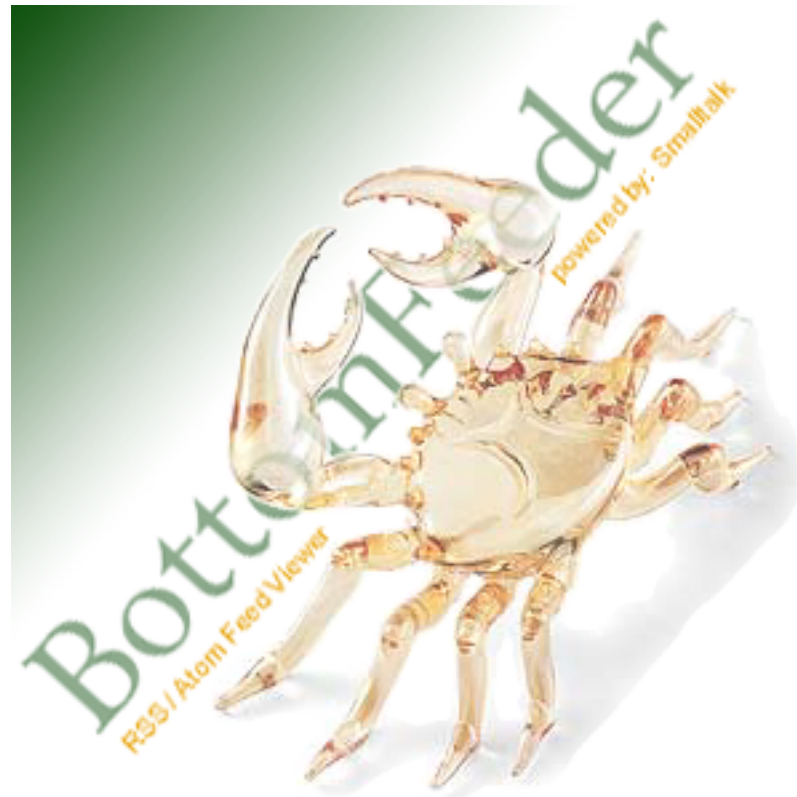


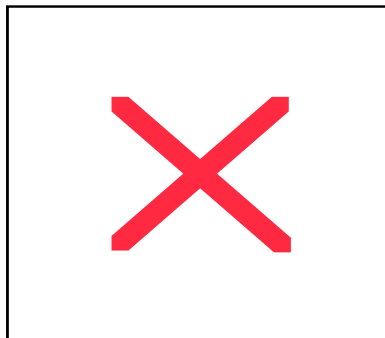
Blogs and RSS – Trawling the Internet for Meaning



