

Making money with RSS Feeds

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First it was banner ads, then Google AdSense and now, the latest way to make money on your web site could very well be RSS feeds. Say what? I said: RSS is hot and you should be using it to drive eyeballs to your site. Here's how it works:

Depending upon who you ask, RSS stands for "Really Simple Syndication" or "Rich Site Summary". Regardless of what you call it, RSS is a way to automatically publish (syndicate) someone else's content on your web site. Now don't worry, that's not the same as stealing someone else's content. There is nothing illegal about using RSS feeds. In fact, the publisher of the content wants you to have it show up on your site and that's why he or she makes it available as an RSS feed to begin with.

So what's in it for all parties concerned?

Using RSS is a win-win for both the publisher of the content, who gets their name out to potentially millions of sites and you, the web site owner who is pulling the content onto your site.

Content, by the way, means anything that a publisher decides it means. Typical content includes news headlines, new product update notices, blog summaries and lots of other stuff. It's the "content" portion of the equation that's good news for you.

Show me the money

One of the best features of hosting RSS feeds is that it gives your site an endless source of freshly updated and relevant content. This content acts as natural search engine spider bait which they will fill their little tummies on and come back for more every day. Their appetite for fresh content keep your rankings up.

Sticky Loyalty isn't a new Ben & Jerry's flavor, but it should be the goal of any serious webmaster who wants to create a web site that visitors return to over and over again. The use of carefully selected RSS feeds can make that happen by offering unique content which can't be found anywhere else.

Now please don't make the mistake of thinking "But they can get that same content at the publisher's site, why should they come to mine?". Just build it and they will come! Sorry, I couldn't resist saying that, but it's true. In addition to the RSS content, which they surely can get somewhere else, you are going to add your own sticky loyalty stuff that's all about whatever your site is all about to begin with. That combination of your own content and the RSS feed makes visiting you a purely unique experience that can't be found anywhere else.

You don't have to be a member of the Geek Squad to start showing RSS feeds on your site. Just visit any of the links below and get busy using RSS to make mo' money.

Free RSS to HTML PHP Script
<http://www.feedforall.com/free-php-script.htm>

Carp - Free Rss script
<http://www.geckotribe.com/rss/carp/>

RSS Equalizer
<http://milleniumb.rssalizer.hop.clickbank.net>

Clickbank Profits RSS Feed Generator
<http://www.insiderscripts.com/cb/>

About the author:

Sandra Stammberger is the owner of Insiderscripts. At Insiderscript's programmers are working around the clock to develop affordable, powerful money making scripts that will help you drive traffic to your business. <http://www.insiderscripts.com>