

## Blogs RSS Feeds Wasted

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Wasted Potential: A Blog's RSS Feed

"Approximately 85% of blog owners are only using 50% of the software's potential! What is the silent 1/2 that isn't being utilized? A blog's RSS feed."

Boulter, Ontario - January 2, 2006

Laura Childs can't believe just how many WordPress blog owners are missing out on half the potential of their blog software. But she doesn't want to work too hard to get the word out.

"Although blogging software has been available to all of us for years, 2005 can officially go down in history as the year that blogging really went mainstream. I've even heard of some people setting up hundreds of blogs per week," says Laura Childs, co-author of The Stampede Secret, 2004-2005's hot selling membership site on blogs and RSS feeds.

Just where is this lost potential in a WordPress blog? Laura says the secrets are in the blog's backend, safely tucked away in the software, so elusive that most bloggers are barely aware of it.

RSS feeds are the working cogs of a blog platform. These text-heavy and code-light, database-generated files work overtime as they become syndicated by other websites for content, checked by the search engines for updates, and read by about 14% of all internet users. To illustrate how viable a blog's rss is, you must understand that every category created in WordPress, every post written, every series of comments that a visitor leaves behind - affects, alters and adds to an RSS Feed running in the blog.

"The part that amazes me the most," says Smartzville's owner, "is that most WordPress owners have absolutely no knowledge whatsoever of their blog's rss! Even more perplexing is that the majority of gurus and info publishers selling blog related products and software barely touch on the subject in their \$27-497 reports! It's sad really - so much work and money wasted."

As sad as it may sound, Smartzville still isn't too eager to share the quick fixes and help the thousands of WordPress blog owners to increase their website traffic and visibility in the search engines. Convinced that if the masses were to discover the truth and tweak all their installs, blog owners with truly valuable content wouldn't stand a chance in the marketplace. That conviction may strike a note of discord by some readers of Smartzville's site. The latest post clearly states, "...to be honest I don't care how many people buy these tiny secrets...I want these to be our secrets. Yours and mine. To heck with everyone else who's throwing up hundreds of blogs every month hoping to turn a buck or two. I don't care about them, I care about you - my visitor, my reader." (excerpt: [www.smartzville.com/marketing-help/blogrss.htm](http://www.smartzville.com/marketing-help/blogrss.htm))

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Other information: [www.smartzville.com/marketing-help/blogrss.htm](http://www.smartzville.com/marketing-help/blogrss.htm).

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