# "BLOGS AND RSS REVEALED"

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**www.marketing-rampage-with-blogs-and-rss.com**

**www.blogs-and-rss-revealed.com**

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# ABOUT THE AUTHOR

Brandon is the author of best selling Video E-book, "Marketing Rampage With Blogs and RSS", that teaches online businesses owners strategies of getting more free targeted traffic and more sales without additional advertising costs, as well as increasing search engine rankings and obtaining free listings in Google, Yahoo and MSN, by using Blogs and RSS.

This is Brandon's second product, and this e-book was the result of a Webcast session Brandon conducted with his subscribers, in which he answers more than thirty pressing questions on Blogs and RSS.

In his free time, Brandon can be seen sipping coffee at the local coffee shops in his neighborhood, enjoying his time out in the open, and perhaps thinking of the next product to create…

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# INTRODUCTION

The e-book, **"Blogs And RSS Revealed"** came about from a Webcast I conducted with my subscribers in which I answered their most pressing questions on Blogs and RSS.

There are more than thirty questions altogether in this e-book, including a Bonus section in which I answer additional questions from my subscribers.

Here are just some of the questions I answered:

- Why would you use Blogs instead of a website?
- How do you drive traffic to your Blog?
- How do you create multiple income streams from a Blog?
- RSS explained in the simplest form
- The fastest and easiest way to create RSS feeds
- Ways you can skyrocket your affiliate income with RSS feeds & Blogs
- And much much more.

I had a fun time recording the Webcast and writing this e-book, and I hope you'll enjoy learning from this e-book and listening to the audios.

With that said and done, let's move on to the first question…

Brandon

Author, Blogs and RSS Consultant

# Blogs and RSS Revealed

**by Brandon Hong, author of Video e-book**

**"Marketing Rampage with Blogs and RSS"**

# BLOGS

**1. (a) I don't know how to build Blogs**

**(b) What is the easiest way to get started blogging?**

The easiest way to get started blogging would be to sign up a free account with Blogger (www.Blogger.com). Creating your account with Blogger is a simple three step process.

In step 1, you provide some information about yourself.

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In step 2, you name your Blog.

Finally in step 3, you choose your template.

Once you have completed steps 1 to 3, your Blog is created and you can start posting to your Blog.

Creating and starting a blog is easy, however, a blog is an integral part of your overall marketing strategy. Hence before you start your own Blog, it is vital that you plan the objectives for your Blog. You need to answer the following questions, such as

- What do you want to do with your Blog?
- How often do you want to publish to your Blog?
- Do you want to allow comments?
- Are you going to host your own Blog and so on.

In my **video e-book**, I discuss in depth the objective and purpose of your Blog, so that you can plan accordingly before starting one. I also show you how to avoid the most common blogging mistakes as well as providing you with some good blog examples to show you how they are being used in various businesses so you can learn and model them.

## 2. Where can I get the "nuts & bolts" step by step installation of Blogs on my web host?

I would presume that you want your index page, such as www.brandon-hong.com to be the Blog itself.

If you're using services like TypePad or Blogger, there is really nothing to install as everything is web-based and can be managed from within your account once you logged in.

If you're using Blogger, you can host your own Blog, either as your home page or in a separate directory. Hosting your own Blog in your own we hosting account can be a rather technical task if you're not familiar with the process. I have created a set of videos to explain this process in my video e-book.

If you want to let Blogger host your Blog for you, then you just need to specify the name of the address for your Blog in step 2 when creating your account with Blogger. (please refer screen shots in Question 1 again).

If you're using MoveableType or Wordpress and want to install it yourself, you could refer to the installation instructions on the respective websites.

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**3. Why would you use Blogs instead of a web site?**

You can definitely continue using a website in your online business.

Combining a website and a Blog however offer a number of superior advantages in terms of traffic generation, marketing and efficiency which a stand-alone website cannot do.

**(a) Automatic push-button publishing.**

Blogs are the easiest and cheapest way to have an online presence. For example, if you're using Blogger, your Blog is hosted free by Blogger. Blogs allow you to publish your website without the need to know about any technical or programming issues such as HTML, FrontPage, FTP and so on.

Blogs provide a simple editorial interface. All you need to do is write your content, and publish it just by clicking the 'publish' button in most cases, and you're done.

**(b) Fosters relationship building, trust and 'stickyness'**

Unlike websites, which are static, Blogs allows interaction between you and your readers. Blogs have a commenting function, and if turned on, it allows readers and visitors to post their comments, thoughts or opinions to a particular article you have written.

Constant interaction with your readers builds a feeling of community and 'stickyness' factor. You can then recommend products more easily to them, and they would be more ready and willing to accept your product or services.

