

# Unleashing the Web Traffic Power of RSS



## Special Report

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# UNLEASHING THE WEB TRAFFIC POWER OF RSS!

## Overview

Welcome to this special RSS report.



Tim and Anthony here.

It is hoped that what we will show in this ebook and with our short video course, will help you discover the truly incredible opportunity that RSS can offer you.

If used correctly, RSS offers you the ability to rapidly generate targeted web traffic and improve your search engine listings. Rapid page one on Google results are not uncommon.

In this report, we are going to start off by showing you some of the traditional uses of RSS and go on to show you some of the advanced uses for traffic generation that we have mastered, with often staggering results.

If you are interested in getting your website site up towards page one in the search engines, and want a ton more sustained and targeted web traffic, you have come to the right place!

Lets get this show on the road shall we?

Enjoy.

*Anthony Buchalka Tim Buchalka*

## Introduction to RSS

Do You Currently Use RSS Syndication To Drive Web Traffic?



You have probably heard about RSS which stands for *Really Simple Syndication* and perhaps you have seen the RSS symbol on the left on websites?

Perhaps you have even used it to catch up on your daily news from your all time favorite websites.

Great free software like *Google Reader* makes it a breeze to keep up with the latest happenings on topics of interest to you.

But there is another aspect to RSS we would like to bring to your attention today, and that's ***RSS feed submission***. This is the process of using RSS technology to get rapid improved page rankings in the search engines and a rapid and dramatic increase in web traffic to your website.

This is very important process for you to understand and start using, as probably the **vast majority of your competition** (other web sites) are not even aware how they can benefit from this. So using RSS feed submission is a great way to assist you in leapfrogging your competition.

## Traditional Uses of RSS on the Internet



If you do not have any or much knowledge of RSS, we suggest you start with watching the video below.

Understand that this first video is not how we are going to be using RSS as the method explained in that video is **how most people** on the Internet use RSS, just for keeping up to date with news from other websites.

[Click Here To Watch VIDEO -The Introduction to RSS Video.](#)

(note that video above is missing our Aussie accents as it's not one of ours- but it is a goodie).

We are going to be using it to **build links to your website** and bring you web traffic!

If your not excited yet, don't worry you soon will be!

## How We Use RSS to Generate Web Traffic



So now it's time to look at a video which will give you **an introduction** to how we will be using RSS!

[Click Here To Watch VIDEO - Introduction to RSS for Web Traffic and Link Building](#)

After watching the video above, you'll have a bit of an idea of what RSS is all about and you should have an idea that it's a powerful cool tool to use.

This is really exciting and cutting edge stuff!

But let's take a step back and work out how the process works first.

### About RSS Feeds

Firstly in order to use RSS like this, you need an RSS feed.

Think of an RSS feed as just a file containing a description of one or more web pages. It's a standard format that can be read by literally millions of programs of programs on the internet.

*It's actually said that RSS makes the World Wide Web work and this is not far from the truth.*

You see, computers being what they are, are not smart enough to understand a particular piece of information unless they understand the structure. Because RSS is a documented format, it means all these programs that use RSS can then understand how to decipher a RSS feed, and how to process the contents in the file.

### What Type of Web Sites Use RSS?

Many websites have RSS technology built in.

If you are running a WordPress blog for example, you automatically have this technology built in to every post you make on the website.

And even if you are using a static website (in other words, not a blog) without RSS feeds, you can invest in an inexpensive RSS script to create RSS feeds for your website.

Did you know that?

It's no longer just blogs that can utilize the power of RSS for web traffic!

As we mentioned earlier, in the past RSS technology has mainly been used to retrieve information for a group of websites (news, new content, etc).

**Until only recently,** it has not been used to assist you in getting visitors to your website or ranking better in the search engines.

By using RSS to generate web traffic and improve your website ranking, you will have a MAJOR ADVANTAGE over most other websites!

*We don't know about you, but we both LOVE anything that gives us a major advantage over our competitors! :)*

## How To Find RSS Feeds



The next video (below) will show you step by step how to go about finding a RSS Feed. This is **your first step before submitting a RSS feed**. That is “you need to find the RSS feed”.

[Click Here To Watch VIDEO - How To Find RSS Feeds](#)

Entire websites are developed and being developed as RSS Aggregators, in other words websites with their primary mission being receiving information about the content that is on other websites.

And guess what?

They use RSS (Really Simple Syndication) technology as well.

### Google Loves RSS & AdSense

Google, the premier search engine, itself invested millions purchasing a major RSS website called FeedBurner. Further they then added to their AdSense program a module for RSS Feeds.

AdSense is the most widely used technology to put advertisements on websites that we know of today.

We hope you're starting to see where we are going with this; if entire sites are setting themselves up to use RSS in a major way and Google themselves are heavily investing in RSS technology, then this is something that all marketers should be looking at.

*If you don't, you will be eventually be left behind!*

Google realize that RSS is all about tracking content changes, because anytime a website adds content to their website (if they are using RSS technology) then their RSS feed is automatically updated.

And with RSS aggregator websites actively wanting to receive content via RSS feeds, and these sites almost always allowing website owners to “send” their RSS feed for free, *the time is ripe* for you to start using this in your internet marketing.

