

Web Site Seminar 2007...

Sites, Camera, Action!



Seminar Agenda

CSS (Cascading Style Sheets)

Video: Capture Your Company

– Break –

Push Technology

Wikis for Business

Push Technology

If you push it, they will pull

Presenter: Dave Micko – Independent Consultant

RSS (Really Simple Syndication)



RSS is a family of Web feed formats used to publish frequently updated digital content, such as blogs, news feeds or podcasts. Users of RSS content use software programs called “feed readers” or “feed aggregators“. The user subscribes to a feed by entering a link to the feed into the reader program. The reader can then check the user’s subscribed feeds to see if any of those feeds have new content since the last time it checked, and if so, retrieve that content and present it to the user.

- Wikipedia 05/02/2007

[http://en.wikipedia.org/wiki/RSS_\(file_format\)](http://en.wikipedia.org/wiki/RSS_(file_format))

Typical RSS Feeds

CNET News.com

feed://news.com.com/2547-1_3-0-5.xml

The Motley Fool

feed://feeds.fool.com/usmf/foolwatch

The New York Times

feed://www.nytimes.com/services/xml/rss/nyt/HomePage.xml

Dictionary.com : Word of the Day

feed://dictionary.reference.com/wordoftheday/wotd.rss

CNN.com

feed://rss.cnn.com/rss/cnn_topstories.rss

Salon.com

feed://feeds.salon.com/salon/index

Minneapolis Star Tribune

feed://www.startribune.com/rss/1557.xml

Saint Paul Pioneer Press

feed://rss.mnginteractive.com/live/TwinCities/TwinCities_1916460.xml

City Pages

feed://rss.citypages.com/Articles.rss

RSS Readers

Web Based

Google – <http://www.google.com/reader/view/>

My Yahoo! – <http://my.yahoo.com>

Stand-alone

NewsGator – <http://www.newsgator.com>

Pluck – <http://www.pluck.com>

Modules

Internet Explorer

Microsoft Outlook

More About RSS

Curious about how to construct an RSS Feed? Want to allow your users to get automatic updates of the news on your site? Here's some resources to get you started:

Making an RSS Feed

<http://searchenginewatch.com/showPage.html?page=2175271>

FeedForAll

An excellent RSS Feed creation tool – <http://www.feedforall.com>

How to Create an RSS Feed with Notepad, a Web Server and a Beer.

Great little article, beer not provided – <http://www.downes.ca/cgi-bin/page.cgi?post=56>