 January 2005

www.myrsscreator.com

Forward:

This guide is designed to assist you in using the My RSS Creator Web Service. This guide will explain in full detail all of the features of the service. Please read this entire guide before you start to use the service. This will make the process much easier for you.

Print this manual now so that you will have a reference guide handy when you go through the process of creating your RSS feed.

Setting up and creating a successful RSS feed is easy with our web based service. No programming skills are required.

My RSS Creator.com is a web based service that allows you to create, edit, maintain, submit, and publish & promote your RSS Feed. All feeds are automatically built to the RSS 2.0 Standard. (The latest & most advanced feature rich standard)



No special software is required to use this service. You can access your account from any computer that is connected to the internet.

Table of Contents

1. [Overview of Service & RSS](#)
2. [Overview Flow Chart](#)
3. [Members Area Panel](#)
4. [Your Account Info](#)
5. [Create Feed](#)
6. [Edit Feed](#)
7. [Create Post](#)
8. [Edit & Delete Post](#)
9. [Add Subscribe Buttons \(Orange & MyYahoo\)](#)
10. [Submit to Search Engines & Directories](#)
11. [Pinging Yahoo & Technorati](#)
12. [Create RSS Auto-discovery tag for aggregators](#)
13. [Web page content hosting](#)
14. [Examples](#)
15. [FAQ](#)
16. [Glossary of Terms](#)
17. [Recommended Resources](#)

Overview:

RSS Feeds are gaining in popularity at a very rapid rate. Consumers are using RSS feeds to find news and relevant desired information from RSS feed channels. By taking the first step in using this service to create your RSS feed and make new item posts; you are creating a communication channel with your clients, prospects, customers & target audience.

RSS stands for Really Simple Syndication. Think of your RSS feed as a broadcast channel. This is a good analogy for several reasons. You are creating a "web - broadcast channel". People that see your "RSS channel" can subscribe and then receive your messages immediately. Consumers prefer this because they can unsubscribe at any time and there is no danger of Spam. They also prefer it because they can gather information and read items that are important to them in a very rapid fashion. This makes the user experience very pleasant.

RSS is a defined standard based on XML, with the specific purpose of delivering updates to web-based content. Using this standard, webmasters provide headlines and fresh content in a succinct manner. Meanwhile, consumers use RSS readers and news aggregators to collect and monitor their favorite feeds from one centralized program. Content viewed in the RSS reader or news aggregator is known as an RSS feed. While the majority of RSS feeds currently contain news headlines or breaking information, the uses of RSS are broad.

RSS feeds will allow you to communicate easily with your target audience. It will also allow for them to find your website when they might not find you any other way. (Users are searching for RSS Feed Channels, not just websites) RSS feeds can also have the side benefit of boosting your organic search rankings in the search engines. Search engines visit & index sites with RSS feeds very frequently. RSS feeds can also direct traffic to your website.

Having an RSS feed will differentiate you from your competition. RSS Feed usage is more than doubling every month. Companies like Yahoo, Microsoft & AOL have embraced this technology and are currently incorporating this technology into their products. The next version of Internet Explorer will have feed readers built in. Some web browsers such as Mozilla already have this technology built in.

RSS feeds can be used to communicate your message to your target audience. Current examples are: e-tailers, ecommerce websites, small/med/large businesses, government agencies, libraries, eBook publishers, school districts, universities, churches, chamber of commerce, advertising agencies, EBAY listings, marketing professionals, trade organizations, affiliates, media outlets, etc. The list is endless and the applications are wide reaching in scope.

RSS is becoming increasingly popular. The reason is fairly simple. RSS is a free and easy way to promote a website and its content, without the need to

advertise or create complicated content sharing partnerships.

There are basically 4 parts of an RSS feed. The feed's general information, the feed's items, enclosures, and the feed channel graphic image.

The feed's general information is made up of a few required and several optional data fields, which describe the whole RSS feed. For example, a feed title, description, and link are required. Optional feed fields can contain information about the feed such as the editor, copyright, and webmaster.

