

Index

• Symbols & Numerics •

& (ampersand), escaping, 139
<> (angle brackets)
 enclosing tags, 118, 137
 escaping, 139
' (apostrophe, single quote), escaping, 139
" (double quote), escaping, 139
/ (forward slash), in closing tag, 118
> (greater than sign), escaping, 139
< (less than sign), escaping, 139
_ (underscore), in filenames, 153
2ndSight Incorporated Web site, 266
100 Best Free Webspace Web site, 295

• A •

AceFTP Pro 3.61 software, 303
AceFTP 3.0 software, 303
Active Refresh software, 37
Active Server Pages (ASP), creating RSS
 feeds with, 161
Adobe GoLive, 298
ads
 in blogs, 88–89
 in RSS feeds, 22
 in Web site, 108, 265–266
Adsense ads, Google, 88
“Advertisers Muscle into RSS”, 277
affiliate programs, 266–268
aggregating information, 12–14
aggregator, 10. *See also* RSS readers
alerts for new RSS feeds, 59
“All About RSS. Can It Save Email
 Marketing?”, 282
Amazon associates, 89, 108, 267
Amazon Web site, RSS feeds used by, 24
Amazon.com Syndicated Content Web
 site, 279
& ; encoding, 139
ampersand (&), escaping, 139
AmphetaDesk software, 36, 248–249
Analog software, 265
Andreesen, Marc (developed Mosaic and
 Netscape), 68
angle brackets (<>)
 enclosing tags, 118, 137
 escaping, 139
' ; encoding, 139
apostrophe, single quote (‘), escaping, 139
Arachnophilia software, 298
articles about RSS. *See* publications
articles, writing, 272
ASP (Active Server Pages), creating RSS
 feeds with, 161
Atom buttons, 46–47
The Atom Enabled Directory Web site, 289
Atom format
 converting to RSS, 289
 definition of, 149–151
 history of, 19
 reasons for using, 114, 115
 specifications for, 150, 275
 template for, 150–151
 tools for, 289
Atom2RSS service, 289
audience of RSS feed. *See also* subscribers
 (readers)
 choosing, 92
 employees or colleagues, 97–98
 existing customers, 96–97
 new customers, 95–96

audio files in RSS feeds. *See* podcasts
 audio services, 195–196
 Audioblog audio service, 195
 Audioblogger audio service, 195
 Audlink audio service, 195
 <author> tag, 147
 auto-discovery, 223–224
 AWStats software, 265

• B •

bandwidth, affecting length of description,
 93, 94
 Barger, Jorn (coined the term Weblog), 68
 Barnes, Tom (“RSS: Marketing’s Next Big
 Thing”), 282
 Barnett, Alex (“Email v RSS, Let Us Move
 On...”), 282
 Berners-Lee, Tim (developed World Wide
 Web), 13, 68
 BestFTP Explorer 2000 5.0 software, 304
 BeTuitive Marketing Web site, 23–24
 Blog Search Engine blog directory, 90, 275
 Blogads, ads from, 89
 Blogdex blog directory, 90
 BlogDigger Web site, 50, 286
 Blogger.com blogging service, 72–75,
 88, 160
 Bloglines Web-based reader
 creating blogs in, 80–83
 creating clippings in, 62
 definition of, 32, 183, 249–250
 podcasts supported by, 287
 BlogMatrix Jäger 1.6 software, 186, 287
 blogs
 ads in, 88–89
 archiving, 87
 blogging service for, choosing, 70–72
 book about, 2, 70
 comments from readers about, 69, 71, 74,
 79, 84, 253
 communities created by, 71, 77, 271
 content of, 84–85, 87–88
 creating
 with Blogger.com service, 72–75
 with Bloglines Web-based reader, 80–83
 in HTML editor, 85–86
 with LiveJournal.com service, 75–77
 with Movable Type service, 78–80
 with MSN Spaces service, 83–84
 RSS feeds from, 102, 160
 with TypePad service, 78–80
 on Web server, 71
 definition of, 67
 directories of, 90, 221
 donations for, 89
 history of, 68–69
 maintaining, 86–89
 marketing Web site in, 271–272
 parts of, 69
 publicizing with RSS, 20–21, 89–90
 as resource for RSS content, 101–102
Blogs For Dummies (Gardner), 2
 Blogstreet blog directory, 90, 102, 275
 BlogStreet Go XML service, 165
 Blogwise blog directory, 90
 Blood, Rebecca, history of blogging by, 68
 blue buttons, 46–47
 body of RSS feed, 56, 58
 Boingboing directory, 275
 bookmarks, 117, 212
 books. *See* publications
 BottomFeeder software, 36
 Bradbury Software
 FeedDemon, 25, 36, 42, 250–251
 TopStyle, 298
 business. *See also* marketing
 external Web site for, RSS used in, 24–26
 internal uses of RSS, 26–29
 selling from Web site, 301–303
 buttons indicating podcasts, 187

buttons indicating RSS feeds
adding to Web site, 221–223
capturing URL for RSS feed from, 52–55
description of, 46–47
explaining RSS next to, 224–225
Buzz Marketing with Blogs For Dummies
(Gardner), 70

• C •

caching service for RSS feeds, 204
Cailliau, Robert (developed World Wide Web), 13
Cairns, Phillip (“Podcasting on a Budget”), 196
CaRP software, 243
<category> tag, 147
CBS MarketWatch Web site, 281
cell phone, reading RSS feeds from, 63–64
CGI scripts
accepting text input, 121
blogging tools requiring, 78
traffic statistics using, 208
Web host support for, 294
channel (feed). *See also* RSS feeds
components of, 118–122
definition of, 54
<channel> tag, 118, 140–141, 145
The Christian Science Monitor Web site, 279
Clip Blog feature, Bloglines, 81
clippings, creating, 62
CMS (content management system),
creating RSS feeds from, 160–161
colleagues, RSS content for, 97–98
comments from readers
blog features for, 69, 71, 74, 79, 84, 253
channel elements for, 121
creating online communities from, 271
evaluating RSS feed usefulness with, 206
as source of content, 87

communities, online, 71, 77, 270, 271
CompleteRSS directory, 275
CompleteRSS Web-based reader, 33, 220
Composer (Mozilla), 298
Composer (Netscape), 298
Congress.org Issues and Action page, 45
content management system (CMS),
creating RSS feeds from, 160–161
Content module, 19
content of RSS feed
accuracy of, 206
adding value to, 105–106
aggregating, 12–14
audience for, 92, 213
for blogs, 84–85, 87–88
clarity of, 206
collecting, requirements for, 10
communicating with employees or
colleagues, 97–98
complete text, when to use, 92–94, 216
copyright issues regarding, 101
for customers, 95–97
editing, 95
expertise as, 99–100
keeping current, 14, 206
links to complete text, when to use,
92–94, 204, 216–217
marketing information in, 107
news as, 98–99
opinions as, 99
organizing, 105, 207
press releases as, 107
producing, requirements for, 10
purpose of
designing Web site based on, 116–117
to market Web site, 106–107
writing content based on, 95–100, 213
resources for, 100–105
types of, 11–12
usefulness of, 206
writing principles regarding, 207

content of Web site, 298–301
 conventions used in this book, 2–3, 5–6
 copyright issues
 for MP3 files, 192
 for published news, 101
 republishing content from other Web sites, 232
 specifying copyright for RSS feed, 121
 Core FTP Lite 1.3 software, 304
 Crayon Web site, 103
Creating Web Pages For Dummies (Smith), 2
 Curry, Adam (developed podcasting), 180
 customers, RSS content for, 95–97. *See also* subscribers (readers)
 Cute FTP Home 6.0 software, 303

