

## Unleash The Power Of RSS In Website Marketing

Ever wondered what is RSS? It stands for Really Simple Syndication or Rich Site Summary, and is a very effective method to bring your website contents to your website visitors.

Unlike other Internet marketing and publishing tools, RSS can power multiple key Internet marketing and publishing activities in different areas:

- \* Prompt delivery of your Internet content to end-users.
- \* Increase the visibility of your website and thereby generating more traffic/visitors to your website.
- \* Power your Internet public relations through RSS conversations.
- \* Enhance your web presence.
- \* Serve as an advertisement platform for publishers and advertisers.

So how exactly can RSS help in your website marketing? Well, here's how:

### 1. Enhance the visibility of your website and generate more traffic

RSS can be a value-added revolution in the marketing field. For many marketers and Internet publishers, RSS is one tool which can improve their online visibility and generate more visitors.

### 2. Improve your search engine rankings

RSS has been documented to bring a great impact on the traditional search engine rankings. Even sites supposedly with low traffic are pushed to first-page sites positions for their key search engine keywords and phrases after switching over to RSS feeds.

This is due to the fact that RSS feeds increases the number of inbound links to the site, the specific RSS feed format, and tight RSS feed focus and RSS-specific search engine strategies. These provide the search engines with strong and focused content streams from publisher's website. RSS publishers get more attention by search engines and directories since RSS contents are still scarce.

### 3. Increase the number of visitors through RSS search engines, directories and content aggregators

You have numerous options available like RSS-specific search engines, directories and content aggregators to further publicize your RSS feeds and your RSS content, to generate additional exposure, which was never available before.

These will introduce your site to new audiences, making the content more accessible and at the same time improve your search engine rankings by providing you with relevant inbound links to your site.

### 4. Make your contents reach other websites

Some publishers may have the interest to provide their visitors with more high-quality content but cannot generate on their own. They can make use of RSS feeds from other websites to do so.

RSS is the standard for Internet content syndication and it makes it easy to get your content published on other websites also. The very same feeds you are using to deliver your content to end-users can be taken by other sites to display your content, while providing links back to full-text versions of that content on your own site.

This ensures that you will be able to get new visitors especially those interested in the topic you are covering. Each of these visitors can be turned to a new subscriber or customer with the help of your effective marketing skills.

When someone syndicates your content they are actually giving you an endorsement, increasing your credibility and your perceived brand-value. Depending on the number of visitors and the response, and with the help of RSS, planning for the next move of your business is made easier.

Source: <http://www.articlecircle.com>

## About the Author

Thomas Choo specializes in Internet Home Based Business. Visit <http://www.multiple-revenue.com/rss.html> for free download of the amazing ebook on RSS and a really useful RSS software (valued at \$64).