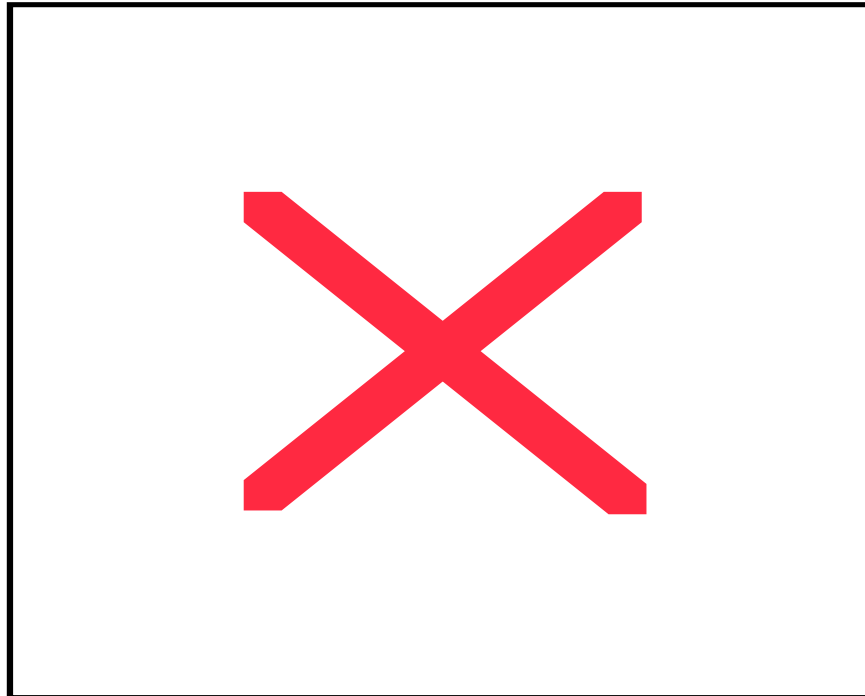
Agenda



- What's a Blog?
- What's RSS?
- Why should you care?



What's a Blog?



Blogs



- Blogs are
 - Personal Publishing
 - Getting to be very influential
 - Infoworld (technology)
 - Scoble (MS Evangelist)
 - InstaPundit, Andrew Sullivan (politics)
 - Etc

Blogs



Smalltalk Tidbits, Industry Rants - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.cincomsmalltalk.com/blog/blogView

Getting Started Latest Headlines

Smalltalk Tidbits, Industry Rants Google Search: Cincom Google Search: "Tom Nies"

Smalltalk Tidbits, Industry Rants

James Robertson


Powered by Cincom Smalltalk
Opinions expressed in this blog are not necessarily those of Cincom Systems, Inc.

[show all comments](#)

More team pics

June 08, 2005 22:29:16 EDT

I have some more photos - these are higher quality, as they came from a real digital camera



Done

Posts

Recent

- June 2005
- May 2005
- April 2005
- March 2005
- Archives

[RSS](#)

Information

The Business Case for RSS(PDF)
Buy the RSS business case e-book

Disabled

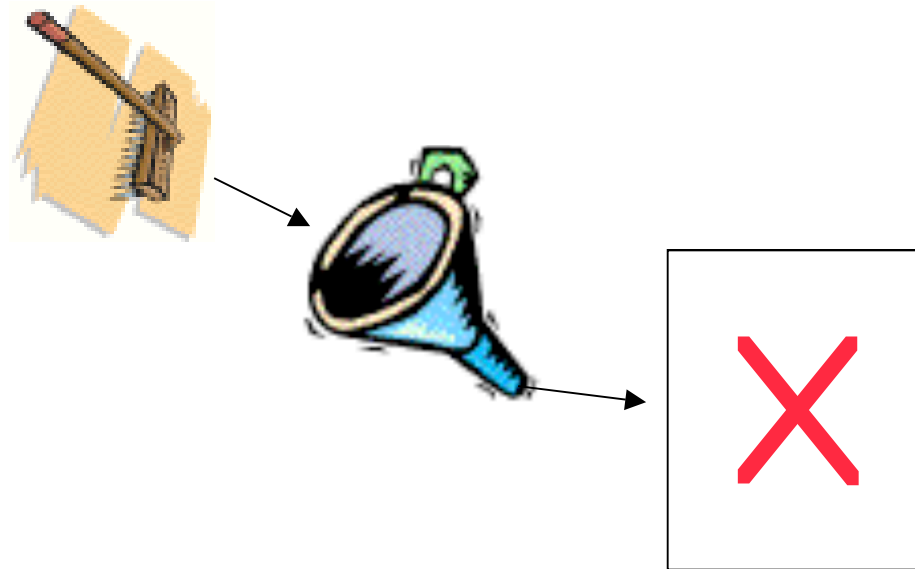
What's a Blog?