• D •

The Daily Source Code Web site, 180
 databases, creating RSS feeds from, 160–161, 289
 date formats, 148
 Daypop directory, 275
 Daypop Web site, 51, 286
 Dean, Howard, blog created by, 69
 “Derek Franklin’s Digital Laboratory” RSS feed, 278
 description of items in RSS feed
 complete text in, when to use, 92–94, 216
 definition of, 56
 tags for, 122
 description of RSS feed, tags for, 119
 <description> tag, 140–141, 148
 design of Web site, 116–117, 298–299
 Digital Podcast directory, 188
 directories, RSS
 finding RSS feeds with, 48–49
 list of, 275
 listing blogs on, 89–90, 221
 number of feeds in, 17–18

readers integrating with, 39, 56
 registering RSS feeds with, 219–221
 discussion groups
 about RSS, 288–289
 finding content in, 102
 marketing RSS feed in, 226
 marketing Web site in, 269
 as resource for RSS content, 102
 DMOZ, Open Directory Project, 262
 documents, managing with RSS, 28–29. *See also* files
 domain, registering for Web site, 291–293
 donations to blogs, 89
 Doppler Radio software, 186, 287
 Dornfest, Rael (developed RSS version 1.0), 19
 double quote (“), escaping, 139
 Dreamweaver (Macromedia), 297
 Drudge, Matt, blog created by, 69
 Dublin Core module, 19

• E •

e-commerce
 resources for, 301–303
 Web host support for, 294
 EditPlus Text Editor, 298
 e-mail
 converting to RSS, 171–174
 history of, 13
 reading RSS feeds, 21
 RSS feed links in e-mail signature, 226
 sending RSS feeds in, 61
 Web host support for, 294
 Web site links in e-mail signature, 269
 e-mail newsletter
 converting to RSS, 171–174
 disadvantages of, 12
 marketing RSS feed in, 228
 marketing Web site in, 271–272
 RSS as alternative to, 106–107

- “Email v RSS, Let Us Move On...” (Barnett), 282
- employees, RSS content for, 97–98
- <enclosure> tag, 146–147, 178–179, 205
- enclosures
- bandwidth requirements and, 205
 - RSS readers supporting, 183–187, 287
 - specifying with <enclosure> tag, 146–147, 178–179
- encoding declaration, RSS file, 138–139, 211
- Engelbart, Douglas (developed hypertext), 13
- <entry> tag, 150
- escaping illegal characters, 139
- expertise, providing as RSS content, 99–100
- Extensible Markup Language (XML). *See also* Atom format; RSS files
- definition of, 137–138
 - formats using, 115
 - specifications for, 275
- extranets, using RSS on, 28
- e-zines
- marketing Web site with, 271–272
 - as resource for RSS content, 102
- **F** ●
- Feed Validator for Atom and RSS, 134
- FeedBurner service, 208
- FeedDemon software, 25, 36, 42, 250–251
- FeedFire online service, 162–164
- FeedForAll software, 131–132, 133, 134, 283
- Feed2JS service, 239
- FeedRoll service, 239
- feeds. *See* RSS feeds
- Feedster directory, 275
- Feedster Web site, 286
- Feedster Web-based reader, 33, 48, 50, 251–252
- FeedSyndicator service, 240
- file extension
- for RSS feeds, 52, 140
 - for Web pages, 297
- files. *See also* podcasts; RSS files
- documents, managing with RSS, 28–29
 - OCS files
 - exporting RSS feeds as, 39, 42
 - importing RSS feeds from, 51
 - OPML files
 - exporting RSS feeds as, 39, 42, 258
 - importing RSS feeds from, 51
- FileZilla software, 303
- Find My Hosting.com Web site, 295
- FindArticles Web site, 50, 286
- Firefox browser, RSS feeds detected by, 34
- firstobject XML editor, 153
- Fitzpatrick, Brad (created LiveJournal), 75
- Fookes Software NoteTab Pro, 298
- Forret, Peter (“How to Podcast with Blogger and Smartcast”), 196
- forward slash (/), in closing tag, 118
- Franklin, Derek (“Derek Franklin’s Digital Laboratory” RSS feed), 278
- Free RSS-to-JavaScript Service, 236–239
- Free Web Hosting Web site, 295
- FreeWebspace.net Web site, 295
- FrontPage (Microsoft), 297
- FTP programs, 78, 303–304
- “The Future of RSS – Is E-mail Publishing Dead?”, 277
- **G** ●
- Gahran, Amy (championed Webfeed term), 10, 182
- Gardner, Susannah
- Blogs For Dummies*, 2
 - Buzz Marketing with Blogs For Dummies*, 70

“GILS RSS Workshop”, 274
 Global Unique Identifier (guid), 19, 212
 Golding, Mike (“Looking for the perfect feed: RSS 2.0 Templates”), 149, 277
 GoLive (Adobe), 298
 Good, Robin
 “The Future of RSS – Is E-mail Publishing Dead?”, 277
 list of RSS directories by, 48
 opinion on “viral marketing”, 23
 “Robin Good’s Independent Publishing News” RSS feed, 278
 Google AdSense, 88, 108
 Google AdWords service, 266
 Google Information for Webmasters Web site, 261
 Google Web site, 262
 Googlealert Web site, 51, 286
 graphics
 for feed, 120–121, 211, 228–229
 in feed, 204
 in podcasts, 181
 in Web sites, 300
 Great RSS Tools Web site, 289
 greater than sign (>), escaping, 139
 Greenstein, Howard (“Random Thoughts from HowardGr”), 196, 287
 Gregoire, Dannie J. (first used podcasting term), 180
 Grouper scraping tool, 175
 > encoding, 139
 G.T. McKnight’s Web site, 222
 guid (Global Unique Identifier), 19, 212
 <guid> tag, 146, 212

• H •

<h2> tag, 122
 Hall, Justin, early blog created by, 68
 Hammersley, Ben (coined podcasting), 180
 Headline Viewer software, 37

headlines of RSS feed, 56, 57–58, 60
 <height> tag, 121
 “Help for Podcast Pingers” (Winer), 197
 Heng, Christopher (“The Site Wizard: How to choose a Web host”), 294
 Hennegar, Anne (Targeted Technology Tips), 14
 Henshall, Stuart (“Skype + Podcast Recorder = SkypeCasters”), 197
 HomeSite (Macromedia), 298
 hosting service for Web site, 293–296
 HotSheet software, 36
 “How to podcast in three (relatively) easy steps” (Lehman), 196
 “How to Podcast with Blogger and SmartCast” (Forret), 196
 “How-To: Podcasting” (Torrone), 196
 href attribute, 150
 HTML editor
 choosing, 296–298
 creating blogs with, 85–86
 .html extension, 297
 HTML files. *See* Web site creation
 HTML Goodies Web site, 296
 HTML, RSS feeds converted to, 234–235, 241–242
 Humphries, Stephen (“Podcast’ your world”), 196
 hypertext, history of, 13

