

# Design World

"Leadership is Measurable"



## Quick Guide to RSS

### What is it?

RSS stands for 'Really Simple Syndication'. It is a means to transport data from a website to an end-user by way of electronic subscription. It is much like subscribing to a magazine and expecting delivery by way of traditional mail. In a similar, but far more powerful fashion, a user browsing content at a web site can subscribe to a variety of different kinds of electronic

information (feeds) depending on what the site offers. RSS feeds bring automatically updated information straight to your desktop. This puts the user in much greater control of select, multiple information sources simultaneously and the data is automatically updated by the feed provider.

Good resource: <http://www.feedburner.com/fb/a/aboutrss>

## CONTENT SUBSCRIBING

### STEP 1. Find Content Subscription Link



The standard orange feed icon is generally used near the content of interest to indicate the content is available for syndication. The syndicated link is a standard URL.

### STEP 2. Click or Copy

Simply clicking the feed link in a RSS enabled web browser will display the information correctly. If your web browser screen appears full of code after clicking, copy the URL address and use an Aggregator – Your web browser may not be capable of displaying RSS feeds appropriately. Aggregators come in several flavors, but most common are web versions like Google and Yahoo custom home pages, and there are also many desktop applications like NetNewsWire. An Aggregator is an application that can take many feeds you subscribe to and combine or 'aggregate' them all for easy browsing.

### STEP 3. View Syndicated Data

Once you have subscribed to the feed, the content is automatically updated by the provider of the feed. Certain web browsers and Aggregators also give you control over how often content refreshes. Unsubscribing is as simple as deleting the feed URL.

## FEED / BLOG CREATION

### STEP 1. Find Service or Application

Design World recommends TypePad ([www.typepad.com](http://www.typepad.com)) for more personalized blogs and easy setup. It is very easy to set up a free 30-day trial and get started with your communication. WordPress is a powerful solution for more group oriented blogs, is open source software, and is highly customizable.

If you have a Web site, blog, audio/video content or even photos, you can offer a feed of your content as an option. If you are using a popular blogging platform or publishing tool like TypePad, WordPress or Blogger, you likely publish a feed automatically. There are also tools on the market that can help transform traditional web content into the right format for distribution. Simply creating an XML version of your content allows Aggregators the ability to read, but this entails some knowledge of XML syntax. Another method is PC-based software that allows blogging with associated feeds to be automatically published to a specific website location.

### STEP 2. Enter Data

The more frequent the better! Your readers and search engines like constantly updated content.

### STEP 3. (Optional) Enhance your Feed

FeedBurner ([www.feedburner.com](http://www.feedburner.com)) allows you to track statistics on your feed that include subscribers, hits and other good stuff.

### STEP 4. Required! Tell us about your Feed

Once your up and running, send us an Email ([feedsub@designworldonline.com](mailto:feedsub@designworldonline.com)) with your feed address so we can subscribe to your feed and keep apprised of your news automatically. You post and we redistribute immediately. You gain the exposure of the Design World channel with no hassle.

## Example Aggregator - NetNewsWire

The screenshot shows the NetNewsWire application interface. On the left, there is a sidebar with a list of news categories and their unread counts. The main window displays a list of news items. Three orange arrows point to specific parts of the interface:

- One arrow points to the 'Headlines/Description' column of a news item.
- Another arrow points to the 'Summary of Article w/links to Website' column of a news item.
- A third arrow points to the 'Feed Title & Description' at the bottom of the application window.

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