

## Uses Of RSS Syndication

RSS is an abbreviation of Really Simple [Syndication](#). Really Simple Syndication is a family of web feed format. In the recent years, the online website use RSS news feed in order to enhance the traffic on their websites. Really Simple Syndication is primarily aimed to share the web content or the online headlines. Really Simple Syndication was introduced in 1997 by UserLand as a lightweight XML format. Netscape also used it after its release in 1997.

The three main objectives of RSS syndication include increasing the users traffic on the website, gathering the information and the distribution of the news or updates. Moreover, it is also used for the additional content distribution services. The use of XML grammar in RSS syntax is important because it is a set of HTML like tags.

RSS syndication is used for publishing the updated works like audio, video, blog entries and the news headlines. The format of RSS syndication is standardized and it is in the form of an RSS document. This document is also called as feed, web feed or a channel. Along with the full or the summarized text, this document also holds the metadata like date of publishing and the authorship. The standardized format of the document facilitates the automatic syndication of the content. Web feeds also provide benefits to the readers who want timely updates through subscriptions. For reading the RSS feeds, software is used which is known as RSS reader, feed reader or an aggregator. This software is linked with web based, mobile based or desktop based device. The purpose of keeping the standardized XML file format is that it allows the publisher to publish the information for once and then it can be used for many programs.

The subscription is given to the users through feeds URL. The formats of the RSS syndication use XML for the creation of the data formats. The RSS syndication formats were first introduced in March 1999. However, the formats became popular during the year 2005 to 2006.

There are three modules of RSS syndication 2.0, and they include Ecommerce RSS 2.0 Module, Media RSS 2.0 Module and Open Search RSS 2.0 Module. These modules are created because their aim is to extend the basic XML schema. This XML schema is established for achieving the vigorous syndication of the content.

In this way, by keeping the standardization, diversity can be achieved. Besides that, the dynamism is achieved without changing the core specifications of the RSS syndication. One thing which is considered very important is that the RSS text file contains both the dynamic and the static information. Therefore, on the basis of the above discussion, it can be argued that RSS syndication has really introduced an excellent way of giving updates.

## About the Author

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