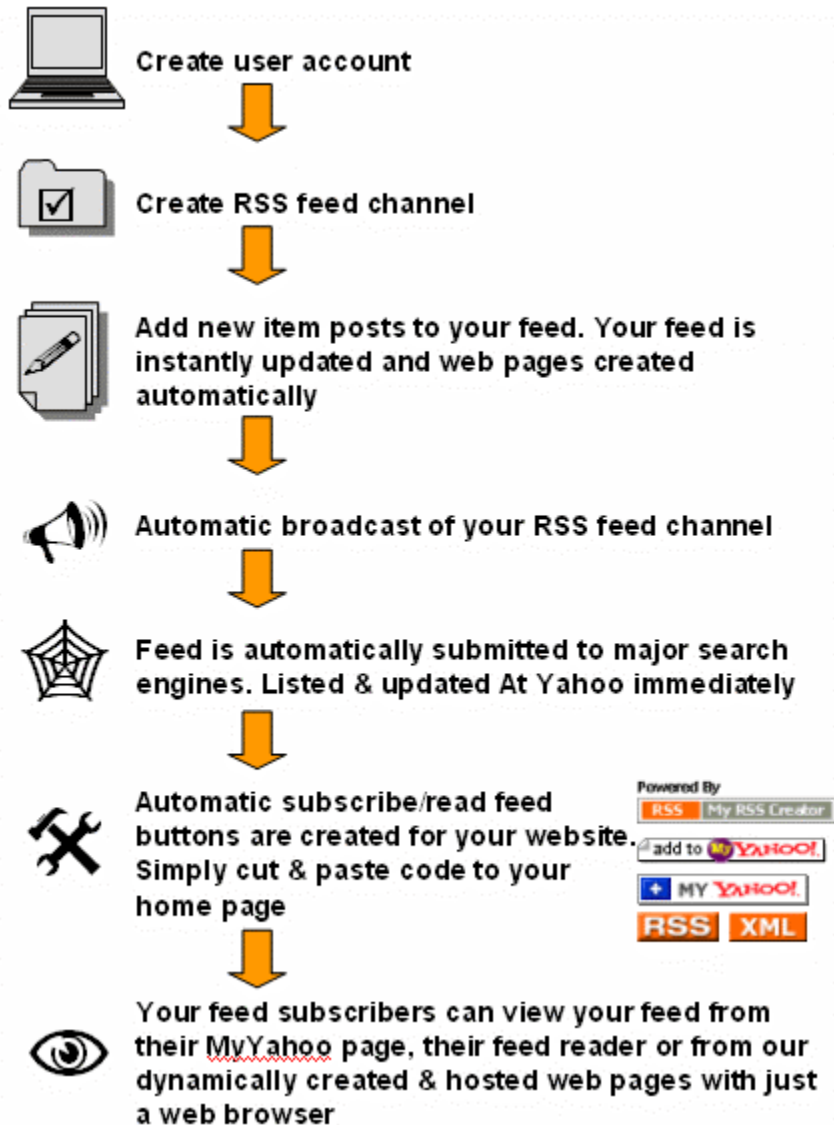
A feed can, and should contain one or more items. Each item can be thought of as a separate news article or announcement. Typically, items are periodically updated by the feed's author, adding new content when available. End users who subscribe to (watch) the feed (typically using feed reader or news aggregator software) are shown the new items when they become available.

Every feed can have an image associated with it. A feed's image is typically a company logo, or other image that relates to the feed's content or theme.

Your RSS Feed can also use "Enclosures". Enclosures are basically attachments. This is very important because the attachment can be audio, video, PDF Files and a whole lot more. This allows you to deliver very engaging messages in a range of media formats. This is commonly known as "Podcasting". Think about how powerful it is to have a reader subscribe to your feed and then deliver an audio or video message to them. This is one of the most exciting aspects of feeds that most people never consider.

RSS feeds are widespread and extensively used by large sites such as Yahoo, CNet, NY Times, BBC, Google and many more. Smaller websites are adding RSS feeds in explosive numbers.


This is a very high level overview of how the My RSS Creator Web Based System works and the basic process





Main **Users Guide** **Create Feed** **Edit Feed** **Create New Post** **Edit Post** **Submit to Engines** **My Account** **Log Out**


Members Area


Welcome **Rodney Rumford** Download the Users Guide & print it out. Once your feed channel is created you should typically only "**create new item posts**" when you want new items added to your RSS Feed. This is the feature you will use most often.


 **Your Account Info** (info relating to feed, posts, button creation, etc.)


 **Download Users Guide** (do yourself a favor; download & read this)

 **Create Your Feed Channel** (do this first, you only do this once)

 **Create News Item Post** (this is where you add new content with links to your site)

 **Submit Your Feed to The Search Engines** (This only needs to be done once after you have created your feed & added your first post)

 **New Features & RSS University Courses** (learn how to maximize your feeds business potential)

 **Edit Item Post** (to correct any errors or make changes to a previous post)

This is the main Members Area panel. This is the page that you will navigate from. You can access all areas of your account and make all of your modifications from this panel. Click on the icon to select the function that you wish to perform. You can also easily navigate by using the buttons on the top of the page.

You will want to follow this order sequence:

1. Create Your RSS Feed channel
2. Add Item Post to your channel (do not ping Yahoo or Technorati just yet)
3. Create your Yahoo Account www.yahoo.com
4. Submit your feed ONLY to Yahoo.
5. Create Orange RSS & XML, and Add to My Yahoo Subscribe Buttons and put on your website homepage, and anywhere on your website that you choose to promote your RSS feed. Click on Your Account Info to do this.
6. Submit Your Feed to the remaining Search Engines & Directories
7. Now you can add new post items to your hearts content

Once your feed channel is created; you most likely will never change this. In the event that you choose to, you can click on the edit feed and make changes to your feed channel. It is recommended that you don't make frequent changes to your feed channel configuration.

You can make frequent new item posts to your feed. Go ahead and play with the system and get familiar with it (you can easily delete your mistakes or posts, so don't worry about it too much). You will find that once you have made a few posts you will be able to create a new post in under 60 seconds.

Every time you have a news item post to add to your feed click on the Add Post Icon. When you complete the post the item will be added to your channel. You can have up to 20 item posts.

Create Your RSS Feed

Items in **red** are required; items in **black** are optional. Many of the optional fields for an Item are new in RSS 2.0. If you don't know what they are for, just leave them blank.

Action Create My Channel Delete My Channel

Channel Title

Channel Link

Channel Description

Content Hosting Would you like for us to host your channel's content?

Channel Language

Copyright

Managing Editor Email

Webmaster Email

Category

Minutes Until Channel Refresh

Channel Image: URL

Width (MAX = 144) Height (MAX = 400)

Action: Choose Create or Delete Channel. When you first sign up select "Create Channel" **NOTE:** if you select Delete Channel and click the "send channel information button" Your channel AND ALL previous item posts will be deleted. Be sure you want to delete if you select this option.

