

RSS Brings You Unlimited Worldwide Attention

The question isn't what can RSS do – it's what can't it do. In a nutshell, it's a marketer's dream. It's basically the biggest invention since the internet.

Imagine being able to increase your online visibility to an unlimited capacity - virtually for free!

So what's all this hoopla about? What exactly is RSS? It's basically taking blogging to new heights, but it's not personal, it's business. Instead of posting the latest on your cat's misadventures, smart companies are realizing the myriad of applications and publishing their press releases, product updates, savings coupons, white pages, newsletters and more.

The best advantage of all is that '*message sent*' will always be '*message received*'

Unlike email marketing that encounters spam filters galore, this is a 100% opt-in method that's guaranteed to reach your audience.

RSS shortens the sales cycle, builds relationships, and takes you directly to viewers who are already interested in hearing your message on a regular basis.

How Does it Work?

1. You enter information into your blog.
2. The blog converts it to an RSS feed file.
3. Search engines and directories are alerted of new content and send spiders out to index and update.
4. Users that have subscribed to your RSS feed are alerted of new content.
5. Your syndicates are updated
6. Your RSS file is available on search engines, increasing links back to you.