

# **RSS Feeds for Hotels**

## **What is RSS?**

RSS stands for "Really Simple Syndication". It is a way to easily distribute a list of headlines, updates, notices, and content to a wide number of people. It is used by computer programs that organize those news items for easy reading and let's users freely subscribe to their choice of content sources across web sites.

As the name suggests, it is a really simple way of syndicating information. Initially it was used to provide news-feeds to users with a head-line and providing them with a link to the full article. Now it has progressed into a technology that allows content to be read by users in a variety of different ways. Content is written once, and then distributed, or syndicated, to multiple web sites and RSS readers.

RSS has become more popular with businesses as a way to distribute their information, without getting lost in spam filters or junk email boxes. Most businesses are currently using email to communicate with large numbers of people because it is widely used and it works. More and more, we are starting to see problems associated with email. To address this issue, many organizations are now implementing RSS.

## **Benefits of RSS?**

There are many benefits of using RSS, for the user, as well as for the businesses.

For the user, RSS reduces the need to visit many individual web sites. The subscription is easy, it saves the user a lot of time, and it is proactive as it alerts the user when new information is available.

The key benefit for the business is that they only have to produce and publish your information one time. It is extremely powerful to then have this information syndicated. This allows the business to save time and money. Distributing your news, press releases, newsletters, and announcements via RSS is much more cost effective than email. As more measures have to be implemented to combat spam, the cost of marketing campaigns is going up and their effectiveness is going down. With RSS, users choose to subscribe to your feed making it a 100% opt-in marketing medium. So, if you're able to move even a percentage of your email subscribers to comparable RSS feeds, you'll be saving money. It also will tremendously increase the amount of exposure your content will receive.

RSS is all about making life easier – for both businesses and consumers.

## **Uses of RSS**

As RSS is becoming more widely used, RSS feeds are quickly making their way into every aspect of the Internet. Any section of a web site that is used to display content can now be delivered using RSS feeds.

RSS is used as a syndication avenue and a publishing avenue. It is used for delivering information, as well as making it available for other sites to find and use the content.

One of the biggest usages for businesses is for news articles. Almost every major news outlet now offers their articles via RSS.

Another usage of RSS is with weblogs. Every post written to a blog becomes part of the RSS feed. USA Today, CNN, The Wall Street Journal, NPR, and The New York Times all syndicate their content via RSS.

Other uses for RSS: Delivery of coupons, distributing press releases, direct marketing, distribution of company information, enhancing search engine positioning, and increasing brand awareness.

### **Search engine Optimization with RSS**

One very valuable use of RSS for businesses is improved search engine rankings. The distribution of information to multiple news outlets and web sites provides an immediate benefit to your search engine optimization efforts. Many search engines and directories actively search RSS feeds for freshly updated content. Businesses can use RSS feeds to ensure their news and content is picked up and indexed by search engines. Google, Yahoo, and MSN are all actively accepting RSS feeds to their search engines. Also, topic-specific web sites and directories read RSS feed content. These sites aggregate content and effectively give sites more incoming links to a web site increasing page ranking with the search engines.

### **Why HotelTravelCheck.com?**

RSS is an important strategic initiative for any organization as it is revolutionizing the way that content is delivered and published on the Internet. HotelTravelCheck is a full service design, support and consulting business for the hospitality industry that provides personalized online services. As an expert in Internet services and web applications, HTC is an experienced provider of web-based RSS Marketing Solutions for businesses. Let our HTC professionals provide you with RSS services to meet your needs.

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