

Â DirectoryÂ for Really Simple Syndication

RSS directory is an acronym for Really Simple Syndication directories. To put it in a laymans terms RSS directory are WebPages that hold links to websites which have content that is frequently updated using a XML based web feed format that is called Really Simple Syndication. This format of entering information goes back to the research conducted under Ramathan .V. Gupta and others in Apple Computers Advanced Technology Group in nineteen hundred and ninety five (1995).

RSS feeds are very popular among webmasters. The ability of the RSS directory that link us to websites that support the frequent updates on the internet has largely been the reason for their popularity as the journal culture is becoming very popular and equally useful. The instant news updates are a typical example of the various ways in which RSS feeds are being implemented today. The fact that news updates are sought not by the day anymore but by the hour and minute puts the ability of the RSS directory to great use.

So, we know that RSS directory contain web pages that have links to websites that support Really Simple Syndicate feeds and they can help us by linking to other pages and allowing a frequent update. The name of a business can be carried far and wide with the use of RSS feeds. The RSS directory creates a stir around the name of a product or a business by using an interesting feature across the internet. If you are looking to promote a product or a business then you can register with any RSS directory and have them customize their site so it can also receives live updates from the Really Simple Syndicate feeds on your website. Of course, the cost of customizing RSS directory would be more.

RSS directory can also be used for counter attacks. You can check up on your competitor by tracking down any RSS directory and studying it for his and plan your designing your next move after your research is done. The progress or status of a business such as yours can also be tracked through links in your RSS directory, these give you tentative numbers on the people who may be your existing or potential customers. RSS directory and its functions are not limited to feed syndication only, it can also be used to send out newsletters to all registered subscribers. It is a convenient advantage of the RSS directory that, we dont have to bother users with continuous and space taking e mails that will most likely end up as junk.

You can also place little notes on your own websites such as news articles that are important to your business by simply including the RSS directory that will allow the news to partially appear on the screen instead of copying down the whole article. This is an automated process now. RSS directory are not small fry anymore. Yahoo too has launched a RSS directory. More people will be attracted to your RSS directory if amongst the many it is one of the first in the searches. Hence, the RSS directory must be optimized for search engines as well.

The great advertising and the manifold advantages would cost some money that would be well spent on RSS directory. The traffic and number of incoming potential customers will increase as you increase your presence in RSS directory. Free RSS directory are also available on the internet and can be found easily. Contemporary interactions through the internet have been completely changed through the use of RSS directory that are now quite different from what they were at launch. Therefore, it is easy to see why RSS directory are so popular and if you are not using it your competition is gaining on you as you read. Topics of interest [Rss syndication](#) - [Rss syndication](#) - [Syndication](#) - [Blog syndication](#) - [Rss submission](#) -

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