**(c) Increase search engine ranking**

Almost every major search engine has a software program called a 'bot' that searches or 'spiders' websites online to find new content which it can then bring back to update the search engine databases.

Basically what this means is the more frequently you update your site, the more frequently the search engine 'bot' will visit your site, and this helps to boost your search engine rankings.

If you make regular postings to your Blog, you can be sure that search engines will visit your Blog again and again.

You can then place links of your other websites in your Blog and these will get indexed quickly by the search engines.

Of course you could also update your existing web site with new content, but you would have to go through a more technical process, that of using an HTML editor or FrontPage and uploading through FTP and so on.

**(d) Free listing in Google, Yahoo and MSN**

The traditional way of getting your website listed in these three major search engines: Google, Yahoo and MSN is slow and inefficient.

A listing in Yahoo directory alone would cost you $299.

However, with the inclusion of RSS feeds by these search engines, you can now gain a 'backdoor' listing which is legal and free. If you have an RSS feed, you can have it included in Yahoo and MSN and your website will be immediately listed in these major search engines within 24 hours!

My **video e-book** shows you the step-by-step process on how to do this.

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**(e) Syndication Power**

The most powerful feature of a Blog is its syndication function. Blogs can be turned into RSS feeds, and most Blogging service providers have this built-in function.

It is just a matter of turning it on from within your account.

Once it's turned into an RSS feed, you can syndicate your Blog contents by:

- Submitting to the major RSS directories and search engines like Yahoo and MSN, gaining free exposure and free traffic
- Allow other website owners to publish your feed on their sites, again, getting free traffic you otherwise will not have
- Gain new readers, subscribers and potential clients by letting them subscribe to your RSS feed via a newsreader

**4. Is there a simple three step process to put it all together?**

I'm not sure if the reader is asking me whether there is a simple three step process to put the Blog together or to put the RSS feed together.

If you want to create a Blog, yes, there is a simple three step process to put it together, by using Blogger (www.Blogger.com). I've discussed these steps in detail in Question 1, so please refer to it again.

The same goes for an RSS feed, you can also create one easily by using **"MyRSSCreator"** a feed creation and submission service. I'll discuss more on RSS feed creation in the second half of this e-book. (Question 24)

**5. I have one or two Blog themes I plan to start, but do not have a product related at this time. The objective is to develop a list and discussion. Any thoughts on income generation before a product is ready?**

You can search for products that match your Blog theme easily on Clickbank, or Commission Junction. If your Blog is on fitness and health, you can add products related to this theme on your Blog.

You don't need to have your own product to start an online business.

Besides marketing products on your Blog, you can also generate income through Google Adsense, though to be practical, you really need to have good content, and lots of traffic so as to attract readership to your Blog.

After all, to generate income from Google Adsense, you need to have people clicking on the ad in Adsense itself, and that's why you need traffic and readership.

**6. I have been blogging and pinging my Blog for a week. Does it still help?**

Of course. In fact, a Blog is only useful for increasing search engine rankings so long as you update it.

The reason is because, by making regular postings to your Blog, you provide new and fresh content (and preferably content with targeted keywords), and this encourages 'search engine bots' to visit your site more often.

**7. I want to know how to create some income from my Blog**

A Blog by itself will not generate any income for you.

In order to generate an income from your Blog, you need targeted traffic or readers to your Blog and good quality content.

You need readers for your Blog, because these are the people who will click on the Google Adsense or purchases something based on your recommendations on your Blog.

Content comes into play because you want these same visitors to return again and again, not just one time. In Question 22, I reveal up to ten ways of driving massive traffic to your Blog.

Once you have content and traffic, you can then monetize your Blog in a few ways such as Google Adsense, Blog advertisements, product recommendations and so on.

In my **videos "Marketing Rampage With Blogs and RSS",** I reveal up to nine ways on how you can monetize your Blog.

**8. How can I blog about cats and make money doing it?**

Well, you can have a Blog just centered on cats, and provide advice and tips on cat related issues.

You might want to select a sub-niche within the 'cats' category instead of just the broad category of 'cats'. For example "Persian Cats" would be a sub-niche. Again, you can make money either from marketing your own or other people's cat related products and from advertising through Google Adsense as well as Rss advertising.

If you're already a cat owner, then perhaps you have some experience and knowledge when it comes to breeding and looking after cats which you can share with existing and would be cat owners.

You can share your experience on your Blog in your Blog postings. The easiest way would be to put yourself in the other person's shoes and ask yourself questions a cat owner (or would be cat owners) would ask such as:

- For first time cat owners, what are the critical and vital 'must-know' information they must learn, for example, how often to feed them, when to feed, type of cat food, (dry or canned) and so on.