• I •

IceRocket Free RSS Builder service, 126, 284
 icons used in this book, 5–6
 <id> tag, 150
 illegal characters, escaping, 139
 <image> tag, 211, 228–229
 images
 for feed, 120–121, 211, 228–229
 in feed, 204

- in podcasts, 181
- in Web sites, 300
- information. *See* content of RSS feed
- information architecture for Web site, 298–299
- Internet Explorer (Microsoft), Pluck RSS reader integrated into, 254–255
- Internet, history of, 13
- Internet.com Web site, 281
- intranets, using RSS on, 28
- “Introduction to Search Engine Optimization”, 261
- iPodder directory, 188
- iPodder software, 183, 287
- Ipswitch software, podcasts used by, 181
- iso-8859-1 encoding, 139
- item description for RSS feed
 - complete text in, when to use, 92–94, 216
 - definition of, 56
 - tags for, 122
- item links for RSS feed, 122
- `<item>` tag, 121–122, 143
- item titles for RSS feed
 - attracting subscribers with, 213
 - definition of, 56
 - including only titles in RSS feed, 93
 - tags for, 121–122
- items in RSS feeds, number of, 217–218
- `<items>` tag, 145
- iTunes Music Store RSS Feed Generator Web site, 281
- iUplug service, 172–174

• J •

- JavaScript, 78, 234–240
- Jawfish service, 240
- Jordan (“Podcasting How-To”), 196
- JSP scripts, Web host support for, 294
- Justin Pfister.com Web site, 50, 286

• K •

- keywords, 260, 266

• L •

- LAME software, 192
- languages
 - encoding set for, 211
 - RSS readers supporting multiple languages, 39
 - specifying for RSS feed, 120
- last build date for RSS feed, 121
- `<lastBuildDate>` tag, 121
- League of Women Voters Web site, 279
- Lehman, Michael (“How to podcast in three (relatively) easy steps”), 196
- less than sign (<), escaping, 139
- Lewinsky, Monica, blogs about, 69
- Libby, Dan (designed first RSS version), 18, 19
- Lieb, Rebecca (“A Really Simple Content Solution”), 282
- Liferea (Linux Feed Reader) software, 36
- `<link>` tag, 140–141
- links
 - for auto-discovery, 223
 - to complete text, when to use, 92–94, 204, 216–217
 - of items in RSS feed, 122
 - keeping unique, 212
 - permalinks, 117, 122, 146, 154, 212
 - for RSS buttons, 222
 - from RSS feed to Web site, 119
 - in Web sites, 301
 - to your Web site, getting, 268–269
- Linux Feed Reader (Liferea) software, 36
- Linux operating systems, RSS readers for, 36
- ListGarden software, 283

LiveJournal.com blogging service,
75–77, 160

“Log analyzers vs. Hosted statistics: An
analysis”, 264

“Looking for the perfect feed: RSS 2.0
Templates” (Golding), 149, 277

Lott, Trent, blogs about, 69

“Low-Budget Search Engine Marketing”, 261

< encoding, 139

• M •

Mac operating systems, RSS readers for, 36

Macromedia Dreamweaver, 297

Macromedia HomeSite, 298

MailByRSS service, 172

managing editor for RSS feed, 121

<managingEditor> tag, 121

marketing

- with RSS, 107, 282–283
- RSS feed
 - descriptions affecting, 93
 - in discussion groups, 226
 - in e-mail newsletter, 228
 - methods of, 225–228
 - “viral marketing”, 23
- Web site
 - with affiliate programs, 266–268
 - by getting links to your site, 268–269
 - with online communities, 270
 - by placing ads, 265–266
 - by publishing e-zines or blogs, 271–272
 - by registering your site, 262–263
 - with RSS, 93, 94, 106, 282–283
 - with search engine optimization,
260–262
 - by talking to people, 269
 - by writing articles, 272

MasterNewMedia Web site, 23, 48

media items in RSS feeds. *See* podcasts

Media RSS, 197

MediaThink (“RSS: The Next Big Thing On
Line”), 41

“Mediathink’s White Paper”, 276–277

The Merchant Account Advisor: The Top
Free Online Shopping Carts Web
site, 303

Merholz, Peter (coined the term blog), 68

Microsoft FrontPage, 297

Microsoft Internet Explorer, Pluck RSS
reader integrated into, 254–255

Microsoft Outlook, NewsGator RSS reader
integrated into, 38, 183, 252–253

Microsoft PowerPoint, displaying RSS
feeds in, 289

Miller, Stephan (internet marketer), 109

MIME types, 178

mobile phone, reading RSS feeds from,
63–64

Mobile RSS Reader software, 63

Moreover directory, 275

Moreover Web site, 50, 103, 280, 286

Motley Fool Web site, 280

Movable Type blogging service, 78–80, 160

Mozilla Composer, 298

MP3 files in RSS feeds. *See* podcasts

MP3 player, listening to podcasts on, 191

MSN Spaces blogging service, 83–84

multimedia files in RSS feeds. *See*
podcasts

My RSS Creator service, 127, 284

My Yahoo! directory, 275

My Yahoo! Web-based reader, 33, 103,
257–258

• N •

namespaces, 19, 145, 146

National Public Radio Web site, 280

National Weather Service Web site, 280–281

Nelson, Ted (popularized hypertext), 13

NetNewsWire software, 36

Netscape Composer, 298

The New York Times Web site, 279

news feeds. *See* RSS feeds

news, providing as RSS content, 98–99, 101, 102–103, 104

news readers. *See* RSS readers

NewsAloud service, 289

NewsGator software

- creating feed from Web site, 40
- definition of, 252–253
- integrated with Outlook, 38
- search feed service, 50, 286
- supporting podcasts, 183, 287

newsgroups, 102

NewsIsFree directory, 275

NewsIsFree Web site, 286

NewsIsFree Web-based reader, 33, 40

newsletters

- converting to RSS, 171–174
- disadvantages of, 12
- marketing RSS feed in, 228
- marketing Web site in, 271–272
- RSS as alternative to, 106–107

