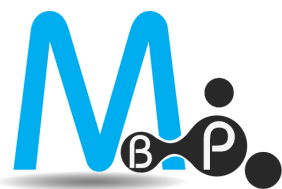




THE DARK SIDE OF RSS

**RSS FEED IS RIPPING OFF YOUR
WORDPRESS BLOG**



MaxBlogPress

www.maxblogpress.com

Do you have an RSS feed in your WordPress Blog?

Most bloggers do and,
I'm pretty sure you too do, RIGHT?



Be sure to continue reading because what I am going to say NEXT will
BLOW YOU OUT OF THE WATER.

Do you know?

RSS Feed is literally RIPPING OFF your blog traffic and money,
without giving you a simplest hint.

Unbelievable??

But NOT exactly.

I will tell you HOW.

But before that, let me ask you two questions.

- ✓ Have you ever wondered why your blog is still not generating any revenue that you dreamt of despite having great content and high-paying advertisements?
- ✓ Why your blog's active readers, who used to visit and post comments regularly,
 - Are NOW decreasing?
 - Seldom visit your blog?
 - Don't visit your blog at all?

Any guess WHY?

Could it be because your visitors are only reading your content via RSS feed rather than from your blog?

Those banners and ads are the means of making your living, but if your blog followers never visit your blog and read your content only via RSS Feed, then obviously your earning will go NIL.



NO Traffic = NO Revenue.

Well, that's just a short glimpse of how **RSS can prove to be a threat to your WordPress blog.**

There's more to come your way.

Are you ready?

But, before I tell you the shocking truth about RSS, let me give you a brief introduction of RSS itself so that you become more familiar with what RSS is and what it actually does (especially for the one who has just started blogging and want to implement RSS on their blog.)



What is RSS?

(RSS refers to Really Simple Syndication.)

Most people who read blogs online these days use RSS feed reader. It allows them to keep up with latest syndicated content from their favorite blogs and websites without the need of actually visiting those blogs, consequently saving time and improving blogs content readership.

So, if you have not yet syndicated your blog through an RSS feed, then you are probably depriving yourself of a large proportion of readers- a fact that you are completely unaware of.

Now a question simply springs up-

Is RSS Feed your FRIEND or FOE?

Probably a **friend**, right?

There's no doubt that RSS Feed helps bloggers gain RSS readers, which makes easier for visitors to read the content directly on their RSS feed reader, without having to visit the blog.

And, what as a **foe**?

Since everything has its good and bad side, so does RSS. And here comes **the dark side of RSS** that you probably must never have realized.

1. RSS readers are not visiting your blog

a. No user interaction and traffic on your blog

Since visitors are able to read the content of your blog directly on their RSS feed reader, they won't even bother to visit the blog. That results in less to NO user interaction as well as minimal traffic to your blog.

And if there's no user participation on your blog, no matter how good your blog content is, it's pretty much going to put a bad impression on new visitors.

For example: Let's say there're two blogs – blog A and blog B. In blog A, there's a post called "SEO traffic" and lots of visitors are posting their comments and in blog B, there's a similar post and there's zero user interaction or comment. Which one would you think will get more user popularity and more blog exposure?

Of course it's blog A, because there's a lot of user engagement going on which will eventually attract more visitors to participate in the interaction, resulting in getting more blog exposure.

And that's not all...

Bill (LoneWolf) Nickerson 06. Apr, 2012 at 12:00 pm #



Do RSS readers get taken into account when the search engines look at your site? I'm not sure if they can, although Google does own Feedburner so maybe they can pull stats from there if you use it.

The problems with RSS include easy scraping, poor monetization and lack of interaction (i.e. comments). I know the Feedburner has the ability to add some social sharing, so that isn't an issue.

The benefits is that your content is getting read by people. They are getting to know you and to trust you. You can think of it more like an email list in some ways.

REPLY

b. Alexa Rank and Reputation of your blog will decline

If RSS readers don't visit your blog, your alexa rank will decline and will ultimately affect your overall blog reputation.

- ✓ Less traffic to your blog
- ✓ Decreased alexa ranking
- ✓ No Advertisers/Sponsors
- ✓ No \$\$\$



How?

Because **Alexa rank can make or break your business**. It measures your blog traffic and is an important element in leveraging your blog's ranking as a selling point to advertisers, sponsors,

buyers, readers and whoever else wants a piece of your material.

Your Alexa ranking is deemed a big factor in valuing the advertising space on your blog. Higher positioning means more money in your pocket, highly-paid reviews, better advertising offers, and more press coverage.