- I started to notice blogs about 3 years ago

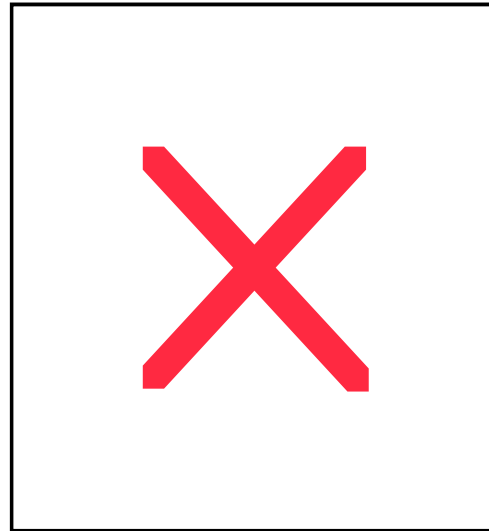


What's a Blog



An Ad-hoc editorial page

Searching for Readers



Interest



- The first few months, readership was light



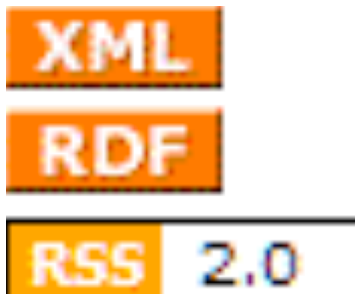
XML

RSS Came up. What?

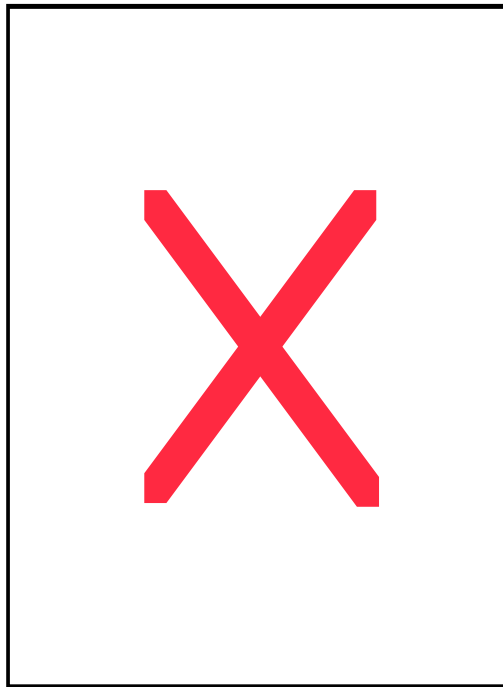
Interest



- RSS
- <http://backend.userland.com/rss>
- It turns out that Syndication is very important



