

DISPATCHES

News from The Bureau

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Blogs RSS Feeds & “Share This”

The eyes of many of our clients do seem to glaze over a little when we mention Blogs, RSS feeds and “Share This” social media links. They are nevertheless growing in importance in many sectors, including insurance.

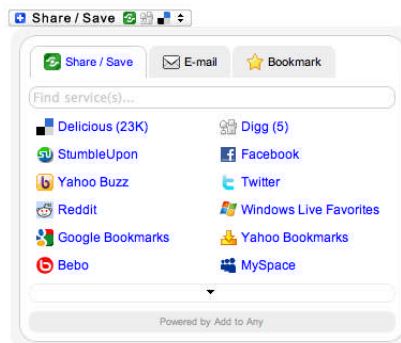


Blogs, RSS Feed and “Share This” features are often seen together largely because of their close association – having done one, doing the others is very simple.

Basically if you have a Blog you ought to have a RSS Feed (Really Simple Syndication Feed) Having published your Blog, clients and other interested parties can opt to join your RSS Feed so that they are sent the details of each new entry on your Blog. This will form a history file on the user’s computer at home or in the office to which he or she can refer. Like a “Favourites” folder.

It is sent in a simple format to be readable on any computer ensuring that everyone can view it, whilst allowing them to “Opt-in” to your blog and RSS feed.

You could also link a Blog to a Facebook, Twitter, Stumbleupon, Digg page or any of the other social media sites that are now being used by business to promote themselves. Of course, many of these social media pages are done as part of a package deal and not because of any proven marketing success. The purpose and value of social media sites is still uncertain but worth watching and reviewing from time-to-time.



Blogs offer you the chance to update your Website every week. Search Engines like that. Blogs offer clients and others a source of useful and timely information which is valued increasingly. Blogs are specially designed to hold a history of past articles/blogs and quickly grow into valuable banks of information. Blogs are also easier to manage and maintain than normal News pages on Websites, printed newsletters, and are compatible with all Internet connections, making them far more likely to be read.

A Blog can be designed to run alongside your Website using your current Web space and therefore requires no additional hosting costs. The Blog can be designed without an RSS Feed is necessary and without a Share This function to link to a page on one or more social media pages. If you do not have a page on Twitter or the others, there is no point. Of course, this is a development you could invest in later when you deem it appropriate.

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For information on setting-up a Blog, RSS Feed or a Share This feature-
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