



FeedBurner is a service that enhances your RSS feed, allowing you to publish in multiple formats, get traffic stats, and enhance your feed's content with photos and links. It's currently free. Find out more at www.feedburner.com.

Once you have an RSS file available on your blog, any site that aggregates Web content can pick it up and display it, though usually only the headlines/titles are displayed (so write good ones!). Users who see the headlines displayed, whether on another blog, a search engine, a news Web site, an e-mail newsletter, or the home page of your company's Web site, can click a headline to go to your blog. Voila! You have made your postings more accessible to more people, and that can't help but generate more blog readers. All these added links also serve to guarantee that your blog postings show up higher in search engine results.

You need to jump-start this process by registering your RSS feed with news aggregation Web sites.

You must set your blog software to *ping*, or notify, some important sites when you publish a new post. Again, many blog software solutions include functionality to let you ping automatically. If yours doesn't, visit the following sites, and look for directions on how to register with them:

- ✓ **Blo.gs:** www.blo.gs
- ✓ **My Yahoo!:** my.yahoo.com/s/publishers.html
- ✓ **Weblogs.com:** www.weblogs.com

These sites require that you visit and submit your blog, usually only once, in order to be included in the RSS index:

- ✓ **Bloglines:** www.Bloglines.com
- ✓ **BlogRolling:** www.blogrolling.com/ping.phtml
- ✓ **BlogStreet:** www.blogstreet.com
- ✓ **FeedBurner:** www.feedburner.com
- ✓ **Feedster:** www.feedster.com
- ✓ **Popdex:** www.popdex.com
- ✓ **PubSub:** www.pubsub.com
- ✓ **Syndic8:** www.syndic8.com
- ✓ **Technorati:** www.technorati.com

I also advise you to embed, on each page of your site, a Meta tag that explains in a uniform way the location of your RSS feed. A Meta tag allows autodetection of your feed by several tools and by crawlers.