You see, any time you submit RSS feed files to these websites, they store the file on their servers and provide a backlink (a link back to your website). And

because google love new content, they visit these sites more often than static sites, and as a result they rank these websites more prominently in the search engines, meaning more web visitors find that content.

Great right?

The end result is that your blog or standard website, gets found by more people, either indirectly by the link on the RSS aggregator website, or directly in the search engines, because your website now ranks better because of the links from the these RSS websites.

That means more visitors knocking on your door everyday, ready to buy your products!

### How To Submit RSS Feeds



The next video will show you how to go about submitting RSS Feeds. Some suggested RSS Aggregator sites are listed below the video.

[Click Here To Watch VIDEO -How To Submit RSS Feeds](#)

Here are some popular RSS Feed sites;

[RSS-Feeds.info](#) (this is one of our own websites!)

[FeedAgg.com](#)

[RSS2.com](#)

[Feedest.com](#)

[XFruits.com](#)

There are a large number of other sites available. All the websites above are completely free to use and are capable of giving you page one positions in Google!

Do not underestimate the power of RSS!

Simple but extraordinarily powerful if used clearly.

## ***Creating Multiple Feeds***

As if that wasn't good enough, the next part of the strategy deals with using mash up sites to create new RSS feeds.

Here is the concept.

Take parts of one RSS feed, add it to another feed, which produces a third now unique feed, which resides on another website.

Guess what?

Yes even more backlinks.

Pretty cool, hey?



We are going to show you how to do that in the video below.

[Click Here to Watch VIDEO - How To Create Merged RSS Feeds](#)

Now, if you have dabbled with RSS a bit you might know that RSS Feeds are not available on many web sites, particularly on your own domain if you are not running a blog.

Also many web 2.0 sites do not have RSS feeds.

Also note that RSS-Feeds.info has the ability to create and merge RSS feeds in it's own right, so be sure to use that.

## **RSS Software Automation**

In the past (and still for many people today) it has been very time consuming to submit these feeds to these websites. But software is constantly coming out that will greatly reduce the time necessary to submit.

Early versions of the software would require you to manually create RSS feed files and to specify which sites to submit to, and although quicker than a pure manual process, would still end up a time consuming process.

More recent versions of the software actually create RSS feeds automatically and submit automatically to the RSS aggregator websites every time you post.

*We love automation.*

There are versions of the software that work as a desktop application, or on a server. There are even versions of the software that work with the most popular blog platform on the internet, WordPress.

Still more versions of the software allow you to merge feeds (create a new RSS feed from two or more existing RSS feeds) and to then allow you to submit that for more backlinks and more rankings!

So make sure you take the time to test the best RSS submit technology available and take the time to understand RSS feeds. Your web site will thank you in the form of extra web traffic and better rankings in google.

### **Introducing the Web Traffic Genius Software!**

This is a software tool that we have been developing and using successfully since last year.

By using the [Web Traffic Genius Software](#); you will quickly begin automatically generating powerful backlinks and build page rank to help rapidly build targeted web traffic to your websites and blogs.

There are two versions included of this powerful software that we have created. There is the RSS Power Plus Pro "Wordpress" version PLUS the RSS Power Plus Pro "standalone" version.

The WordPress version is specifically for use on your WordPress blogs.

The standalone version has been cleverly designed to work on any website so no longer is it only blogs that can benefit from the powerful advantage of RSS.

Once you download and install the RSS Power Plus Pro software, you will be building quality backlinks every time you either make a blog post or add a new page to a standard website.

Every single day, day in and day out you will be building backlinks and targeted web traffic on "autopilot".

Backlinks = more targeted web traffic = more profits.

We are all busy doing a million things a day so a web traffic tool that is a true "set and forget" tool will be a massive time saver.

Remember, if Google thinks enough of the technology to be sinking millions into it, it's not a fad, but it's here to stay!

## Conclusion.

Well, you got through our RSS Report. Hope you watched some of the videos as they really help explain things for you.

In this report we talked about the traditional uses of RSS such as catching up on your daily news from your all time favorite websites.

We then talked about another modern and powerful aspect to RSS - **RSS feed submission**. We discussed how that is the process of using this technology to get rapid improved page rankings in the search engines and a rapid and dramatic increase in web traffic to your website.

In particular we looked at Finding RSS feeds, submitting RSS feeds and submitting "multiple" RSS Feeds.

We finished off by discussing the best software to automate the use of RSS to quickly begin automatically generating powerful backlinks, and build page rank to help rapidly build targeted web traffic to your websites and blogs.

### What Should You Do Next?

Firstly, we suggest you read through the report again, and watch all the videos.

Then we suggest you purchase the [Web Traffic Genius Software](#), install it and start using the incredible power of RSS to generate rapid targeted web traffic, build backlinks and improve your website page rank.

Find out all the details of the [Web Traffic Genius Software Here](#).

Thanks for your time.

We wish you well.

best regards,

Handwritten signatures of Anthony Buchalka and Tim Buchalka in blue ink.

## Legal Mumbo-Jumbo (Disclaimer/Terms of use agreement)

We didn't want to put this section in, but unfortunately in today's "sue anyone for absolutely anything" world, our legal advisers said we had no alternative but to include it. So... here it is, our disclaimer, and terms of use agreement.

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