NewslettersByRSS service, 171

newspaper, combining RSS feeds into, 40

newspaper sites, 102–103

NewsTrove Web site, 50, 286

NewsXS Web site, 51, 286

NewzAlert Composer software, 127–131, 133, 134, 193–194, 283

NewzCrawler software, 37, 54, 253–254

nonelectronic sources for RSS content, 105

NotePage FeedForAll software, 131–132, 133, 134, 283

NoteTab Pro (Fookes Software), 298

Nvu software, 298

• 0 •

OCS files

- exporting RSS feeds as, 39, 42
- importing RSS feeds from, 51

Offers Quest service, 268

100 Best Free Webspace Web site, 295

online communities, 71, 77, 270, 271

online services. *See* Web-based services

Open Directory Project, DMOZ, 262

opinions, providing as RSS content, 99

OPML files

- exporting RSS feeds as, 39, 42, 258
- importing RSS feeds from, 51

opt-in, 282

orange buttons, 46–47

Outlook (Microsoft), NewsGator RSS reader integrated into, 38, 183, 252–253

Overture ad-placement service, 266

Overture program, 109

Overture submission site, 262

• p •

parsers, RSS, 235, 240–243

parsing, 211

password protection for RSS feeds, 39

PayPal, 301

“PC World’s News on Demand”, 277

PDAs, reading RSS feeds from, 40, 63–64

Perl programming language, 78

Perl scripts, Web host support for, 294

permalinks, 117, 122, 146, 154, 212

PHP scripts

- creating RSS tool with, 161
- Web host support for, 294

Phylum Chordata directory, 275

Pickajob Web site, 24, 279

PICS rating for RSS feed, 121

- pinging, 221
 - Ping-O-Matic service, 221
 - Pirillo, Chris (“RSS & Atom Tips” RSS feed), 278
 - Pitas Web site, 68
 - Pluck software, 254–255
 - Pocket PC, reading RSS feeds from, 63
 - “Podcast’ your world” (Humphries), 196
 - PodcastAlley directory, 188, 287
 - Podcasters discussion group, 289
 - “Podcasting How-To” (Jordan), 196
 - “Podcasting invades newsprint” (Rubel), 196
 - Podcasting News directory, 188
 - “Podcasting on a Budget” (Cairns), 196
 - Podcast.net directory, 188
 - podcasts
 - <enclosure> tag for, 146–147, 178–179, 205
 - buttons indicating, 187
 - creating, 178–180
 - creating audio file for, 192, 195–196
 - creating feed for, 193–194
 - definition of, 22, 177–178
 - directories for, 188
 - discussion groups about, 197, 288–289
 - downloading, 188–189
 - finding, 187–188
 - history of, 180
 - listening to, 189–191
 - receiving, 183–189
 - resources for, 196–197, 287
 - uses of, 180–183
 - “Podcasts: New Twist on Net Audio” (Terdiman), 196
 - PowerPoint (Microsoft), displaying RSS feeds in, 289
 - press releases
 - marketing Web site with, 269
 - providing as RSS content, 107
 - <pubDate> tag, 121, 148
 - publication date for RSS feed, 121
 - publications. *See also* resources
 - “Advertisers Muscle into RSS”, 277
 - “All About RSS. Can It Save Email Marketing?”, 282
 - ASPs, using to create RSS feeds, article about, 161
 - Atom specifications, 150, 275
 - Blogs For Dummies* (Gardner), 2
 - Buzz Marketing with Blogs For Dummies* (Gardner), 70
 - Creating Web Pages For Dummies* (Smith), 2
 - “Derek Franklin’s Digital Laboratory” RSS feed, 278
 - “Email v RSS, Let Us Move On...” (Barnett), 282
 - “The Future of RSS – Is E-mail Publishing Dead?”, 277
 - “GILS RSS Workshop”, 274
 - “Introduction to Search Engine Optimization”, 261
 - “Log analyzers vs. Hosted statistics: An analysis”, 264
 - “Looking for the perfect feed: RSS 2.0 Templates” (Golding), 149, 277
 - “Low-Budget Search Engine Marketing”, 261
 - marketing with RSS, articles about, 282
 - “Mediathink’s White Paper”, 276–277
 - “PC World’s News on Demand”, 277
 - podcasting, articles about, 196–197
 - “Raising the Bar on RSS Feed Quality”, 277
 - “A Really Simple Content Solution” (Lieb), 282
 - “Robin Good’s Independent Publishing News” RSS feed, 278
 - “RSS – A Primer for Publishers & Content Providers”, 274
- RSS, articles about, 138, 276–278

- “RSS & Atom Tips” RSS feed, 278
 - “RSS: Marketing’s Next Big Thing” (Barnes), 282
 - RSS specifications, 275
 - “RSS Specifications: Everything You Need to Know about RSS”, 274
 - RSS specifications, version 0.91, 140
 - RSS specifications, version 1.0, 144
 - RSS specifications, version 2.0, 147
 - “RSS: The Next Big Thing On Line” (MediaThink), 41
 - RSS tool, creating with PHP, article about, 161
 - “RSS Tutorial for Content Publishers and Webmasters”, 274
 - scraping tool, creating, article about, 175
 - “Scripting News” RSS feed, 279
 - “Search Engine Marketing and Optimization”, 261
 - “Search Engine Marketing Guide”, 261
 - “Search engine optimization: Preparing your pages for the search engines”, 261
 - “The Site Wizard: How to choose a Web host” (Heng), 294
 - “Syndicated Content: It’s More Than Just Some File Formats”, 277
 - tutorials on RSS, 42, 274
 - “Understanding Traffic Statistics”, 264
 - “Web Site Access Logs: Guess (Literally) Who’s Coming to Visit”, 264
 - “What is RSS?” (O’Reilly XML.com), 138
 - “What kind of hosting plan is the right one to buy”, 294
 - “What to look for in a Web host”, 294
 - XML specifications, 275
 - “Yahoo! RSS Syndication – Frequently Asked Questions for Publishers”, 274
 - publishers of RSS feeds
 - advantages of RSS for, 23–24
 - business RSS feeds, 24–29
 - PubSub Web site, 49, 286
 - pull versus push, 282
 - PulpFiction software, 36
 - Pyra.com, Ltd., Blogger.com blogging service, 72–75
- Q •
- " encoding, 139
 - quotes, escaping, 139
- R •
- “Raising the Bar on RSS Feed Quality”, 277
 - “Random Thoughts from HowardGr” (Greenstein), 196, 287
 - <rating> tag, 121
 - .rdf extension, 52, 140
 - RDF (Resource Definition Framework), 18–19
 - RDF Site Summary, 18. *See also* RSS
 - readers, RSS
 - adding RSS feeds into, 52–56
 - browsers included in, 40
 - choosing feed to read, 56–57
 - configuration of, 61–62
 - definition of, 10–11
 - directories in, 48, 56
 - e-mail integrated with, 21
 - enclosures supported by, 183–187, 287
 - features of, 38–40
 - feeds preinstalled in, 49
 - future of, 258
 - for Linux operating systems, 36
 - list of, 258
 - for Mac operating systems, 36
 - podcasts supported by, 183–187, 287
 - posting blog entries from, 40
 - reading RSS feeds in, 57–58
 - searching RSS feeds, 60