Channel Title: This is the title for your RSS Channel. This title will be in the header area of your feed when it is read by the aggregators. Try to use keywords that are descriptive of your business.

Channel Link: This is the link to where readers of your feed will be taken if they click on the channel title. Think of this as your channel landing page on your website.

Channel Description: This is a description of your channel. Be unique. Don't use something generic like "RSS News Channel".

Content Hosting: The default value is Yes. What we mean by content hosting is that we dynamically create a web page with the item post content. Only use this if you do not have a website where you are creating unique landing pages for each item post. Select NO if you are creating your own web pages for your site that will be specific to each item post. If you are uncertain; just leave yes selected. (You can change this later)

Channel Language: Select the appropriate language to publish your feed in.

Copyright: Put whatever is appropriate regarding copyright protection for your organization.

Managing Editor Email: Optional, put email if appropriate

Webmaster Email: Optional, put email if appropriate

Category: Select the appropriate category for your feed. This will make it easier for people to find your feed. Even though your feed presents news, it may best be filed under "Golf" if your feed is about golf. Pick the subject category that most closely matches your feed TOPIC. This category is how your feed will be listed in our Directory.

Channel Image URL: This will display an image file in the header of your feed. Not all aggregators will show this image. This image URL must reside on your website. Most people use a small logo image file.

Channel Image Size: This is the image size in pixels. 144 X 400 is the max image size.

Edit Your Feed

My RSS Creator Powered By **RSS My RSS Creator**

Main Users Guide Create Feed Edit Feed Create New Post Edit Post Submit to Engines My Account Log Out

Edit Your Feed

Edit Your Channel Information

Items in **red** are required; items in **black** are optional. Many of the optional fields for an Item are new in RSS 2.0. If you don't know what they are for, just leave them blank.

Channel Title My RSS Creator - Company News

Channel Link http://www.myrsscreator.com

Channel Description Latest News From My RSS Creator.com

Content Hosting Would you like for us to host your channel's content? Yes

Category Technology

Copyright 2004 The Info Guru LLC.

Managing Editor Email editor@myrsscreator.com

Webmaster Email webmaster@myrsscreator.com

Documentation URL http://www.myrsscreator.com

Channel Image: URL http://www.myrsscreator.com/images/poweredbytiny.gif

Channel Image: Size Width 144 (MAX = 144) Height 34 (MAX = 400)

Channel Title: This is the title for your RSS Channel. This title will be in the header area of your feed when it is read by the aggregators. Try to use keywords that are descriptive of your business.

Channel Link: This is the link to where readers of your feed will be taken if they click on the channel title. Think of this as your channel landing page on your website.

Channel Description: This is a description of your channel. Be unique. Don't use something generic like "RSS News Channel".

Content Hosting: The default value is yes. What we mean by content hosting is we dynamically create a web page with the item post content. Only use this if you do not have a website where you are creating unique landing pages for each item post. Select NO if you are creating your own web pages for your site that will be specific to each item post.

Copyright: Put whatever is appropriate regarding copyright protection for your organization.

Managing Editor Email: Optional, put email if appropriate

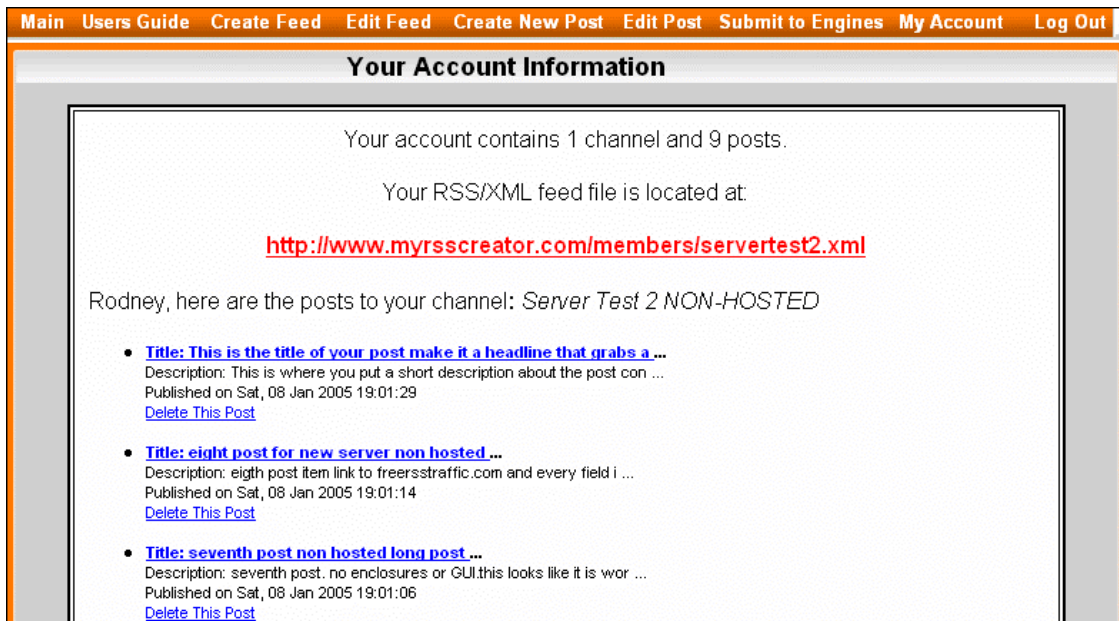
Webmaster Email: Optional, put email if appropriate

Channel Image URL: This will display an image file in the header of your feed. Not all aggregators will show this image. This image URL must reside on your website. Most people use a small logo image file.

