

## Getting High Search Engine Ranking With RSS Topic of Top Marketing Show

By Power Communications LLC

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*RSS is a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to whoever wants it. This week's Power Marketing podcast discusses using the format.*

This week, the popular new podcast, The Susanna Hutcheson Power Marketing Show, discusses using RSS feeds on Web sites for high search engine rankings and more traffic.

"Your content changes regularly and search engines love that. It brings new people to your site all the time too. I have a site that is pure RSS and it gets lots of traffic. It's <http://www.hutchesonreport.com>. I also get affiliate sales on the site and some new clients," says Hutcheson.

She says that an RSS feed is updated frequently. So your page constantly changes. It's always fresh and new --- never stale. Hutchesonreport.com changes minute by minute and Hutcheson even has the page refreshed every few minutes.

RSS feeds get spidered more frequently than static pages. That means that your entire site is likely to be spidered a lot. That almost guarantees you a high ranking. And, any new pages you add will be picked up faster.

"The marketer benefits greatly from using RSS feeds," Hutcheson says.

This gives you a major advantage over your competitors. But, you must be careful. There's lots of RSS software out there. Most of it provides RSS feed using java. Hutcheson says not to buy or use this type of software.

"You want a program that converts RSS to HTML," she says.

Hutcheson invites listeners to go to <http://www.powerwriting.com/rssfeed.html> to get the program she uses and recommends.

People can listen to the show in many ways. One of the easiest is to go to the Web site at <http://www.powerwriting.com/podcast.html>. The podcast comes out every Friday.

The main Web site for Power Communications is <http://www.powerwriting.com>.

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One of the oldest copywriting services on the Internet, Power Communications is owned by creative director, Susanna K. Hutcheson. Hutcheson is an award-winning journalist and long time magazine writer, editor and copywriter.

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