- readers, RSS (*continued*)
 - sending RSS feeds in e-mail, 61
 - software RSS readers, 32, 36–38, 248–249, 250–251, 252–257
 - types of, 31–32
 - unsubscribing to RSS feeds, 63
 - updated RSS feeds, getting, 59
 - Web-based RSS readers, 32–36, 249–250, 251–252, 257–258
- readers (subscribers)
 - advantages of RSS for, 22–23
 - comments from
 - blog features for, 69, 71, 74, 79, 84, 253
 - channel elements for, 121
 - creating online communities from, 271
 - evaluating RSS feed usefulness with, 206
 - as source of content, 87
 - writing content for, 95–98
 - “A Really Simple Content Solution” (Lieb), 282
 - Really Simple Syndication, 19. *See also* RSS
 - regular expressions, 174
 - rel attribute, 150
 - Resource Definition Framework (RDF), 18–19
- resources. *See also* publications; software; Web site resources; Web-based services
 - Atom specifications, 150, 275
 - Atom templates, 150
 - blog directories, 90
 - discussion groups, 102, 288–289
 - HTML course, 296
 - for podcasting, 196–197, 287
 - for RSS content, 100–105
 - RSS feeds about RSS, 278–279
 - RSS specifications, 140, 144, 147, 275
 - RSS templates, 140, 142, 144, 147
 - RSS tutorials, 42, 274
 - for search engine optimization (SEO), 261–262
 - shopping cart ratings, 303
 - Web host reviews, 295
 - XML specifications, 275
- Rich Site Summary, 19. *See also* RSS
- Rizzn’s Podcaster audio service, 195
- “Robin Good’s Independent Publishing News” RSS feed, 278
- RocketNews Web site, 51, 287
- RSS
 - advantages of, 22–24, 210
 - articles about, 138, 276–278
 - business use of, 24–29
 - definition of, 10, 224–225
 - discussion groups about, 288–289
 - explaining to subscribers, 224–225
 - formats of, 114–115
 - future of, 21–22, 203, 258
 - history of, 18–19, 114
 - modules in, 19
 - RSS feeds about, 278–279
 - specifications for, 140, 144, 147, 275
 - versions of, 114
 - who uses, 16–20, 210
- “RSS – A Primer for Publishers & Content Providers”, 274
- RSS aggregator, 10. *See also* RSS readers
- “RSS & Atom Tips” RSS feed, 278
- RSS and Media discussion group, 288
- RSS and Related Technologies discussion group, 289
- RSS button, 46–47, 187
- RSS Channel Editor (WebReference), 126, 284
- RSS directories
 - finding RSS feeds with, 48–49
 - list of, 275
 - listing blogs on, 89–90, 221
 - number of feeds in, 17–18
 - readers integrating with, 39, 56
 - registering RSS feeds with, 219–221

- .rss extension, 52, 140
- RSS feeds. *See also* podcasts; RSS files
 - about RSS, 278–279
 - ads in, 22
 - attracting subscribers to, 209–210, 213–214
 - author of, 145, 147
 - auto-discovery of, 223–224
 - branding, 211, 228–229
 - buttons indicating, 46–47, 221–223
 - caching, 204
 - categorizing or grouping, 40
 - combining into newspaper, 40
 - comments from readers about, 87, 121, 206, 271
 - components of, 118–122
 - connecting to Web site, 117–122
 - content of
 - accuracy of, 206
 - adding value to, 105–106
 - aggregating, 12–14
 - audience for, 92, 213
 - for blogs, 84–85, 87–88
 - clarity of, 206
 - collecting, requirements for, 10
 - communicating with employees or colleagues, 97–98
 - complete text, when to use, 92–94, 216
 - copyright issues regarding, 101
 - for customers, 95–97
 - editing, 95
 - expertise as, 99–100
 - keeping current, 14, 206
 - links to complete text, when to use, 92–94, 204, 216–217
 - marketing information in, 107
 - news as, 98–99
 - opinions as, 99
 - organizing, 105, 207
 - press releases as, 107
 - producing, requirements for, 10
 - purpose of, designing Web site based on, 116–117
 - purpose of, to market Web site, 106–107
 - purpose of, writing content based on, 95–100, 213
 - resources for, 100–105
 - types of, 11–12
 - usefulness of, 206
 - writing principles regarding, 207
 - converting e-mail newsletter to, 171–174
 - converting to Web pages, reasons for, 231–233
 - converting to Web pages, technology for, 234–235
 - copyright for, 121
 - creating
 - from blogs, 102, 160
 - from content management system (CMS), 160–161
 - from databases, 160–161, 289
 - with FeedFire, 162–164
 - with FeedForAll, 131–132
 - with NewzAlert Composer, 127–131
 - procedure for, 15
 - with scraping, 161–162, 174–175
 - from scratch, 152–155
 - from searches, 40, 49–51, 285–287
 - with Site Summaries in XHTML, 165–170
 - software for, 127–132, 133, 283
 - with UKOLN, 123–126
 - with W3C online service, 165–170
 - Web-based services for, 123–127, 133, 162–170, 283–285
 - creating Web site based on, 122
 - description of, 119
 - detecting automatically, 38
 - directories of, 17–18, 48–49, 275
 - directories of, registering with, 219–221
 - dragging from Web site to reader, 38
 - editing, 132–133, 143–144
 - exporting, 39, 42

RSS feeds (*continued*)

- files enclosed in, 22

- finding, 45–51, 279–281

- image for, 120–121

- importing, 39, 51

- included in RSS readers, 49

- item descriptions for

 - complete text in, when to use,

 - 92–94, 216

 - definition of, 56

 - tags for, 122

- item links for, 122

- item titles for

 - attracting subscribers with, 213

 - definition of, 56

 - including only titles in RSS feed, 93,

 - 214–216

 - tags for, 121–122

- language for

 - encoding set for, 211

 - reader supporting, 39

 - specifying, 120

- last build date for, 121

- link to Web site for, 119

- links to images in, 204

- managing editor for, 121

- marketing, 225–228

- marking as important, 60

- marking as read, 60

- marking for future reference, 39

- media items attached to, 146–147

- number of items in, 217–218

- parts of, 56

- password protection for, 39

- PICS rating for, 121

- pop-up notification for, 40

- publication date for, 121, 145

- reading aloud, tool for, 289

- reading from PDAs, 40, 63–64

- reading in RSS reader, 56–58

- receiving, 16

- as resource for RSS content, 101–102

- reuse by others, allowing, 23

- searching, 60

- sending as e-mail, 61

- subscribing to, 15–16, 46, 136, 157

- synchronizing across computers, 39

- title of

 - attracting subscribers with, 213

 - definition of, 56

 - tags for, 118

- tracking number of readers, 208

- unsubscribing to, 63

- updated, getting, 59

- updating, 218

- uploading, 134, 155

- validating, 134–135, 156–157, 201–203

- Web site design for, 116–117

- Web sites based on, 107–109

- webmaster for, 121

RSS files

- article about, 138

- creating, 152–155

- encoding declaration, 138–139

- file extension for, 52, 140

- format for

 - Atom format, 19, 114, 115, 149–151, 275, 289

 - choosing, 152

 - converting from Atom to RSS, 289

 - importance of using correctly, 210–212

 - version 0.91 file format, 140–144

 - version 1.0 file format, 144–146

 - version 2.0 file format, 146–149

- illegal characters in, escaping, 139

- uploading, 155

- validating, 156–157

- XML version declaration, 138

- RSS Headliner (WebDevTip), 126, 284

- “RSS: Marketing’s Next Big Thing”