Channel Image Size: This is the image size in pixels. 144 X 400 is the max image size.

Your Account Info

This area will show you all of the information about your account. You will be able to see all of your posts to your feed channel, your RSS feed XML Address link, subscribe button code, auto discovery tag code, and the actual constructed RSS feed file.



The screenshot shows a web application interface with a navigation bar at the top containing links: Main, Users Guide, Create Feed, Edit Feed, Create New Post, Edit Post, Submit to Engines, My Account, and Log Out. The main content area is titled "Your Account Information" and contains the following text:

Your account contains 1 channel and 9 posts.

Your RSS/XML feed file is located at:

<http://www.myrsscreator.com/members/servertest2.xml>

Rodney, here are the posts to your channel: *Server Test 2 NON-HOSTED*

- **Title: This is the title of your post make it a headline that grabs a ...**
Description: This is where you put a short description about the post con ...
Published on Sat, 08 Jan 2005 19:01:29
[Delete This Post](#)
- **Title: eight post for new server non hosted...**
Description: eighth post item link to freersstraffic.com and every field i ...
Published on Sat, 08 Jan 2005 19:01:14
[Delete This Post](#)
- **Title: seventh post non hosted long post ...**
Description: seventh post. no enclosures or GUI.this looks like it is wor ...
Published on Sat, 08 Jan 2005 19:01:06
[Delete This Post](#)

Create New Post

Main Users Guide Create Feed Edit Feed Create New Post Edit Post Submit to Engines My Account Log Out

Create A New Item Post

Items in **red** are required; items in **black** are optional. Many of the optional fields for an Item are new in RSS 2.0. If you don't know what they are for, just leave them blank.

Add New Post

Item Title This is the title of your post make it a headline that grabs attention of your re

Item Link http://www.yourlandingpage.com

Item Description This is where you put a short description about the post contents.

Author's Email author@yoursite.com

Link for Comments http://

Global Unique Identifier http://

Is this a permalink? Yes

Attached Media Object (Can be used for PodCasting) http://

File size in bytes MIME type

Add and Save New Post Clear This Form

Item Title: This needs to be your headline for the item post. Up to 60 characters in length.

Item Link: *This is the link for where you want users to be taken to from your feed item post.*

Item Description: Summary of your article. Up to 200 characters in length.

Authors Email: The item authors or editors email.

Link for comments: You might have a page where people can comment on your feed post. If you are unsure, just leave blank.

Global Unique Identifier: This is your unique web page for this new post. It is a string that uniquely identifies the item. When present, a feed reader may choose to use this string to determine if an item is new. When the 'Perma Link' box is checked, feed readers will assume that the GUID is a unique URL for the item, and can be opened to display the full contents for the item.

Attached Media Object: You can attach a range of file types such as Picture, Audio or Video files. This is commonly called "Podcasting". The associated file must reside on a server somewhere. Just fill in the location of the file, the file size and select the file type. This can be thought of as a file attachment. Attached media objects within rss2.0 feeds are also called "Enclosures".

The next 2 items need to be completed **only** if we're hosting your content pages:

Web Page Title:

Only limited HTML is allowed. To make text appear in **boldface**, you may use the ` ... ` tag. If you want to change the font, you may use the ` ... ` tag. For hyperlinks, just type in the URL (www.mysite.com, for example) and we will create a link for it. All other HTML tags will be removed automatically.

Web Page Content:

Existing Posts

Item Title:	My RSS Creator Feed Is Live!
Item Link:	http://www.myrsscreator.com/pages/odney297.php
Item Description:	Web Based Service For RSS 2.0 Generation & Management Requires No Software
Global Unique Identifier:	http://www.myrsscreator.com isPermaLink = "true"
Publication Date:	Wed, 29 Dec 2004 17:12:54 GMT

Additional Fields: These 2 fields only apply (and only will be shown) if we are hosting your new web pages. If you selected "YES" for content hosting when you created your feed, you will see these 2 fields.

If you are making unique pages on YOUR website for the content for every post, then you will not see these 2 fields. (Make sure you selected "NO" for content hosting when you created your feed)

Web Page Title: The title text that you want to display in the top of the web browser.

Web Page Content: This is the actual unique content of your post. This content will automatically be converted to a dynamically created web page that we host for you if you selected content hosting "YES".

If we are hosting your content pages enter your info here. The web page content area can be filled with your entire post info.

Edit or Delete Post

Main Users Guide Create Feed Edit Feed Create New Post Edit Post Submit to Engines My Account Log Out

Edit Existing Item Post

Existing Posts:

Item Title:	This is the title of your post make it a headline that grabs attention of your readers. this is wher
Item Link:	http://www.yourlandingpage.com
Item Description:	This is where you put a short description about the post contents. this is just a goofy post here for photos for the users manual. 9th post to the new server. no links no gui-item link is yourlandingpage.com
Publication Date:	Sat, 08 Jan 2005 19:01:29 GMT
Edit this post?	<input type="button" value="YES"/>
Delete this post?	<input type="button" value="YES"/>

Item Title:	eight post for new server non hosted
Item Link:	http://WWW.FREERSSTRAFFIC.COM
Item Description:	eighth post item link to freersstraffic.com and every field is used in this post gui to theinfoguru, enclosure to test2.mov- all fields appear to be working. i will now look at everything in feeddemon feed aggrgator software and make sure it all works lik
Publication Date:	Sat, 08 Jan 2005 19:01:14 GMT
Edit this post?	<input type="button" value="YES"/>
Delete this post?	<input type="button" value="YES"/>

Main Users Guide Create Feed Edit Feed Create New Post Edit Post Submit to Engines My Account Log Out

Your Account Information

Your account contains 1 channel and 9 posts.