Since your RSS readers are able to read your blog content directly on their RSS Feed Reader, they won't least bother to visit your blog, which will eventually hurt your alexa rank, your blog reputation and revenue as well.

John 05. Apr, 2012 at 9:22 am #



I post only summary and one thumbnail. I ran a celebrity gossip site for years and ended up with scrape sites basically republishing my content and google ranking them higher than my site. RSS is a nice counter to show off, but for certain types of sites it does kill revenue.

REPLY



MaxBlogPress

<http://www.maxblogpress.com>

2. Earning is almost NIL via RSS Feed

The banners and ads in the blog are what makes your livelihood. But if a vast majority of RSS readers never visit your blog, you're obviously not going to earn the income you deserve.

Since blog visitors are able to read content directly on their RSS reader, they won't least bother to visit your blog.

And, if they are not visiting your blog, then all the ads (no matter how good) placed on your blog become useless.

For example: Let's say you've put Google adsense ads in high converting places on your blog and each click will fetch you 0.30 cents. But if no one visits your blog, you're pretty much doomed - doesn't matter whether you get 0.30 cents or \$1 for every click.

It doesn't just affect your Google adsense earnings but everything that's on your blog which is your source of blog income, like- PPC ads, Affiliate Products, Text Link ads, Other Advertisement Media, etc.

No Visitors = No Clicks = No \$\$\$

3. Content Thieves are stealing your content via RSS Feed

Everyone is after the content, right?

Since feeds are so easy to grab as it gets syndicated through other websites and bloggers don't have direct control over it.



And guess what?

Content Thieves are taking full-fledged advantage of it. They are stealing the content from your RSS feed and republishing it on their blogs.

They just sit back and enjoy a drink while others toil hard to make their site look more handsome.

Why Content Thieves prefer stealing from RSS Feed?

As we know there exists many softwares which can fetch articles from ezinearticles.com, goarticles.com, etc. and all these content-fetching softwares programmed specifically for such websites. If those websites change their format, then those softwares also break and need to update again with new changes.

RSS doesn't have such LIMITATION. It's a standard format and once a software is built, it consistently works for all the millions of RSS feeds available today.



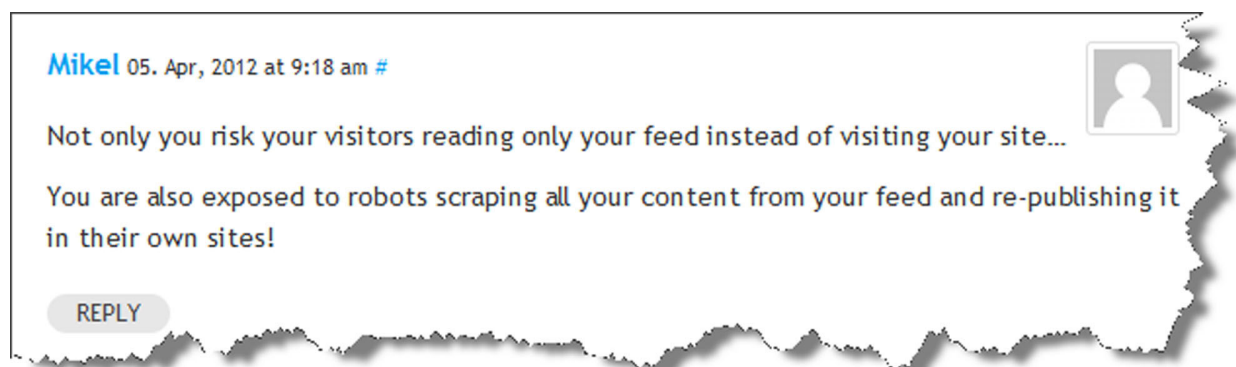
Now you must be wondering- if RSS feed has so many disadvantages,

Why are bloggers still using it?

Because they haven't realized the negative impact of RSS feed yet.

Well, some bloggers did find out the consequences of using RSS feed and as a result, came up with some tactics to make benefit from the RSS feed in a smart way.

But the thing they didn't know was, instead of getting benefit from the idea they took, it completely ruined the user experience and ended up losing their RSS readers. In one line, their tactics didn't do well.



Here're the **two tactics** that those bloggers opted for.

a. They totally stopped providing RSS feed of their blogs:

As you know, no one is consistent enough to visit a blog regularly, unless they are reminded to do so. RSS feed does that exactly: Reminds people of the blog's latest updates. But if there's no RSS feed at all, it won't take long for your RSS readers to forget your blog.

