

Debbie McMurtry Celebrates 10 Years on Staff for RSS Feeds Service Provider

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Debbie McMurtry has recently celebrated 10 years as staff member of mySiteFeed.com, which offers a service that allows website owners to create RSS feeds. During her years on staff, she has seen RSS feeds change quite a bit, i.e., more people are using them although they don?t realize it and RSS feeds underpin many blogging and news publishing features. The service provided by mySiteFeed.com is for those who have a website built using static HTML or an e-commerce cart system that is unable to create RSS feeds of their newest products. People can choose either the mySiteFeed.com free / advertising supported service or upgrade to the professional service for a monthly fee.

Debbie McMurtry herself says, ?I?m happy to have served as a staff for mySiteFeed.com for a whole decade. During that time I have overseen customer service, as well as development. The biggest problem that I have encountered are special characters that we either need to ignore or translate as appropriate. Our choice can mean whether a feed reader or aggregator will break down the line, or perhaps we?re going to lose an accent character that changes the meaning in international usage.?

RSS means ?really simple syndication? and it is a technology that permits Internet users to subscribe to

specific websites such that they receive RSS feeds. These are websites that often change or add content on a regular basis. To be able to utilize RSS technology, website owners create or get specialized software, such as a content management system, that provide machine-readable XML content.

RSS feeds present new articles posted on a website in list form, providing a line or two of each article and a link to the full article or blog post. An important advantage for RSS feed subscribers is that unlike subscriptions to most printed magazines and newspapers, most of these RSS subscriptions are free.

The RSS formats are utilized to provide summaries of the current web content of a particular website, including links to the full versions of the content, and other metadata. This content is delivers in the form of an XML file that is known as an RSS feed, RSS stream, webfeed, or RSS channel. Furthermore, aside from facilitating syndication, RSS will permit the frequent readers of a website to monitor updates on the website through an RSS aggregator.

Having an RSS feed has a number of benefits for a website. It can help in producing new and repeat visitors. The new visitors can be obtained through increased search engine placement that an RSS feed can provide, and also through the many directories that are listing that particular RSS feed.

Other websites may also be able to display the RSS feed of another site. mySiteFeed.com can offer a number of alternatives for other websites to display those RSS feeds. For those who want a website to syndicate their RSS feed, they can simply pass on to that site the Flash and JavaScript objects that mySiteFeed.com can provide them. These objects have already been customizes to be able to display that particular RSS feed.

mySiteFeed.com suggests that website owners with RSS feeds utilized Ping-o-matic to ping a number of services at once. Meanwhile, atom feeds are not currently supported. But for those who think that atom support is vital for them, they can contact mySiteFeed.com.

Debbie McMurtry also wants website owners to know that mySiteFeed.com also has a blog where they provide reports on the latest trends regarding RSS feeds. These include whether it is better to create RSS feeds on the website or host them elsewhere; and whether there is a pressing need for RSS feeds. In the blog post about the need for RSS, a recent report showed that 85 percent of all email is considered to be spam. Thus, there is a pressing need for RSS feeds to deliver relevant content to people who have subscribed to it.

Those who are interested in creating RSS feeds for their websites can check out the mySiteFeed.com

website or contact them on the phone or via email.

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For more information about mysitefeed.com, contact the company here:mysitefeed.comDebbie McMurtry7204893790create-rss-feeds@mysitefeed.com732 Front St Suite #209Louisville, CO 80027

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