Your RSS/XML feed file is located at:

<http://www.myrsscreator.com/members/servertest2.xml>

Rodney, here are the posts to your channel: *Server Test 2 NON-HOSTED*


- **Title: [This is the title of your post make it a headline that grabs a ...](#)**
Description: This is where you put a short description about the post con ...
Published on Sat, 08 Jan 2005 19:01:29
[Delete This Post](#)
- **Title: [eight post for new server non hosted ...](#)**
Description: eighth post item link to freersstraffic.com and every field i ...
Published on Sat, 08 Jan 2005 19:01:14
[Delete This Post](#)
- **Title: [seventh post non hosted long post ...](#)**
Description: seventh post. no enclosures or GUI.this looks like it is wor ...
Published on Sat, 08 Jan 2005 19:01:06
[Delete This Post](#)

To edit or delete a previous post select Edit Post. You can then either edit post or delete post. You will see all the information included in the post with live links. This function is also available in the My Account Area.

Add Subscribe Buttons

You put these buttons on your website so that readers can subscribe to your RSS feed.

Copy the following code and paste it into your web page(s) to allow visitors to subscribe to your feed:




Click to select the code below:

```
<a href="http://www.myrsscreator.com/members/rodney11.xml"></a> <a href="http://www.myrsscreator.com/members/rodney11.xml"></a><br><a href="http://www.myrsscreator.com"></a>
```

AFTER you have submitted your feed to My Yahoo... (you can do that [Here](#))

To put an "Add to My Yahoo" button on your site, copy and paste this code onto your web page(s):



Click to select the code below:

```
<a href="http://add.my.yahoo.com/content?url=http%3A//www.myrsscreator.com/members/rodney11.xml">
```

Copy and post the above code on to your web page or where you choose to promote your feed on your website. You must do this for people to subscribe to your feed. Otherwise they can't subscribe to your feed. Actually you should have the subscribe feed buttons on as many pages as possible. The more you promote the feed the better.

Do Not copy these button graphics from any other place on the website. Only do this from this page. These buttons are unique to your feed.

You should have this piece of code on your website home page as a minimum. Put these buttons on your high traffic pages.



Example of customer placement of RSS & Yahoo subscribe buttons

As a side note; you want to promote the fact your website now offer a RSS Feed with a press release. This fact is definitely newsworthy of a press release. This will help raise awareness of your feed and can greatly increase the readership of your feed. If you are not sure where to do this you may want to try www.prweb.com they offer a very inexpensive way to issue press releases.

Pinging Yahoo

"**Pinging**" is a way for you to alert Yahoo that your feed has been updated. They will then put you in the schedule to index and automatically update the feed. The feed will then be updated quickly. Yahoo does not make any guarantees as to how fast they will update the feed. Our experience has shown that the feed is updated sometimes as rapidly as 5 seconds later. But as a general rule the feed will be updated in far less than 30 minutes.

To have your information updated by My Yahoo immediately, [Click Here](#) to "ping" the My Yahoo server. Otherwise, skip this step and My Yahoo will be updated within 24 hours (on average).

To have your information updated by Technorati, [Click Here](#) to "ping" their server.

To help the RSS aggregators find your channel, add this code between the `<head>` and `</head>` tags of your web page(s):

Click to select the code below:

```
<link rel="alternate" type="application/rss+xml"
title="RSS"
href="http://www.myrsscreator.com/members/rodney11.xml">
```

If your feed does not require that it be updated on a priority basis then you can simply skip this pinging process and Yahoo will automatically update the feed in less than 24 hours. (Typically about 6-12 hours)

Do not ping Yahoo until your feed has been submitted into their database. Once your feed is submitted to Yahoo it may take a few days initially to show up in search results. But it will immediately be available for people to add it to their yahoo home page.

Adding The Auto-Discovery Tag

To help the aggregators (feed readers such as: FeedDemon, Pluck, Mozilla Firefox) know that there is a RSS feed available and to automatically alert the readers of your web page; copy and past the code between the `<head>` tags on any page that you wish to promote your feed. This is very important.

This will help to promote your feed to people that visit your website. They will then be able to easily subscribe to your RSS feed.




```

<?xml version="1.0" ?>
  <rss version="2.0">
    <channel>
      <title>My RSS Creator - Company News</title>
      <link>http://www.myrsscreator.com</link>
      <description>Latest News From My RSS Creator.com</description>
      <language>en-US</language>
      <copyright>2004 The Info Guru LLC.</copyright>
      <pubDate>Thu, 23 Dec 2004 18:12:21 GMT</pubDate>
      <lastBuildDate>Thu, 23 Dec 2004 18:12:21 GMT</lastBuildDate>
      <category>Technology</category>
      <generator>My RSS Wizard</generator>
      <docs>http://www.myrsscreator.com</docs>
      <ttl>30</ttl>
      <image>
        <url>http://www.myrsscreator.com/images/poweredbytiny.gif</url>
        <title>My RSS Creator - Company News</title>
        <link></link>
        <width>144</width>
        <height>34</height>
      </image>
    <item>
      <title>My RSS Creator Feed Is Live!</title>
      <link>http://www.myrsscreator.com/pages/rodney297.php</link>
      <description>Web Based Service For RSS 2.0 Generation & Management Re
quires No Software</description>
      <category>Technology</category>
      <guid isPermaLink="true">http://www.myrsscreator.com</guid>
      <pubDate>Thu, 23 Dec 2004 19:12:23 GMT</pubDate>
      <source url="http://www.myrsscreator.com"></source>
    </item>
  </channel>
</rss>