(You can't expect your readers to visit the blog all the time to see the latest updates.)

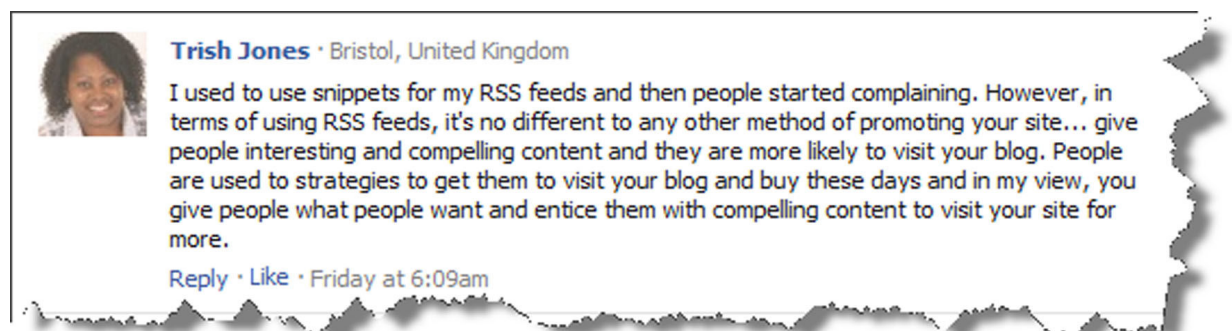


b. They displayed only the snippet of the post on RSS feed:

In order to induce readers to visit the blog for full content, they made available only the summary or the partial content of their blog post on their RSS Feed.

And the result?

Such bloggers harm and are still harming themselves more than gaining benefits by putting partial feed. RSS readers get annoyed of such snippets and they end up unsubscribing from the feed.



Why?

Because of bad user experience. They subscribe to the RSS feed for reading the content at the comfort of their RSS feed reader. But when they find incomplete content laden on their feed, do you think readers are so much in love with your writing that they will head to your blog for full reading? And, if you still believe so, it's sad to tell you that you are mistaken.

Feeling pretty UPSET now!!!

Hold On..This story doesn't end here....

Despite of these cons of using RSS feed, here're some of the pros that still make RSS feed your blog friend.

Although it steals visitors from your blog, it still helps you by

- ✓ **Grabbing visitors who might have been lost forever.**
- ✓ **Building readership of your blog.**

And last but not the least,

- ✓ **RSS readers are 5 times more loyal and dedicated readers than normal visitors.**

There's a high probability for your RSS reader to buy product/services from you compared to the normal visitors of your blog because they are the ones already subscribed to your RSS feed and since you've already built a good relationship with them, they'll fairly enjoy all your offerings.

Look, I've just told you how **RSS is ripping off your blog traffic and money every day.**

This is a matter of fact you better not ignore.

Now, what if I tell you there's an unfailing way with which you can boost the functionality of your RSS to such an extent that **your RSS readers will be hypnotized to drive into your blog once again.**

Imagine...

- ✓ turning every RSS reader of your blog into repetitive blog visitors lurking to read every speck of your blog content.
- ✓ your wordpress blog getting viral traffic on autopilot.
- ✓ earning revenue from your RSS feeds while delivering the blog updates at the same time.
- ✓ anyone who might steal your content now becomes your "ally" by all sorts bringing you more money and traffic back home.
- ✓ playing with your RSS feed at a totally different level than other fellow bloggers, and
- ✓ all these done in just less than 3 minutes...

Keep checking back as I'll be telling you in our next report how this miracle can exactly be realized!

Share your thoughts on this report by commenting on this link:

<http://www.maxblogpress.com/the-dark-side-of-rss/>

Sincerely,

Pawan Agrawal

<http://www.maxblogpress.com>

ABOUT THE AUTHOR

Pawan Agrawal is the founder & CEO of MaxBlogPress.com - a software and web marketing company. He is best described as a hybrid of software programmer, a successful entrepreneur and an internet marketer. He's been into web marketing and software programming field for more than 8 years.

He did not just take interest in the business but he really exerted effort in building his career in this field. The mission behind MaxBlogPress is to create softwares and web services for helping bloggers drive traffic to their blog and earn more income.

His company not only created a couple of hugely popular web marketing products, but also made them highly successful. Some of his popular products are MaxblogPress Ninja Affiliate, Max Banner Ads, Subscribers magnet and many more...