  Is there some guide that they should get, for example, an e-book? (Here's your chance to make money by recommending suitable products!)

- How often do you need to bathe cat and how do you go about doing it? (Again, notice how at this juncture you can start to recommend products used for bathing cats?)

- What about people who are thinking of buying cats? Can you direct them to some cat breeders?

This way, you can provide valuable content and position yourself as the 'expert' on cats. At the same time, the products recommended are in relation to cat owner's questions and hence perceived as solutions to cat owners issues or problems, and not so much like advertising.

**9. I am a practicing 'Shaman' and am thinking of making it easier for other people to contact me and other healers, by using a Blog with possibly RSS feeds to give information on instant updates to specific problems. What do you think of the idea and how do I set one up in the best and most useful way?**

(Question edited to shorten it, though is still pretty long <smile>)

I definitely support and encourage that you use Blogs to stay in touch with your readers, clients and associates. Publishing to your Blog is exceptionally simple. For example, if you're using Blogger, just login to your account, create a new post, type your content and click 'publish' to have your contents instantly published and uploaded.

It can't get simpler than this.

Your clients and colleagues (or associates) can easily reply to you using the commenting feature found on Blogs. You can also be instantly notified when someone comments on your Blog if you turn on this feature.

In addition, by turning your Blog into an RSS feed, you can let your readers, clients and associates subscribe to this feed using either a web-based newsreader like Bloglines or MyYahoo, or a desktop newsreader, providing another medium to communicate with them.

(Another word for an RSS reader is called newsreader)

This way, once you make a new posting to your Blog, your subscribers will know and receive the latest updates once they log in to their web-based newsreader or when they open up their desktop newsreader application.

**10. How do I use my Blog and RSS feeds to attract others with large lists to do a joint venture.**

First of all, Blogs and RSS feeds compliment existing and established marketing tactics available such as pay-per-click, banner ads, joint ventures, classifieds, article writing and so on.

You can use Blogs as a publicity tool, a branding tool, among others, however, whether you are able to get marketers with large lists to do a joint venture with you depends on many factors, such as your background, credibility, relationship, etc, not just having a Blog.

**11. I want to get more people to sign up for a free informational tele-seminar that I have, should I be setting up a Blog or an RSS feed?**

Again, I notice that most readers are still not clear about the relationship between a Blog or and RSS feed.

You can create an RSS feed either from

a) existing web site content
b) a Blog
c) from scratch

If you already have a list and you want to build a stronger relationship with them, I recommend you start and maintain a Blog, and if your Blog is not your home page, then you should have links directing the visitors to your web sites.

With a Blog, you can turn it into an RSS feed and submit to RSS directories, as well as let your present and future readers subscribe to it. This way, they will know about your upcoming tele-seminar.

**12. What is the best option to build a receptive list to what you offer? An e-zine or a blog, or is it some strategy that uses both?**

Building a receptive list is an issue of developing, cultivating and nurturing the relationship with people on your list.

Before the invention and creation of Blogs, the name ‘e-zine’ or newsletter basically refers to your content, announcements, offering, etc. that you send to your subscribers as a way to keep in touch with them.

Before the advent of Blogs, marketers and businesses use e-zines or newsletters to keep in touch and build relationship with their subscribers. E-zines were delivered as e-mail either in text or html version or simply uploaded as a web page to a web site.

However, e-zine is static, whereas with Blogs, you can finally have a means of ‘talking’ to your subscribers, because Blogs allow commenting. Blogs have a commenting feature enabling your readers to post their replies to your Blog postings, and this promotes interaction and offers a quicker and faster way for relationship building.

**13. Do blogging sites have size limits for blogs that they don’t tell us about or perhaps they don’t even know about?**

Blogging service providers which charge a monthly fee, such as TypePad, would have a file size limit on your account. You can find out more at the blogging service providers’ web sites.

**14. Where can I find Blog directories or how could I create one? How would one create Blog directories in specific niche markets?**

To me, Blog directories can mean two things:

(a) Blog directories that accept blog submissions
(b) Blogs which focus on a niche topic/market and has a collection of associated Blog links, also known as blogrolls.

To find type (a) Blog directories, just type the phrase 'blog directories' in the search engine and you'll see a list of results returned.

To find Blog directories centered on a specific or niche topic, you will type in a targeted search phrase, such as 'business blogs'.

As to how you can create your Blog directories in a specific niche markets, it would very much boil down to the seven letter word: **Content**

Here's a resource that can help you build targeted niche sites quickly called **Article Equalizer.**

**Article Equalizer** helps you to quickly and easily locate relevant and targeted content (articles) for your subject area or your niche. It pulls these articles out and turns them into pages that you can upload immediately without any programming or time consuming research on your part.