```

We will display for you what your feed file actually looks like after you have set up your channel and have made at least 1 news item post. Every time you add/delete a new post, the .XML RSS feed file automatically gets updated. You do not have to do anything. The next time the search engines see the feed they are aware that it has changed and re-index the feed file. We merely show you this code so that you can see what it looks like. (This is part of the magic behind the wizard's curtain)

Submit To Search Engines & RSS Directories

 **My RSS Creator** Powered By
 My RSS Creator

[Main](#) [Users Guide](#) [Create Feed](#) [Edit Feed](#) [Create New Post](#) [Edit Post](#) [Submit to Engines](#) [My Account](#) [Log Out](#)

Submit to Search Engines and Directories

We are able to submit to the following feed directories:

Note: Most of these submissions will send a response to your screen. Just click the **Back** button on your browser to return here and continue submitting.

Submit your feed to [Feedster](#):

Feed URL:

Submit your feed to [My Yahoo](#)

You **must** have a Yahoo account for this to work

Feed URL:

Submit Syndicated URLs to [Syndic8.com](#)

- Each URL should point to the **syndicated XML** data for the site.

Note: this should not be an HTML web page.

We will automatically populate the fields with your feed file & email address. You can modify the email field if you wish to use a different email for submission. These sites will not Spam you, they use the email address to verify that you are not a spammer submitting Spam feeds. This is a good thing.

You need to have a Yahoo account to submit your feed to Yahoo. It is free, so make sure you set up a Yahoo account. You will want to do this so that users of Yahoo can add your feed channel to their home page, and exactly how your feed looks to them. Yahoo has over 30 million users and you want to get your feed in front of them. Yahoo is at the forefront of RSS; and getting your feed listed there is critical.

Web Page Content Hosting

This is an option. If you selected "NO" to content Hosting when you configured your feed then this does not apply to you. If you selected "YES" then we create a unique web page for your content to display your item post content in a web page. You can see 2 examples of hosted web pages below.

You do not need web content hosting if you are creating your own specific landing pages for each item posts outside of this system.

Powered By **RSS My RSS Creator**

SEM, SEO, RSS, Web Marketing, Google Adwords, Overture, PPC, Website Traffic Tips

RSS Guru: Your Definitive RSS Resource Guide to learn more about RSS Feeds! You have seen the orange buttons everywhere. They are popping up on websites like crazy. These are for RSS Feed channels. Well you probably need to learn more about these RSS & XML Feeds. We have put this site together as

Google Adwords Report Center- Improved(slightly)

2004-10-30 01:17

Ok so google is making it a littler easier to create and manage reports. Even though the reports are severly lacking many areas, it is step in the right direction.

Supposedly you reports are nicer and generated more quickly. All I know is when I was creating reports today, I was turning grey running a very very basic report. 34 minutes and still waiting....zzzzzzz give me a break. Either it is improved or it is not. (the page said it would be done in 1-5 minutes) I may have to give them a break and try again in a few days and see if they get the server load figured out. But when I want a report I

Example of hosted feed content, item post web page

Powered By **RSS My RSS Creator**

My RSS Creator Is Live & Requires No Software to Generate.

Get the maximum exposure for your feed. Syndicate your feed today at www.feedsyndicator.com

Boost Your Business Fast. RSS Audio Education Series. [Get Your Copy](#)

Ads by Google

Free Download: RSS Reader
Award Winning RSS Reader & more. Pluck is free and runs in IE. www.pluck.com

Really Simple Syndication
Rapidly RSS enable an existing

<http://www.myrsscreator.com> Is live and out of beta.

We would like to welcome everyone to our feed. The goal of this feed is to educate readers about RSS. The latest news both from our company and industry wide news & trends. Also, we will update the feed with tips to maximize the effectiveness of your RSS Feed.