 - (Barnes), 282

- RSS parsers, 235, 240–243

RSS readers

- adding RSS feeds into, 52–56
- browsers included in, 40
- choosing feed to read, 56–57
- configuration of, 61–62
- definition of, 10–11
- directories in, 48, 56
- e-mail integrated with, 21
- enclosures supported by, 183–187, 287
- features of, 38–40
- feeds preinstalled in, 49
- future of, 258
- for Linux operating systems, 36
- list of, 258
- for Mac operating systems, 36
- podcasts supported by, 183–187, 287
- posting blog entries from, 40
- reading RSS feeds in, 57–58
- searching RSS feeds, 60
- sending RSS feeds in e-mail, 61
- software RSS readers, 32, 36–38, 248–249, 250–251, 252–257
- types of, 31–32
- unsubscribing to RSS feeds, 63
- updated RSS feeds, getting, 59
- Web-based RSS readers, 32–36, 249–250, 251–252, 257–258
- “RSS Specifications: Everything You Need to Know about RSS”, 274
- “RSS: The Next Big Thing On Line” (MediaThink), 41
- <rss> tag, 140–141
- “RSS Tutorial for Content Publishers and Webmasters”, 274
- RSS Validator, 134
- RSSCache service, 204
- RSS-DEV discussion group, 288
- RssHarvest scraping tool, 175
- RSSlib software, 241–242
- RSS.py scraping tool, 175

RssReader software

- adding RSS feeds into, 53–54
- alerts for new RSS feeds, 59
- definition of, 10–11, 49, 255–256
- marking RSS feeds, 60
- RSSSubmit Web site, 221
- RSS2-Support discussion group, 288
- RSS-xpress Channel Editor service (UKOLN), 283
- RSSxpress-Lite service, 235–236
- Rubel, Steve (“Podcasting invades newsprint”), 196
- Ruby, Sam (developed Atom format), 19

• S •

- scraping, 17, 88, 160, 161–162, 174–175
- “Scripting News” RSS feed, 279
- Script4rss scraping tool, 175
- scripts
 - CGI scripts
 - accepting text input, 121
 - blogging tools requiring, 78
 - traffic statistics using, 208
 - JavaScript, 78, 234–240
 - PHP scripts, 161
 - for scraping, 175
 - Web host support for, 294
- Search Engine Forums.com Web site, 261
- “Search Engine Marketing and Optimization”, 261
- “Search Engine Marketing Guide”, 261
- “Search engine optimization: Preparing your pages for the search engines”, 261
- search engine optimization (SEO), 260–262
- search engines, registering Web site with, 262–263

searches

- creating RSS feeds from, 40, 49–51, 285–287

- finding current top search terms, 109

- Search4rss directory, 275

- 2ndSight Incorporated Web site, 266

- selling from Web site, 301–303

- SEO (search engine optimization), 260–262

- services. *See* Web-based services

- Shared RSS Syndication Feeds service, 126, 284

- SharpReader software

 - definition of, 37, 256–257

 - marking RSS feeds, 60

 - sending RSS feeds in e-mail, 61

- “shooting star” Web site, 109

- shopping carts, 302–303

- Shrook software, 36

- single quote (‘), escaping, 139

- Site Owner Help Web site, 262

- Site Summaries in XHTML online service, 165–170

- “The Site Wizard: How to choose a Web host” (Heng), 294

- Six Apart, Movable Type and TypePad blogging services, 78–80

- “Skype + Podcast Recorder = SkypeCasters” (Henshall), 197

- slash (/), in closing tag, 118

- Slashdot blog, 68

- Smith, Bud E. (*Creating Web Pages For Dummies*), 2

- software. *See also* Web-based services

 - affiliate software, 268

 - auxiliary RSS tools, list of, 289

 - blogging tools, 78–80

 - content management tools, 160–161

 - converting RSS feeds to Web pages, 240–243

 - creating audio files, 192

 - databases, 160–161, 289

 - FTP programs, 303–304

 - HTML editors, 297–298

 - RSS feed creation, 127–132, 133, 283

 - in RSS feeds, 181

 - RSS readers

 - choosing, 41–43

 - definition of, 32, 36–38

 - list of, 248–249, 250–251, 252–257

 - RSS readers supporting podcasting, 183–187, 287

 - scraping tools, 174–175

 - shopping carts, 303

 - spiders, 260

 - Web analysis software, 265

 - XML editor, 153

- spiders, 260

- StatCounter software, 265

- Straw software, 36

- subscribers (readers)

 - advantages of RSS for, 22–23

 - comments from

 - blog features for, 69, 71, 74, 79, 84, 253

 - channel elements for, 121

 - creating online communities from, 271

 - evaluating RSS feed usefulness with, 206 as source of content, 87

 - writing content for, 95–98

- Synclosure software, 287

- Syndic8 directory, 275

- Syndic8 Web-based reader, 34, 221

- “Syndicated Content: It’s More Than Just Some File Formats”, 277

- syndicating, 10

- Syndication discussion group, 288

- Syndication module, 19



 - tags for RSS feeds, 117–122

 - Take-Off service, 289

Targeted Technology Tips (Hennegar),
14, 42

templates

- Atom format, 150–151
- version 0.91 RSS file structure, 140–143
- version 1.0 RSS file structure, 144–146
- version 2.0 RSS file structure, 147–149

Terdiman, Daniel (“Podcasts: New Twist on Net Audio”), 196

title of items in RSS feed

- attracting subscribers with, 213
- definition of, 56
- including only titles in RSS feed, 93
- tags for, 121–122

title of RSS feed

- attracting subscribers with, 213
- definition of, 56
- tags for, 118

<title> tag, 140–141

Top 10 Reviews: Shopping Cart Software Review Web site, 303

Topix Web site, 51, 287

TopStyle (Bradbury Software), 298

Torrone, Phillip (“How-To: Podcasting”), 196

traffic to Web site

- affected by RSS feeds, 203, 204–205
- statistics for, 263–265, 293

troubleshooting, RSS feeds failing to validate, 157

tutorials on RSS, 42, 274

type attribute, 150

TypePad blogging service, 78–80, 160

typographical conventions used in this book, 2–3

• U •

UKOLN (UK Office for Library
Networking), RSS-xpress Channel
Editor service, 123–126, 133, 134, 283

Ultimate Affiliate Software, 268

underscore (_), in filenames, 153

“Understanding Traffic Statistics”, 264

Unicode encoding, 139

Upperhost Top 10 Independent Web
Hosting Services Web site, 295

URLs. *See also* Web site creation; Web site
resources

- bookmark URLs, 117
- conventions used in this book for, 3
- for RSS feeds, capturing into RSS reader,
52–55
- for Web site, choosing, 291–293