This way you build niche sites quickly and save time without having to write the articles yourself. All you need to do is provide content, and it doesn't matter who writes it. From here, you can then suggest and recommend solutions or products related to your niche.

**15. If I publish the same blog as both pages from my website and as an RSS feed, will the Search engines penalize me and drop me from their listings?**

You will not get penalized for publishing a Blog and turning your Blog contents into an RSS feed. Period.

**16. Is it better to have a Blog on your own site rather than a free Blog service? And, if so, why?**

It is definitely better to host your own Blog in the long term, and I'll give you a few reasons:

**To help with search engine rankings:**

Take the example of Blogger. You can create a free account with Blogger, and they will even host it for free for you.

You can also include links to your web site or domain name in your Blog postings.

However, for effective spidering by Google, I have found out that hosting your own Blog on your own domain name actually improves your search engine ranking.

**For branding and advertising purpose:**

If you host your own Blog on your own domain name, or if you host your Blog on a separate folder on your domain name, for example www.brandon-hong.com/blog or www.marketing-rampage-with-blogs-and-rss.com/blog then you can include your Blog Url (which is hosted on your own domain) in your e-mail signature file, in your e-zines / newsletters, on your business card and so on.

However, if you don't host your own blog and use a free service like Blogger, it will be hosted with Blogspot.com and your blog URL will look like this:
http://blogname.blogspot.com

It will have a 'blogspot' extension, and this doesn't really help create a 'mind awarenesss' or 'brand awareness' to your potential clients, since the name 'blogspot' is not your own domain name.

**Promote trust, and increase sales**

Having your own blog on your own domain looks more professional and builds credibility. If you're promoting products as an affiliate, this builds confidence and trust and increases the possibility of your reader making that purchase.

If you're serious about your online business in the long term, you absolutely must have your own domain. Besides, domain names are pretty cheap nowadays.

I mean, after all, will anyone do business with someone who doesn't even have a domain name?

Get the picture?

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# RSS

**17. I don't understand RSS feeds at all**

I'll explain what RSS feeds are in the simplest manner to you.

Take the example of a radio station. A radio station has many channels, such as jazz, pop, rock, classical and so on.

Once the radio station has created these channels, it merely broadcasts each channel out with the relevant musical content in them.

Anyone who wishes to listen to a particular type of music just needs to tune into that specific channel.

For example, if someone wants to listen to classical music, he or she tunes into the classical channel.

If there was no broadcast technology, the radio station would have to deliver a CD containing that day's radio programs and send out to tens of thousands of people each day. Not very practical right?

Or perhaps the listener would have to go out and get the CD containing the radio station's recorded programs for that day. Again, not very practical.

RSS feeds are like the channels of a radio station, with different types of topics, for example, personal development, jokes, marketing, investment tips, trading techniques, etc.

All that the online user needs to do to obtain the information is to subscribe to the RSS feed, and this is similar to ‘tuning in’ to a radio station.

Do you begin to understand now? I do hope so.

**18. Why do RSS and Blogs go together?**

This question asks what is the connection between Blogs and RSS and why do they seem to ‘go together’.

Blogs are after all, a form of content management system and is the easiest way to get your articles and other content online. Blogs and RSS go together because Blogs has a built in syndication function which can turn the Blog contents into RSS feeds.

That’s why Blogs and RSS go hand-in-hand because most people publish their content using a Blog, turn the syndication function on within their Blog account, and syndicate their content using RSS.

**19. Which of the 'two' (Blogs and RSS) have the widest audience.**

The answer would be Blogs.

Blogs was named word of the year in 2004 by a few organizations, among them the Miriam Webster dictionary.

In a survey conducted by ***Pew Internet and American Life Project***, it was found that Blog readership shot up 58% in 2004. That means **32 million** Americans are Blog readers.

You can download the survey by *Pew Internet* here.
(Take note this is a non-profit organization and hence you can't sell this report, it is only meant as a reference)

5% of American Internet users (6 million) say they use RSS newsreaders to get their news.

From this survey, it can be seen that at the moment, Blogs seem to have a wider reach (in terms of readership).

**20. Is there an RSS reader that reads all forms of RSS feeds?**

In general, most RSS readers are able to read the different forms of RSS feeds.

You can easily do a search for newsreaders with the search engines by typing in the search phrase 'rss newsreaders'. There are quite a number of newsreaders out there in the market.

In my video e-book, I recommend the software **"Tristana"**. **Download Free newsreader software here.**

**21. What is my referral link? I want to share this information with people that work from home or operate home based business.**

Thank you for asking this question.