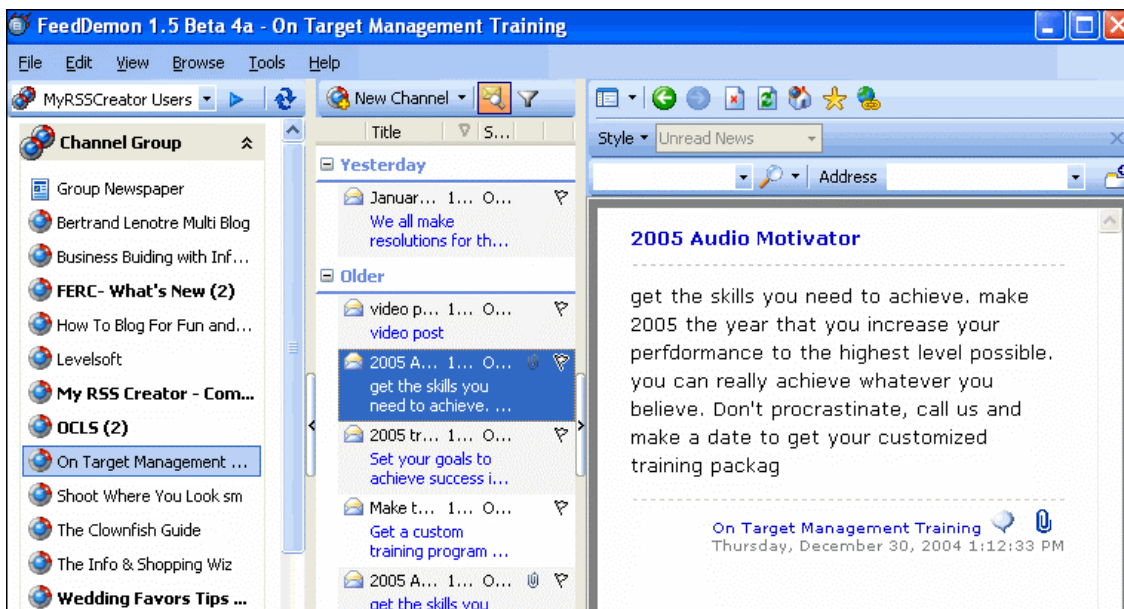
We have been developing this web based service that requires no software for the past 4 months. I have to say that it has been a challenging task that has been driven by passion to provide an outstanding service for our members. We have strived to offer a service that is user friendly, loaded with functionality, and will help you with your RSS marketing strategy.

Our team of programmers have developed a solution that creates feeds in RSS 2.0 format and supports all the functionality of that standard, such as the ability to add photos to your feed and the ability to be used with podcasting so that you can have audio and video with your feed.

I would be remiss if I did not thank our outstanding programming team that was led by Steve Humphrey. Thanks for all your hard work to make this vision a reality.

Example of hosted feed content, item post web page with links

Examples Section



Examples of how a RSS feed looks in an aggregator (FeedDemon)

▼ **On Target Management Training Seminars-Management Training Seminars**
edit x

- [January is the time for change](#) - 1 day ago

We all make resolutions for the new year. The difference between the winners and losers is the ability to creat positive change in thier life.
- [video post](#) - 1 week ago

video post
- [2005 Audio Motivator](#) - 1 week ago

get the skills you need to achieve. make 2005 the year that you increase your performance to the highest level possible. you can really achieve whatever you believe. Don't procrastinate, call us and make a date to get your customized training packag
- [Make the new year prosperous- get custom programs](#) - 1 week ago

Get a custom training program developed just for your organization
- [2005 training programs](#) - 1 week ago

Set your goals to achieve success in the coming new year. Choose the right program for your goals. Invest in your employees and the payback can be great.
- [Choosing the Right Management Training for Your Orginazation is Critical](#) - 1 week ago

How to select the training company that delivers results for your business.

▼ **My RSS Creator - Company News**
edit x

- [New site design coming in the next few days](#) - 17 hours ago

Get ready, the new website will be revealed in the next few days. We have lot's of new features that we think you will love.
- [My RSS Creator Feed Is Live!](#) - 1 week ago

Web Based Service For RSS 2.0 Generation & Management Requires No Software

▼ **Wedding Favors Tips and Ideas from My Wedding Reception Ideas**
edit x

- [Wedding Favor Ideas for Brides and Grooms Changing Addresses](#) - 1 day ago

Share the bride and grooms new address with family, friends and wedding guests with personalized wedding favors.
- [Announce Your Engagement or Wedding Date with Save the Date Magnets](#) - 1 week ago

Looking for a way to share the wonderful news? Send family and friends Save the Date wedding magnets to announce your engagement or wedding date.
- [My Wedding Reception Ideas introduces "Save the Date" Magnets](#) - 1 week ago

Examples of how a RSS feed looks on a users Yahoo home page

FAQ

How can I create new item posts to my channel? It is really simple. Fill out the form. Enter the content of your post and click create.

Can I schedule posts to my channel? You can preload as many posts as you like and schedule them for publication whenever you want. EZ drop down calendar lets you select the date and time for publication. This means you can load up as much content as you like and then put your feed on autopilot for when it publishes this information to your channel. This is handy if you are going to be on vacation, or just want to preload the info for a few months or a year in advance.

How do I delete posts? Your users account lists every post. Just select the post you wish to delete and verify deletion.

Can I change the feed settings: Yes, just edit the feed form and save.

Channel & RSS Feed Hosting: We host everything required for your feed to operate. Feed, Channel, Web Pages, Posts, everything!

Can I put a photo in my feed? Yes. When you create your feed you can just select a photo on your website and enter the address of the image. This is nice if you want your logo in your feed, or a picture of a product.

Do people need a feed reader to read my feed? No, that is one of the great benefits of this service. Any web browser will allow them to read your feed channel once they add it to their Yahoo page. But they can also read your feed with a feed reader if they want. (The next version of Internet Explorer will have RSS Feed readers included)

How do I track my feed account? We have a users area that allows you to monitor the status of your feed ant any time from any computer with internet access.

What is My RSS channel location & link? A way to tell people about your feed. We generate this link for you so that you can paste it on your website or put it in emails to tell people about your feed.

How do I submit my RSS Feed to the search engines so people can find my feed channel? We have a built in tool, simply click on the engines & directories that you want to notify that your feed exists and your feed will be instantly submitted.

How do I put the add to my Yahoo & Orange RSS buttons to my website? We create these buttons automatically for you. Simply copy and paste the code on your web page and you are done.

How long does it take the search engines to find my RSS Feed? Virtually instantly. No more waiting for months for the search engines to find you. You will be instantly indexed by Yahoo and others.

