

Syndication

By Philip Bromley

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<http://www.hollywellassociates.com/jsfiles/syndication.html>

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If you listen to the Experts and Gurus they will all tell you that to be successful your website needs content. Fine but when you are starting out, or even established, providing content is a time consuming business. You write the content yourself or spend hours searching the net's FREE content sites. That sadly is not the end for in order for your site to attract visitor return or "Stickiness" you have to find fresh content on a regular basis.

That sadly is just the beginning of your problems as you now have the task of adding this new content to your web site. almost certainly this will involve some downtime for your site. There has to be a better way, and there is! Before you are completely put off by my explanation try this experiment. Paste the following code into Notepad or any other suitable text editor. Save the file as an html page. I suggest you call the file syndication and save it to your My Documents. Click on this html file and you will see one of our test panels

```
SCRIPT LANGUAGE="Javascript" SRC="http://www.hollywellassociates.com
/jsfiles/test panel.js"/SCRIPT
```

Now if you are like me you will have had a sharp intake of breath at the mention of javascript, don't panic and dismiss any thoughts of needing to be a programmer. The whole of the basis of js files is a simple line of code:

```
document.writeln('p align="left"font face="Verdana" size="2"/p'
```

The first part of the code... document.writeln.... tells the programme to show the line of text you are about to enter. The next part of the code sets the alignment left...center....right, then the font to be used and the size of font. Now you should enter the text you want to show between the brackets. Those of you who have a knowledge of html will recognise most of these items of code as most html codes apply in js files. This code if used to replace the text details will place images in js files.

```
('p
```

So how does all this help you. You can employ this technique to use the feeds of others. These will generally change on a regular basis thus giving your website stickyness. Alternatively you can use this knowledge to quickly and easily change the content of your web site without any downtime.

There are professionally produced programmes which can do the hard work for you but I believe a basic understanding of js files will stand you in good stead in the battle for web site content.

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Philip Bromley has been involved in ecommerce since 1999 and writes articles and instructional works for the net in his FREE Ebooks and Ezine. His site <http://www.hollywellassociates.com/syndication.html> gives further insight into article syndication feeds

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