To sign up as an **Affiliate of "Marketing Rampage with Blogs and RSS VIDEO E-book"**, **click here.**

**22. (a) What is the best technique to drive traffic to my blogs and RSS feeds?**

**(b) How do I get people to visit my Blog?**

First of all, I would like to qualify that 'best technique' is really subjective, and it very much depends on the results you get from testing.

One technique might work better in one case, but perform poorly in another situation.

Also, I would like to break down the question here into two parts, driving traffic to a Blog and driving traffic to an RSS feed.

They sound similar, however, there is a distinct difference and you need to understand this difference so that you know how to apply the right technique to achieve your desired results.

RSS feeds, if you understand by now from my previous explanations, can be created from your existing web site content as well as from your Blog.

An RSS feed on its own cannot be read without special software called an RSS newsreader. RSS newsreaders can be either web-based, or desktop based, and I explain this fully in my video e-book, **"Marketing Rampage with Blogs and RSS".**

So if you're talking about 'how to drive traffic to your RSS feed', basically I would interpret it as getting more people to read your RSS feed, which is either linked to your Blog or your web site.

**Let's discuss about 10 different ways of driving traffic to your Blog first.**

- **The first basic thing you need to do to drive traffic to your Blog is to submit your Blog to the various Blog directories in the proper categories.**

Blog directories are a compilation of blogs, categorized according to the subject/topic of interest, such as business, arts, religion and so on. Some of these Blog directories receive a lot of visitors every day, just looking for a particular Blog to subscribe to.

Hence by submitting your Blog to these directories in the relevant categories, you can expose your Blog to these visitors and potential subscribers who might be attracted to your Blog for its content, and this way you get an increase in traffic.

Take note that the submission process for each Blog directory is different in the sense that the information required varies from one Blog directory to the next.

For example, if you submit your Blog to Blograma (www.blograma.com), you would have to enter very detailed information about your Blog such as Blog name, Blog URL, Blog category, Blog description, e-mail, password and so on.

Another Blog directory might just ask for less detailed information, such as Blog name and URL.

I have compiled a list of Blog directories with the direct URL submission link as well as the information you need to submit, and as a client of my video e-book, **"Marketing Rampage with Blogs and RSS"**, you will have access to this directory compilation.

The process can be a bit time consuming, so if you want to save time, you might want to outsource it (e.g. get a student to do it).

- **Second method of increasing traffic to your Blog would be to join a Blog network, such as BlogExplosion (www.BlogExplosion.com)**

BlogExplosion is a network of Blogs, again, categorized according to the topic of discussion. It works on the concept of Blog exchange system, whereby you read another person's Blog, and they in turn, visit your Blog.

It also has a multi-level viral marketing system whereby you earn credits for referring others to join the BlogExplosion network, and these credits can be exchanged for traffic.

- **If you have your own list, let them know about your Blog, and ask them to refer or tell their friends about it. You can also set up a reward system for your subscribers who refer people to your Blog.**

Here are some other methods you can use to drive traffic to your Blog.

- Use Pingomatic and 'ping' your Blog every time you publish to your Blog.

- Include your Blog address (Blog URL) in your e-mail signature file.

- If you are an existing e-zine publisher, you can also do the same, by including a link back to your Blog, or turn the Blog into an e-zine instead and ask them to visit your Blog to read your e-zine.

- If you're writing articles to promote yourself, do add your Blog URL as well.

- Include your Blog in your business cards, flyers or other promotional materials.

- Provide good content.

There is also a little known technique called "trackback", which basically means 'remote commenting'. Basically what trackback does is that it allows you to post a comment in response to a person's post, **not on that person's blog but on YOUR own blog.**

You then perform what is known as a 'trackback ping' to inform the other Blog owner that you have replied to his post. By participating and discussing about other people's Blogs using the trackback method, you can also drive traffic to your Blog.

Let's move on to discuss about driving traffic to your RSS feed.

Again, the very basic thing you need to first with an RSS feed is to submit it to the various RSS feed directories online.

RSS feed directories and Blog directories **are not the same thing.** To submit an RSS feed to RSS directories, you need to submit the URL or website address of the RSS feed, which is actually the location of an "XML" file.

For example, http://www.brandon-hong.com/blog/atom.xml

Whereas a Blog URL would take on this form:
http://www.brandon-hong.com/blog

Do you see the difference now?

Again, I have compiled a listing of RSS directories with the direct submission link for you to submit your RSS feeds, and you'll be able to access this listing if you are a client of **"Marketing Rampage with Blogs and RSS"**.

