



Modify this tag to point to your own RSS feed, and add it to the head tag of each HTML page, if it's not already in the template of your blogging software:

```
<link rel="alternate" type="application/rss+xml" title="RSS" href="url of your feed here" />
```

Upgrading to Atom feeds

Atom is a format that serves many of the same functions as RSS, though it's slightly more complex to implement for syndication purposes. Actually, it's a lot more complex! The format provides a universal XML interface for posting with blog tools, editing blog entries, and publishing a blog feed.

Atom is a newer format than RSS, and though it has many supporters, many news aggregators don't yet handle Atom content. It may be a sign of things to come, however, that Blogger currently only provides feeds in the Atom format.

For your own use, look for a newsreader that lets you read both RSS and Atom feeds. On your blog, though, I recommend you definitely provide RSS 1.0 or 2.0 and Atom if your blog software includes it already.

Adding comment functionality

Want to use comments on your blog but can't because your blog software doesn't have the functionality? You have two options:

✔ **Migrate your blog to blogging software that does offer comments:**

If you've been blogging for a long time or have thousands of entries, changing software can be a huge task.

Chances are, however, that if you're using a blogging system that doesn't offer comments, you may want to upgrade anyway; you're probably missing out on other useful technology.

✔ **Use HaloScan:** You can integrate this leading comment system into almost all the existing blog software solutions.

HaloScan (www.haloscan.com) is free — and requires that you copy and paste two lines of code into your Web log to get started. You can edit and delete comments, as well as ban offensive commenters.

You can use HaloScan on any Web site, not just a blog. What are you waiting for? Go sign up!