How do I get started? Simply create a free trial account. You will not be billed for the first 14 days. Try it out at no risk, after 14 days you will be billed once a month for the service. Cancel at any time.

Why do I need a Feed? Oh, there are about 100 reasons why you should have a feed, but we will limit it to the top 10 here. To communicate with clients, customers, team members, prospects, friends, co-workers, to promote your business, to market your business, to market your website, to compliment your newsletter, to compliment your email marketing, to get your info on peoples My Yahoo home page...That's just a few of the reasons. Are you starting to see how you can communicate with anyone online easily?

Do I need a Website for a Feed? No. Many people will tell you that you actually need a website to have an RSS feed. Not True! You can simply use our service. We host everything required for you. But if you have a website, we do all the hard work for you. You just copy and paste a piece of code so people can subscribe to your feed and you are done. Our wizard does all the hard work of creation, managing, updating, submission, and search engine pinging.

What are the benefits of a having feed? An unfiltered/guaranteed way to reach your subscribers or target market. A potentially higher search engine ranking. An easy way to keep your website fresh with new content. Another way to get listed with the search engines & RSS directories and have people find your RSS feed and website easily.

How popular are feeds? Very Popular. They are just starting to reach the mainstream. Currently the growth rate is exponential. Feed usage and readership is Doubling Every Month. This is the hottest trend online. People are using feeds to get the information that they want instead of searching for it and then having to go to many websites. Feeds are a huge timesaver for people using the internet. Once people learn how to use them, it radically modifies how they use the internet.

Glossary of RSS Terms

We have assembled this glossary to assist you

RSS: Really Simple Syndication. Basically it is a format to publish information. RSS is a new standard for how people receive news, information, and communicate.

Feed: a special Internet document that describes an RSS feed. Feeds are written in variation of the XML computer language. That's why you often see an orange "XML" button right next to the orange "RSS" button that helps you to find an RSS feed on a web site.

Channel: often used interchangeably with "feed". Each RSS channel can contain up to 15 items. These items can be articles, Blog entries or virtually any kind of document found on the World Wide Web. An RSS channel is the Internet equivalent of a radio station or TV channel, broadcasting news and information to anyone who wants to receive it.

Pinging: testing whether a particular web site is online, by sending a message and waiting for a response. We make it easy for you to 'ping' services such as Yahoo!™ to let them know that your feed has been updated.

Publish: get your RSS feed file hosted and make it available to everyone on the Internet.

Item Post: a single item, Blog entry or web page that you share with everyone who is interested in your topic. Each item/post is described in your RSS feed file. The actual content of the post could be anywhere on the Internet.

Publisher: the person responsible for the content of an RSS feed or channel. This person usually writes or locates relevant news items and updates his or her RSS channel.

Syndication: the process by which a site is able to share information with other sites. For example, you provide content such as news items, a Blog, etc., on your web site and allow people using feed readers to show your news on their web sites.

RSS Directory: a web site with a categorized list of RSS feeds. There may be any number of categories and any number of feeds in any category. It's similar to other web directories such the directory on Yahoo!™

Search Engine: a program that searches documents for given keywords and returns a list of the documents or Web pages where the keywords were found. Also applies to Web sites that catalogue other Web sites by topic. By entering your subject or title, you access their database, which hopefully provides you with a list of Web sites containing pertinent information.

Hosting: the process of a company providing a place on their servers for your functions. An ISP or Web 'Hosting' company has a computer that will serve or 'host' your web site. Hosting can apply to many functions on the Internet such as Web Sites, Email Accounts, Domain Name Servers and yes, even RSS Feeds! We host RSS feeds and posts for our members.

RSS Formats: There are several formats. The latest and fastest growing is 2.0 It has the most functionality. All Feeds created with our service meet RSS 2.0 standards. They are also fully compatible with RSS 0.91 and 0.92 - which makes them work in all known feed readers.

Feed Reader: Typically a desktop application that understands XML & RSS and turns it into visual content that looks very much like a web page.

Feed Aggregator: Used interchangeably with feed reader.

Recommended Resources:

<http://blogs.law.harvard.edu/tech/rss> This very technical resource will help you to further understand the RSS 2.0 standard.

www.feedsyndicator.com This web based service makes the syndication process very simple. If you are publishing a RSS feed you will want to make it easily available to other content publishers and webmasters to put your feed on their website. You can also put any feed on the planet on your website by simply copy and pasting a small piece of java or PHP code. Try this service out for free.

RSS University: Look under the News Icon on your Members Area Main Page. After you have been using the service for 2 weeks, we open access to this area for your account. The Courses info will not show until you have been using the service for 15 days. We don't want for you to get too overwhelmed with info right away. RSS University will have Audio & Video Classes and Seminars to assist you in maximizing the full potential of your RSS Feed.

www.prweb.com You will want to promote the fact your website now offer a RSS Feed with a press release. This fact is definitely newsworthy of a press release. This will help raise awareness of your feed and can greatly increase the readership of your feed. If you are not sure where to do this you may want to try them out, they offer a very inexpensive way to issue press releases for about 20 dollars. Your press release will get in front of the media & show up in the search engines depending on your level of sponsorship.

Support

If you have support issues with your account you can email our customer support team. We will respond to your question within 24 hours, typically much sooner. We want to make your experience with MY RSS Creator.com a positive one. support@myrsscreator.com

Tell a friend about our service and help spread the word. We thank you for your patronage and value you as a member of our service.



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