You can **automate** this process by using Steve Humphrey's **"MyRSSCreator"** service. What **"MyRSSCreator"** does is that it helps you to submit your RSS feed to the major RSS directories such as Feedster, Yahoo, Syndic8 and more with the click of a button.

All you need to do is just to enter the URL of your RSS feed and click 'submit'.

Here's a screenshot of how the automatic submission screen in **"MyRSSCreator"** looks like:

**23. I have a fairly mature Blog and having a lot of trouble getting emails delivered. I'm using a new RSS service now that seems to be doing better than my old autoresponder. How long will it be until RSS becomes mainstream for content delivery?**

No one can answer this question.

Right now there are 8 million RSS users (based on the *Pew Internet* survey in 2004). Firefox is gaining a lot of market share and it has feed reading capabilities.

News agency and magazines like CNN, BBC, Forbes have long used RSS feeds for publishing and you can now find the 'subscribe to Rss' buttons on these sites.

MSN and Yahoo are building their own feeds directory, and if Microsoft decides to build RSS feed reading capability into its Internet Explorer browser, to rival Firefox, that could really speed up the adoption of RSS and helping RSS become 'de-facto' for content delivery.

**24. The following questions are variations of the same issue, which is "How to create an RSS feed on your web site", and "How to integrate RSS feed on your site"**

**(a) How do you put RSS feeds in a membership site?**

**(b) How do you integrate an RSS feed into a web page or Blog?**

**(c) How do I put an RSS feed onto another one of my websites, to improve my search engine rankings?**

**(d) Which program should I use and how would I integrate a feed into my html pages on the fly?**

**(e) How do I seamlessly turn my main web site articles and other info pages into RSS feeds, and what are the important directories to submit them to in order to get maximum exposure?**

**(f) What's the easiest way to display my Blog headlines on my front page?**

Let me clarify a few things:

(a) You can create an RSS feed from a Blog
(b) You can also create an RSS feed from your existing web site which has articles and other content on it using **"MyRSSCreator"**
(c) You can also create an RSS feed from scratch, also by using **"MyRSSCreator"**

In my **videos**, I show you how to create an RSS feed from a Blog, by activating the syndication function.

To turn your web site articles or content into an RSS feed, the easiest way would be to use the RSS creation service called "**MyRSSCreator**".

It's a simple 4 step process:

**Step 1: You create your RSS Channel (RSS Feed)** by specifying the various fields.

(The user manual that comes with **MyRSSCreator** explains how to fill in the form fields)

**Step 2: You create your post.**

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**Step 3: You submit to the Search Engines.**

**Step 4: You copy the "RSS button" code and paste on your Blog (or site) for people to subscribe to your RSS feeds.**

**Click Here** to sign up with MyRSSCreator to create your RSS feeds on the fly**.**

**25. What's the fastest cheapest way to have an RSS feed from your web site?**

The easiest and fastest way would be to use Steve Humphrey's RSS feed creation service **MyRSSCreator**, and it's affordable at only $19.97 a month.

The process of creating the RSS feed is explained above in Question 24.

**26. How do I use RSS, Blogs and data feeds to 'skyrocket' my earnings on my Google Adsense links and affiliate links.**

Let's rephrase the question into more meaningful parts:

(a) using Blogs and RSS to increase earnings on Google Adsense
(b) using data feeds to increase affiliate earnings

To increase your earning on Google Adsense with your Blog, you need two main ingredients:

- Traffic
- Content

I've discussed in depth how you can start to drive and increase more traffic in one of the questions (Question 22).

As for content, you can either write it yourself or reprint other people's contents.

There are a number of sites that provide free articles for reprint like Yahoo Groups, E-zine Articles and so on.

Alternatively, you can also use the latest software from Jeff Alderson called **Article Equalizer**, which allows you to quickly and easily locate relevant and targeted content (articles) for your subject area or your niche. It pulls these articles out and turns them into pages that you can upload immediately without any programming or time consuming research on your part. Very useful for building niche sites. **Click here to learn more about Article Equalizer.**

Read on to find out how you can increase your affiliate earnings using data feeds in Q27.

**27. Since many of the RSS feeds are not to be used for commercial purposes, where do we find feeds which can be used with money making sites in various niches? This of course would be incoming feeds to add to web site content and search engine ranking.**
**Or am I missing the whole point?**

RSS feeds can be and are being used for commercial purposes, unlike what you believe. You can advertise your RSS feeds with advertisers such as:

- Pheedo (www.pheedo.com),
- BlogAds (www.BlogAds.com),
- CrispAds (www.crispads.com) and so on.

You can find feeds for money making sites from various Merchants which offer data feeds.

First of all what is a data feed?