RSS and Aggregation



RSS

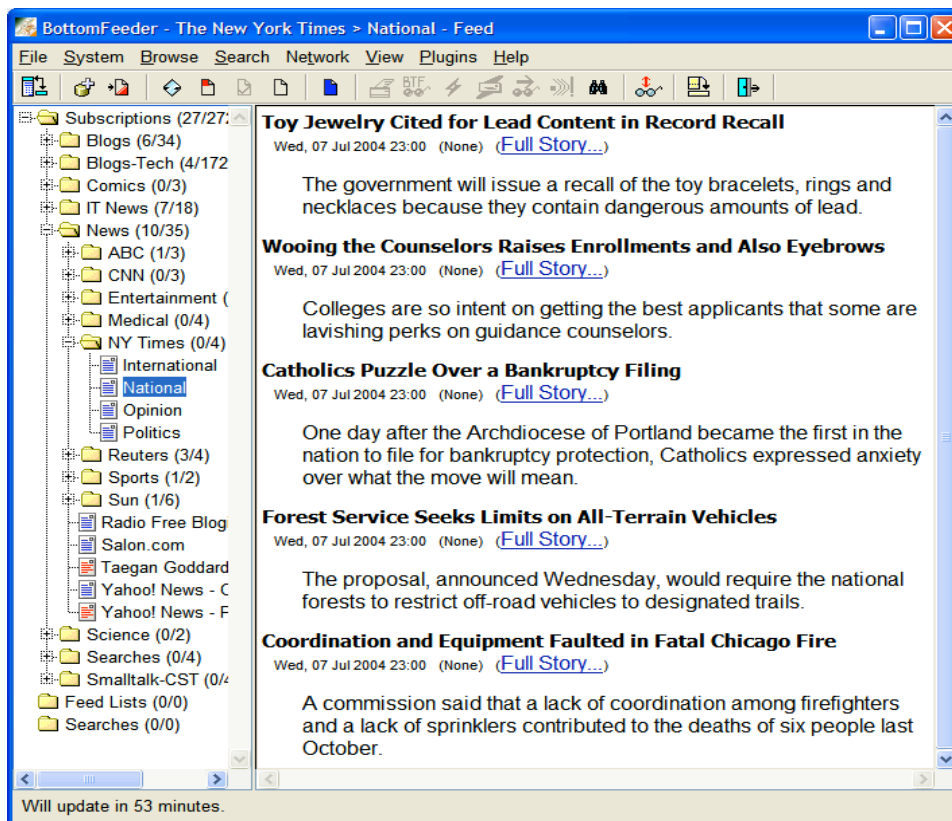


- RSS is an XML format
 - A channel
 - Items in a channel
 - Title
 - Link
 - Description

RSS



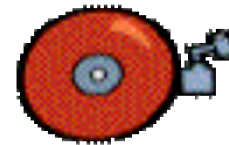
- The format is a rich, extensible way to convey a headline service



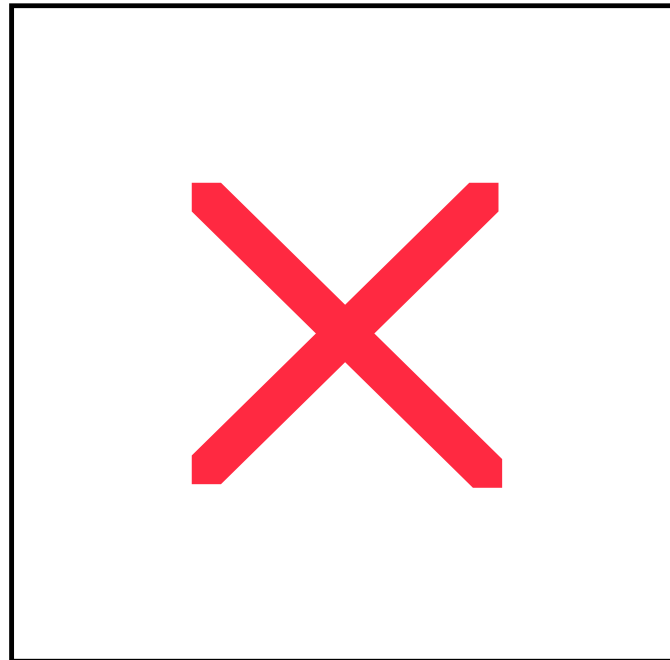
RSS



- So I added an RSS Feed
- Traffic went up!
- Still had no idea what it was good for



Aggregators



BottomFeeder

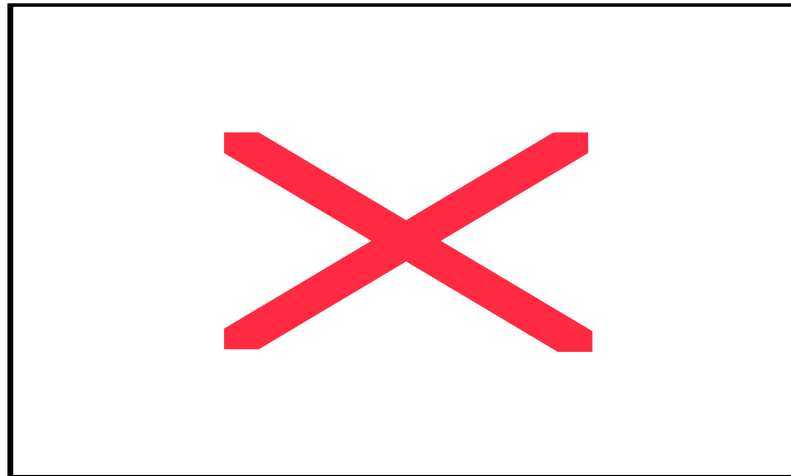


The screenshot shows the BottomFeeder application window. The title bar reads "BottomFeeder - Smalltalk Tidbits, Industry Rants - Feed". The menu bar includes "File", "System", "Browse", "Search", "Network", "View", "Plugins", and "Help". The toolbar contains various icons for file operations and network connectivity. The main window is divided into three panes:

- Left Pane:** A tree view showing a hierarchy of subscriptions. The "Subscriptions (0/232)" folder is expanded, showing sub-folders like "Blogs (0/33)", "Blogs-Tech (0/146)", "Aggregators (0/...)", "Agile (0/7)", "CST (0/15)", "Development (0/...)", "Dot-Net (0/6)", "General (0/21)", "Java (0/4)", "Lisp (0/1)", "Managing (0/15)", "Microsoft (0/9)", "Oracle (0/2)", and "RSS (0/15)". Under "CST (0/15)", several individual bloggers are listed, including Alan Knight, Avi Bryant, Bob Westerg, Chris L, CST Blog, CST Blog Cor, David Buck, Michael Luca, Pollock, Richard Deme, Runar Jordahl, Sean Malloy, The Doctor is, Travis Griggs, and Vassili.
- Center Pane:** A table of feed items with columns for "Date", "Item Title", and "Item Category". The selected item is "Smalltalk in the News" from "Smalltalk Tidbits" on 18-02-04 at 12:45 AM.
- Right Pane:** A text area displaying the content of the selected item. It starts with "India's [Linux for You](#) magazine spotlighted Smalltalk in the January edition. I can't get a link to that month; their archives seem to be confused. Here's a quote from the article:" followed by a quote about Smalltalk's Unix base and Linux support.

At the bottom of the window, a status bar indicates "BottomFeeder is now Offline" and a progress indicator shows "0%".

Why Should You Care?



Google Juice



- "Tom Nies"
 - First Cincom Mention: My blog (2nd)
 - Next one: 6th
- Cincom
 - First Cincom Mention: Cincom Smalltalk Home
 - Home page - nowhere
- BottomFeeder
 - Top of the list

Google Juice



- Search Feeds for VisualWorks, ObjectStudio, Cincom Smalltalk
 - Regular mentions
- Same for VA Smalltalk
 - Virtually invisible
- Reflected in Google searches for Smalltalk

Tracking



- I have 41 search feeds
 - Track our products
 - BottomFeeder
 - Smalltalk
 - The competition
- People will talk about your product(s)
 - Do you want to know what they are saying?

Demo



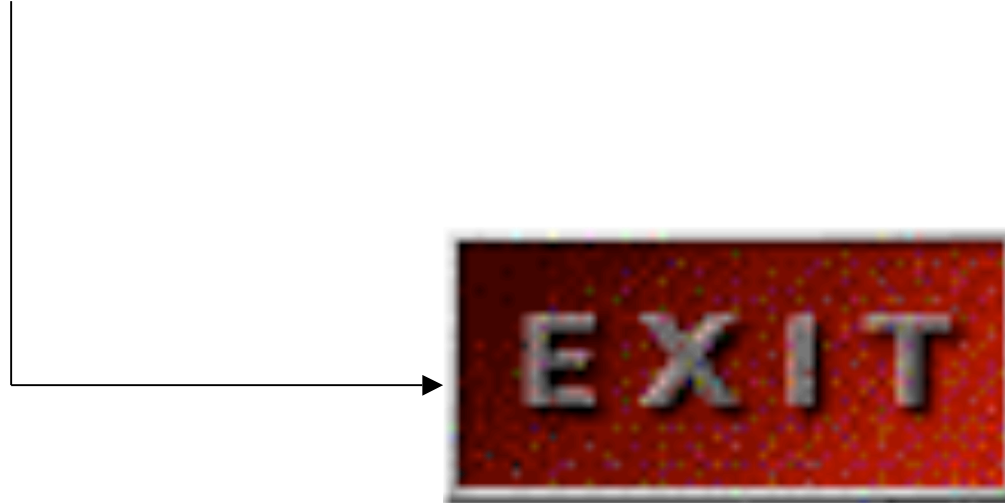
The screenshot shows a software window titled "BottomFeeder - PubSub: VisualWorks". The window has a menu bar with "File", "System", "Browse", "StyleSheets", "Search", "Network", "View", "Plugins", and "Help". Below the menu bar is a toolbar with various icons for file operations and navigation. The main area is divided into two panes. The left pane shows a tree view of subscriptions, with "Cincom (0/11)" selected. The right pane is a table with columns "Date", "Item Title", and "Item Category", which is currently empty. At the bottom of the window, there is a status bar showing "PubSub: BottomFeeder" and "100% (1 remaining)".