UserLand Web site, 18

UTF-8 encoding, 139

UTF-16 encoding, 139

• V •

version 0.91 RSS file structure, 140–144

version 1.0 RSS file structure, 144–146

version 2.0 RSS file structure, 146–149

video files in RSS feeds, 181. *See also*
podcasts

Vox Lite software, 186, 287

• W •

W3C online service, 165–170

Web browsers

- history of, 13
- included in RSS readers, 40

Web host, 293–296

Web Hosting Reviews Web site, 295

Web logs (blogs)

- ads in, 88–89
- archiving, 87
- blogging service for, choosing, 70–72
- book about, 2, 70
- comments from readers about, 69, 71, 74,
79, 84, 253

- Web logs (blogs) (*continued*)
 - communities created by, 71, 77, 271
 - content of, 84–85, 87–88
 - creating
 - with Blogger.com service, 72–75
 - with Bloglines Web-based reader, 80–83
 - in HTML editor, 85–86
 - with LiveJournal.com service, 75–77
 - with Movable Type service, 78–80
 - with MSN Spaces service, 83–84
 - RSS feeds from, 102, 160
 - with TypePad service, 78–80
 - on Web server, 71
 - definition of, 67
 - donations for, 89
 - history of, 68–69
 - maintaining, 86–89
 - marketing Web site in, 271–272
 - parts of, 69
 - publicizing with RSS, 20–21, 89–90
 - as resource for RSS content, 101–102
- Web Portal blog directory, 90
- Web ring, 269
- Web server
 - creating blogs on, 71
 - RSS traffic overloading, 203, 204–205
- “Web Site Access Logs: Guess (Literally) Who’s Coming to Visit”, 264
- Web site creation
 - ads in, 108, 265–266
 - affiliate programs for, 266–268
 - based on RSS feeds, 122
 - book about, 2
 - connecting RSS feeds to, 117–122
 - design of, 116–117, 298–299
 - hosting service for, 293–296
 - HTML editor for, choosing, 296–298
 - images in, 300
 - links to your Web site, getting, 268–269
 - marketing
 - with affiliate programs, 266–268
 - by getting links to your site, 268–269
 - with online communities, 270
 - by placing ads, 265–266
 - by publishing e-zines or blogs, 271–272
 - by registering your site, 262–263
 - with RSS, 93, 94, 106, 282–283
 - with search engine optimization, 260–262
 - by talking to people, 269
 - by writing articles, 272
 - registering a domain for, 291–293
 - registering with search engines, 262–263
 - republishing RSS feeds on
 - reasons for, 231–233
 - technology for, 234–235
 - Web-based services for, 235–240
 - as resource for RSS content, 103–104
 - selling from, 301–303
 - structure (information architecture) for, 298–299
 - testing, 301, 304
 - traffic statistics for, 263–265, 293
 - traffic to, affected by RSS feeds, 203, 204–205
 - uploading, 303–304
 - URL for, choosing, 291–293
- Web site resources. *See also* resources
 - AceFTP 3.0 software, 303
 - AceFTP Pro 3.61 software, 303
 - Active Refresh software, 37
 - Adobe GoLive, 298
 - Amazon Web site, 24
 - Amazon.com Syndicated Content Web site, 279
 - AmphetaDesk software, 36, 248
 - Analog software, 265
 - Arachnophilia software, 298
 - The Atom Enabled Directory Web site, 289
 - Atom format template, 150
 - Atom specifications, 150, 275

- Atom2RSS service, 289
- Audioblog audio service, 195
- Audioblogger audio service, 195
- Audlink audio service, 195
- AWStats software, 265
- BestFTP Explorer 2000 5.0 software, 304
- BeTuitive Marketing Web site, 23–24
- Blog Search Engine blog directory, 90, 275
- Blogads Web site, 89
- Blogdex blog directory, 90
- BlogDigger Web site, 50, 286
- Blogger.com blogging service, 72
- Bloglines Web-based reader, 32, 80, 249, 287
- BlogMatrix Jäger 1.6 software, 186, 287
- Blogstreet blog directory, 90, 275
- Blogstreet Go XML service, 165
- Blogwise blog directory, 90
- Boingboing directory, 275
- BottomFeeder software, 36
- Bradbury Software, TopStyle, 298
- CaRP software, 243
- CBS MarketWatch Web site, 281
- The Christian Science Monitor Web site, 279
- CompleteRSS directory, 275
- CompleteRSS Web-based reader, 33
- Congress.org Issues and Action page, 45
- Core FTP Lite 1.3 software, 304
- Crayon Web site, 103
- Cute FTP Home 6.0 software, 303
- The Daily Source Code Web site, 180
- Daypop directory, 275
- Daypop Web site, 51, 286
- Digital Podcast directory, 188
- DMOZ, Open Directory Project, 262
- Doppler Radio software, 186, 287
- EditPlus Text Editor, 298
- Feed Validator for Atom and RSS, 134
- FeedDemon software, 250
- FeedFire online service, 162
- FeedForAll software, 131, 283
- Feed2JS service, 239
- FeedRoll service, 239
- Feedster directory, 275
- Feedster Web site, 286
- Feedster Web-based reader, 33, 251
- FeedSyndicator service, 240
- FileZilla software, 303
- Find My Hosting.com Web site, 295
- FindArticles Web site, 50, 286
- firstobject XML editor, 153
- Fookes Software NoteTab Pro, 298
- Free RSS-to-JavaScript Service, 236
- Free Web Hosting Web site, 295
- FreeWebspace.net Web site, 295
- Google AdSense, 88, 108
- Google AdWords service, 266
- Google Information for Webmasters Web site, 261
- Google Web site, 262
- Googlealert Web site, 51, 286
- Great RSS Tools Web site, 289
- Grouper scraping tool, 175
- G.T. McKnight's Web site, 222
- Headline Viewer software, 37
- HotSheet software, 36
- HTML Goodies Web site, 296
- IceRocket Free RSS Builder service, 126, 284
- Internet.com Web site, 281
- iPodder directory, 188
- iPodder software, 183, 287
- iTunes Music Store RSS Feed Generator Web site, 281
- iUplod service, 172–174
- Jawfish service, 240
- Justin Pfister.com Web site, 50, 286
- LAME software, 192
- League of Women Voters Web site, 279
- Liferea (Linux Feed Reader) software, 36

Web site resources (*continued*)