A data feed is basically a database file that contains relevant information about a product from a retailer who offers an affiliate program, such as:

- Product name
- Product description
- Product image
- Product price, etc

Some providers such as Commission Junction charge a fee for you to register as a data feed user. Once registered, you'll be able to access to hundreds of data feeds at no additional cost.

You can find certain software in the market that allows you to display these data feeds on your sites, with your affiliate link inside them. However, the learning curve for such software is quite steep.

Luckily, thanks to Mark Hendricks ("12 days of Christmas" fame) and Frank Sousa, they have come up with an excellent piece of software called **Secret Money Generator** that will instantly build thousands of pages and each page is packed with 100% relevant content, product descriptions, product photos and most importantly **YOUR** affiliate links.

And it's legal, meaning your site won't be banned by Search Engines. After all, you're only displaying the detailed information about the product.

For example, let's say you want to build a website based around a Sports theme.

Instead of building each page by hand, all you need to do is to take the data feeds from retailers, input into the software and start generating the pages immediately.

Using the following three retailers that offer sports related merchandise, you can literally generate over 129,000 pages of static web pages which contain your affiliate links to the products as well.

- **SportChalet - 47,450 items**
- **The Sports Authority - 51,440 items**
- **San Diego Chargers - 30,600 items**

This is the one piece of software you don't want your competitors to know about, because it's YOUR **Secret Money Generator.**

You can customize the pages to match the look and feel of your existing site, and add your additional targeted content.

When I saw the themed affiliate sites created by **Secret Money Generator**, I was totally dumbfounded. The potential of what you can do with this software is *HUGE*.

You can see more of the **Secret Money Generator** in action as there is a demo version on this page. Click here to demo **Secret Money Generator**.

**28. How do I get my feed onto another website of mine, to increase the search engine ranking by making it appear frequently updated?**

You can use **RSS Equalizer**. This software allows you to display RSS feeds on your site, and keeps your site constantly updated with fresh content, as the RSS feeds change.

# BONUS QUESTIONS

**1. Do you recommend Wordpress over Blogger and why?**

I would say it depends on what you need.

If you want to organize a lot of your postings under specific categories, then WordPress is a better choice.

For example, let's say you are in the personal development industry, specializing in a certain niche like Law of Attraction, or Hypnotherapy, or Neuro Linguistic Programming.

Let's take the example of Law of Attraction. For someone who first discovered the term "Law of Attraction", they might want to start off with the definition of "Law of Attraction".

Instead of browsing for articles looking for a definition of "Law of Attraction", they could go straight to a category called "What is Law of Attraction".

For someone who already knows what "Law of Attraction" is, you might create additional categories answering specific questions, for example "How To Use Law of Attraction in Business" for business owners, "Attract Your Ideal Mate" for singles who are looking for a partner and even a "miscellaneous" category for discussions which don't seem to fall under any specific categories.

Continuing with the example of the personal development industry, the same applies if you specialize in Neuro Linguistic Programming (NLP), Hypnotherapy, Yoga and so on.

The major disadvantage of Blogger is that it does not support categories, meaning you cannot organize your postings according to the relevant categories.

Wordpress is a more advanced content management system and blogging software. The software itself is free, however, you'll need to know how to install it and if you are 'technically challenged', you might just want to get a programmer to do it for you.

There are also a lot of users developing templates for Wordpress, which you can use to customize the look of your Blog. You can also get a programmer or web designer to customize the layout for you. They will need to know how to use CSS or *Cascading Style Sheet*.

So coming back to the question again, it really depends on your needs, the objectives of your Blog.

Blogger is an easy to use blogging tool but it lacks support for category management, and it would be really great if they can add this feature to their blogging service.

**2. I have many websites in many different niches. How would you suggest I decide which ones to create a Blog for as it seems too time-consuming to have a Blog for every site?**

Let me ask you these questions in return:

- First of all, what is your objective of having a Blog?
- Secondly, do you need a Blog for every site?
- What is your business model for your niche sites?

Seriously I don't think you need a Blog for every niche site you have, especially if your niche sites are related. All you have to do is to set up one Blog with links to your other niche sites, if these niches are related.

If your niches are not related, then let's take a look at your revenue model.

If your revenue model for your niche sites is based on a single page sales letter, (or what is commonly known as a mini-site) and you're making money from it, then you might not need a Blog at all.

It also depends on how you are communicating with your existing lists which I presume are segmented into different market niches, since you told me you have many niche sites.

You might have a list which falls under 'internet marketing' for people who are interested in online marketing, and another list which falls under 'cats' for cat owners.

If you are presently communicating with them via a newsletter delivered by e-mail, and it works fine, then you might not need to have a Blog at all.