Date	Item Title	Item Category
------	------------	---------------

What's it Good For?



- An opt-in audience



What's it Good For?



- We use it extensively in the CST Group
 - Feeds for our Bug reporting
 - Feeds for the blogs
 - Feeds for our Wikis
 - Feeds for our Version control tool
 - There's support for this for CVS as well

Marketers



- What does your company **do**?
 - Connect with actual people



Product Managers



- Publicize your product
 - Tech features
 - What problem it solves
 - Who should want it
 - Microsoft, Sun, IBM – all in
 - We do a lot for Cincom Smalltalk – there are 20+ bloggers for CST at <http://www.cincomsmalltalk.com/userblogs>

Technical Leads



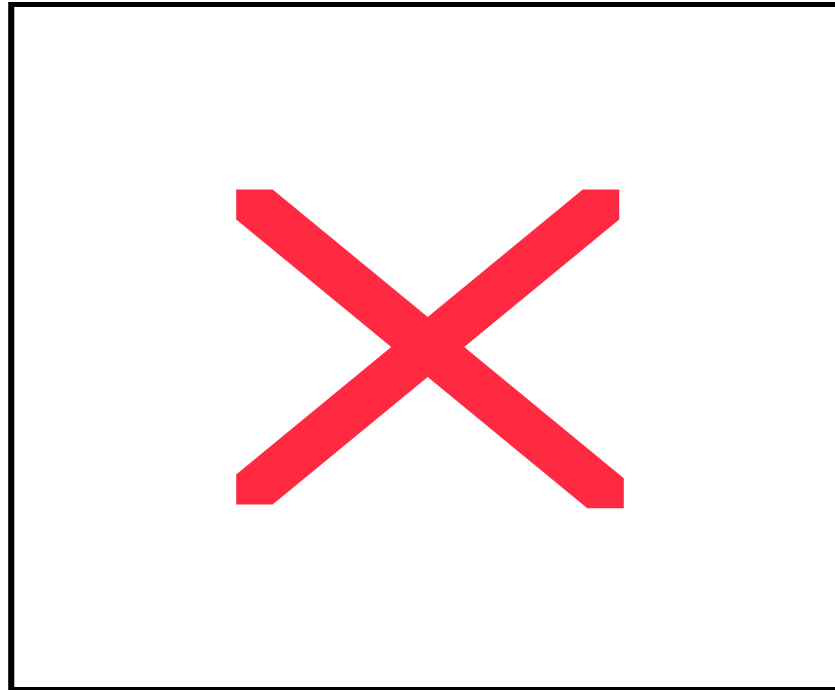
- What the product does
- How it does it
- Gain 'tech cred'

Summary



- So what's all this being used for
 - Publicity
 - Project Management
 - Marketing
 - Community Building
 - Communication

Summary



Contact Info



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 - Jrobertson@cincom.com
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 - <http://www.cincomsmalltalk.com/BottomFeeder>
- Silt
 - <http://www.cincomsmalltalk.com/CincomSmalltalkWiki/Silt>