



RSS

Really Simple Syndication
How/why/where/what..

What is RSS?

- RSS is a defined standard based on XML with the specific purpose of **delivering updates.**
- Using this standard, webmasters provide **headlines and fresh content** in a succinct manner.
- Consumers use **RSS readers** and **news aggregators** to collect and monitor feeds in one centralized location.
- Content viewed in the RSS reader or news aggregator is known as an **RSS feed.**


Why?

- RSS is a way for web site owners to give viewers quick access to new content within their web sites.
- Web sites "syndicate" their content.
- Viewers can effectively create a custom "*newspaper or magazine*" of recent content from the sites they subscribe to.
- This drives viewers to your site

RSS Readers - "News Aggregators" for the viewer

- <http://blogspace.com/rss/readers> a list of RSS readers
- <http://www.newsisfree.com/>
- <http://www.feedreader.com/>
- <http://www.syndic8.com/>
- <http://www.curiostudio.com> (greatnews)

For the site author

- The site needs an “.rss” file (XML) to promote the feed.
- Uploaded to the server
- The page with the feed needs a piece of code inside the HTML `<head> </head>` section to alert the browser that a feed is available.
- The browser shows the live Feed icon 

Basic RSS XML code

- ```
<?xml version="1.0" encoding="utf-8"?>
<rss version="2.0">
 <channel>
 <title> Website Feed </title>
 <description> Page feed
 </description>
 <link> http://www.yourdomain.com
 </link>
 (items go here..)
 </channel>
</rss>
```

# The “Items”

- At the heart of an RSS file are "items." The RSS file has to include at least one item.
- To enter your item into the RSS file, minimum 3 bits of information are needed:
- `<item>`
  - `<title>` name of article `</title>`
  - `<description>` article into `</description>`
  - `<link>` the page link `</link>``</item>`

- `<?xml version="1.0" encoding="utf-8"?>`
- `<rss version="2.0">`
- `<channel>`
  - `<title> Website Feed </title>`
  - `<description> What your feed is about </description>`
  - `<link> http://www.yourdomain.com </link>`
  - `<item>`
    - `<title> Title of your first feed article </title>`
    - `<description> Introductory text </description>`
    - `<link> http://www.yourdomain.com/article.htm </link>`
  - `</item>`
- `</channel>`
- `</rss>`



# Save

- Save the file with the .rss extension
- For autodiscovery add this inside the **page** `<head></head>` section:  

```
<link rel="alternate" type="application/rss+xml"
 title="yourtitle" href="yourrssfile.rss">
```
- This activates the RSS button on the browser
- Also provide a link on your page, with a button
- Get buttons here:
- <http://www.wizard-creek.com/rss/tutorial/rss-buttons.php>

# Validating

- Use the <http://feedvalidator.org/> service. Enter the address to your RSS file, and you'll know if the files are valid.

# Get Syndicated

- Once your file is validated, you want to publicize it
- Visit the RSS directories and search engines listed in the “RSS: Your Gateway To News & Blog Content article”. They offer submission pages, where you can inform them of your feed.
- <http://www.rss-specifications.com/rss-submission.htm>
- <http://searchenginewatch.com/showPage.html?page=2175281>

# Useful links

- <http://www.google.com/support/feederburner/bin/answer.py?answer=79408>
- <http://www.wizard-creek.com/rss/tutorial/rss-website-feed-manual.htm>
- <http://www.wizard-creek.com/rss/tutorial/rss-what-is-it-good-for.htm>
- [http://andywibbels.com/flash/google\\_reader.htm](http://andywibbels.com/flash/google_reader.htm)
- <http://www.rss-specifications.com/>

# More links

- <http://searchenginewatch.com/showPage.html?page=2175271>
- <http://www.petefreitag.com/item/465.cfm>
- <http://www.codedcode.com/rss/rss-intro.asp>
- <http://www.codeproject.com/KB/tips/RSS.aspx>

# Using CSS

- <http://mondaybynoon.com/2006/08/14/beginning-to-style-your-rss-feed/>
- <http://www.xefteri.com/articles/show.cfm?id=24>
- <http://johnbokma.com/firefox/rss-and-live-bookmarks.html>
- <http://www.labnol.org/internet/tools/embed-rss-feeds-add-html-websites-javascript/2515/>