However, if you find that your list is not very responsive and you want to build a stronger relationship with your list, then you might consider operating a Blog, since a Blog allows interaction between you and your subscribers.

Let me continue on the revenue model for your niche sites. If your niche sites revenue model is based on Adsense advertising and you put up a lot of articles, then you might consider switching to a Blog using an advanced content management and blogging software like Typepad or MovableType.

The reason for this is because it allows you to continue to post articles in their relevant categories, and also gives you the added syndication power of RSS.

**3. I would like to use Blogs to help increase awareness of our web site and increase visits and sales. Can I use Blogs for specials, advertisements, etc? I am not sure how to get the Blog out there either.**

You can definitely use your Blog for specials, advertisements and any other marketing objective. You can make a posting on the special offer or advertisement and you can announce it by 'pinging' the important Blog directories.

There is a service called 'pingomatic' and basically what it does is it will announce to the major Blog directories that you have just updated your Blog and made a posting.

**4. Does bringing in RSS and data feeds into my web site from other websites really boost my rankings in the free search engines? Would it boost my rankings even more if I set up my own RSS feed?**

Definitely, search engine ranking depends on a lot of factors, and one of them is fresh targeted and relevant content.

Bringing in RSS feeds from other websites into your own site ensures that your site is constantly kept updated and as a result, 'search engine bots' will visit and index your site and pages more frequently.

If you want to set up your own RSS feed, you can use Steve Humphrey's **MyRSSCreator.** (refer to my earlier discussion on this)

If you want to display other people's RSS feeds on your sites and generate lots of pages with RSS feed headlines, then **RSS Equalizer** is the answer.

**5. What is the best way to generate outside links from a Blog to my website for search engine optimization purposes?**

I'll share two ways of generating incoming links from a Blog to your own site.

First of all, you can use the commenting feature found in other people's Blogs, and provide useful comment with a link back to your site (or Blog).

Most commenting features found on a Blog will allow you to insert your web site link in the comment.

This way you technically have other people linking back to you, without having to spend time asking for permission and waiting.

However, do exercise proper ethics and provide helpful and useful comments, not just because you want to have a link on that person's Blog.

Another way to obtain links to your Blog or site would be to contact the Blog owner serving a similar market and ask him to include links to your Blog. You might have seen Blogs with lots of links to other people's Blogs which discuss similar topics, for example 'home based business'. These are known as 'blogrolls'.

# RESOURCE PAGE

## 1. Marketing Rampage With Blogs and RSS Videos

Complete video tutorials on Blog creation, Blog publishing, hosting your Blog, posting photos to your Blog, How to Ping, RSS feed creation, RSS feed submission to Yahoo (and save $299!), MSN, RSS feed research and more.

## 2. MyRSSCreator

A web based service that allows you to create your RSS feeds on the fly. It also has an in built automatic submission system which helps to submit your RSS feeds to the RSS directories, as well as automatic generation of RSS buttons to allow your visitors and subscribers to subscribe to your Blog.

## 3. Smart Money Generator Software

You choose the type of niche market you want to serve, the merchant, the affiliate payout from thousands of data feeds available and input it into this software. The software will instantly and automatically create content rich web pages (up to thousands of pages) for YOU with your affiliate links in them.

It's one of the fastest ways to build and expand your affiliate marketing business.

## 4. Article Equalizer Software

Article Equalizer helps you to quickly and easily locate relevant and targeted content (articles) for your subject area or your niche. It pulls these articles out and turns them into pages that you can upload immediately without any programming or time consuming research on your part.

Very useful for building niche sites

## 5. RSS Equalizer Software

This software allows you to display RSS feeds on your site, and keeps your site constantly updated with fresh content, as these RSS feeds change.

The difference between this and Article Equalizer is, Article Equalizer generates static pages based on relevant content sourced mainly from articles, whereas the pages created by RSS Equalizer are dynamic because the RSS feed headlines changes as those feeds are updated by the individual publishers.

## 6. Tristana Reader

This is a lightweight RSS reader software that is user friendly, easy to install and support most versions of RSS. The latest version is also iPod friendly, so good news for iPod users and fans.

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# MAKE MONEY COMPLETELY ON AUTO PILOT

You can **customize** all the links to the recommended products and services in this e-book and get paid once someone signs up for the solutions (product or service) recommended in this e-book.

Furthermore Blogs and RSS remain a **HOT** topic, and will continue to be so in 2005 and throughout 2006 and probably beyond. It's a no-brainer winning deal for you and me.

**TIME SENSITIVE INFORMATION**

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**Do You Want To Make Money Completely On Autopilot?**

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Wishing You Success,

Brandon Hong

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