- ListGarden software, 283
- LiveJournal.com blogging service, 75
- Macromedia Dreamweaver, 297
- Macromedia HomeSite, 298
- MasterNewMedia Web site, 23, 48
- MediaThink Web site, 41
- The Merchant Account Advisor: The Top Free Online Shopping Carts Web site, 303
- Microsoft FrontPage, 297
- Mobile RSS Reader software, 63
- Moreover directory, 275
- Moreover Web site, 50, 103, 280, 286
- Motley Fool Web site, 280
- Movable Type blogging service, 78
- Mozilla Composer, 298
- MSN Spaces blogging service, 83
- My RSS Creator service, 127, 284
- My Yahoo! directory, 275
- My Yahoo! Web-based reader, 33, 257
- National Public Radio Web site, 280
- National Weather Service Web site, 280–281
- NetNewsWire software, 36
- Netscape Composer, 298
- The New York Times Web site, 279
- NewsAloud service, 289
- NewsGator software, 38, 252, 287
- Newsgator Web site, 286
- NewsIsFree directory, 275
- NewsIsFree Web site, 286
- NewsIsFree Web-based reader, 33
- NewslettersByRSS service, 171
- newspaper sites, 102–103
- NewsTrove Web site, 50, 286
- NewsXS Web site, 51, 286
- NewzAlert Composer software, 127, 283
- NewzCrawler software, 37, 253
- Nvu software, 298
- 100 Best Free Webspace Web site, 295
- Overture ad-placement service, 266
- Overture program, 109
- Overture submission site, 262
- PayPal, 301
- Phylum Chordata directory, 275
- Pickajob Web site, 24, 279
- Ping-O-Matic service, 221
- Pitas Web site, 68
- Pluck software, 254
- PodcastAlley directory, 188, 287
- Podcasters discussion group, 289
- Podcasting News directory, 188
- Podcast.net directory, 188
- PubSub Web site, 49, 286
- PulpFiction software, 36
- Rizzn's Podcaster audio service, 195
- RocketNews Web site, 51, 287
- RSS and Media discussion group, 288
- RSS and Related Technologies discussion group, 289
- RSS Channel Editor (WebReference), 126, 284
- RSS directories, 17–18
- RSS feeds as basis of, 107–109
- RSS Headliner (WebDevTip), 126, 284
- RSS readers, list of, 258
- RSS specifications, 140, 144, 147, 275
- RSS Validator, 134
- RSSCache service, 204
- RSS-DEV discussion group, 288
- RssHarvest scraping tool, 175
- RSSlib software, 241
- RSS.py scraping tool, 175
- RssReader software, 255
- RSSSubmit Web site, 221
- RSS2-Support discussion group, 288
- RSS-xpress Channel Editor service (UKOLN), 283
- RSSxpress-Lite service, 235
- Script4rss scraping tool, 175
- Search Engine Forums.com Web site, 261

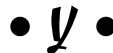
- search engines, list of, 263
- Search4rss directory, 275
- 2ndSight Incorporated Web site, 266
- SEO consultants, list of, 262
- Shared RSS Syndication Feeds service, 126, 284
- SharpReader software, 37, 256
- “shooting star” Web site, 109
- Shrook software, 36
- Site Owner Help Web site, 262
- Slashdot blog, 68
- StatCounter software, 265
- Straw software, 36
- Synclosure software, 287
- Syndic8 directory, 275
- Syndic8 Web site, 277
- Syndic8 Web-based reader, 34
- Syndication discussion group, 288
- Take-Off service, 289
- Targeted Technology Tips (Hennegar), 14, 42
- for this book, 5
- Top 10 Reviews: Shopping Cart Software Review Web site, 303
- Topix Web site, 51, 287
- TypePad blogging service, 78
- UKOLN (UK Office for Library Networking), 123
- Upperhost Top 10 Independent Web Hosting Services Web site, 295
- UserLand Web site, 18
- version 0.91 RSS file template, 140, 142
- version 1.0 RSS file template, 144
- version 2.0 RSS file template, 147
- Vox Lite software, 186, 287
- W3C online service, 165
- Web Hosting Reviews Web site, 295
- Web Portal blog directory, 90
- WebDevTip, RSS Headliner, 284
- WebNews.TV service, 289
- Webnote service, 289
- WebReference RSS Channel Editor, 284
- WebReference.com Web site, 281
- WebSTAT software, 265
- Wordtracker Web site, 109, 266
- WS_FTP Home 9.02 software, 304
- XML specifications, 275
- xpath2rss scraping tool, 175
- Yahoo Groups, 102
- Yahoo! News Web site, 50, 287
- Yahoo! Search Help Web site, 261
- Yahoo! Search Web site, 262
- Web-based services. *See also* software
 - ad-placement services, 266
 - affiliate services, 268
 - auxiliary RSS tools, list of, 289
 - blogging services, 72–77, 80–84
 - converting e-mail newsletters to RSS feeds, 171–174
 - converting RSS feeds to Web pages, 235–240
 - podcast creation, 195–196
 - RSS feed creation, 123–127, 133, 283–285
 - RSS feed creation, automated, 162–170
 - RSS feed validation, 134–135
 - RSS readers, 32–36, 40–41, 249–250, 251–252, 257–258
 - RSS readers supporting PDAs, 63
 - search feed services, 50–51
- WebDevTip, RSS Headliner, 126, 284
- Webfeed, 10. *See also* RSS feeds
- webmaster for RSS feed, 121
- <webmaster> tag, 121
- WebNews.TV service, 289
- Webnote service, 289
- WebReference RSS Channel Editor, 126, 284
- WebReference.com Web site, 281
- WebSTAT software, 265
- “What is RSS?” (O’Reilly XML.com), 138
- “What kind of hosting plan is the right one to buy”, 294

“What to look for in a Web host”, 294
 <width> tag, 121
 Winer, David (developed RSS format)
 blog created by, 68
 developed original RSS format, 18
 developed RSS 2.0, 19
 “Help for Podcast Pingers”, 197
 podcasting developed by, 180
 “Scripting News” RSS feed, 279
 Wordtracker Web site, 109, 266
 World Wide Web, history of, 13. *See also*
 Web site creation; Web site resources
 writing content for RSS feed
 accuracy of, 206
 adding value to, 105–106
 aggregating, 12–14
 audience for, 92, 213
 for blogs, 84–85, 87–88
 clarity of, 206
 collecting, requirements for, 10
 communicating with employees or
 colleagues, 97–98
 complete text, when to use, 92–94, 216
 copyright issues regarding, 101
 for customers, 95–97
 editing, 95
 expertise as, 99–100
 keeping current, 14, 206
 links to complete text, when to use,
 92–94, 204, 216–217
 marketing information in, 107
 news as, 98–99
 opinions as, 99
 organizing, 105, 207
 press releases as, 107
 producing, requirements for, 10

purpose of
 designing Web site based on, 116–117
 to market Web site, 106–107
 writing content based on, 95–100, 213
 resources for, 100–105
 types of, 11–12
 usefulness of, 206
 writing principles regarding, 207
 writing content for Web site, 298–301
 WS_FTP Home 9.02 software, 304



XML button, 46–47, 187
 XML editor, 152–153
 XML (Extensible Markup Language). *See*
 also Atom format; RSS files
 definition of, 137–138
 formats using, 115
 specifications for, 275
 .xml extension, 52, 140
 <?xml?> tag, 138–139
 xpath2rss scraping tool, 175



Yahoo Groups, 102
 Yahoo! News Web site, 50, 287
 Yahoo!, podcasting and, 197
 “Yahoo! RSS Syndication – Frequently
 Asked Questions for Publishers”, 274
 Yahoo! Search Help Web site, 261
 Yahoo! Search Web site, 262

