Blogs and RSS – Trawling the Internet for Meaning
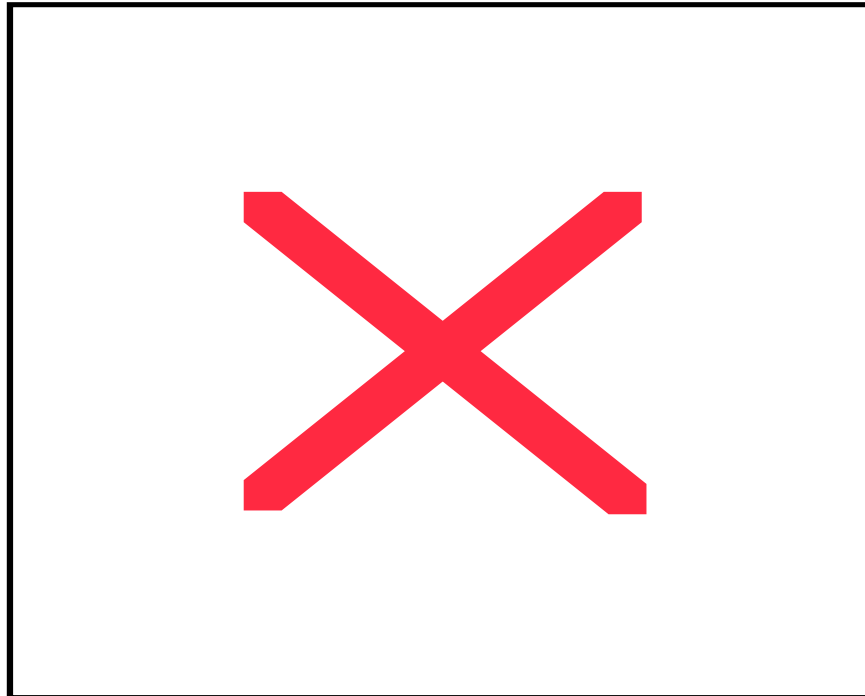
Agenda

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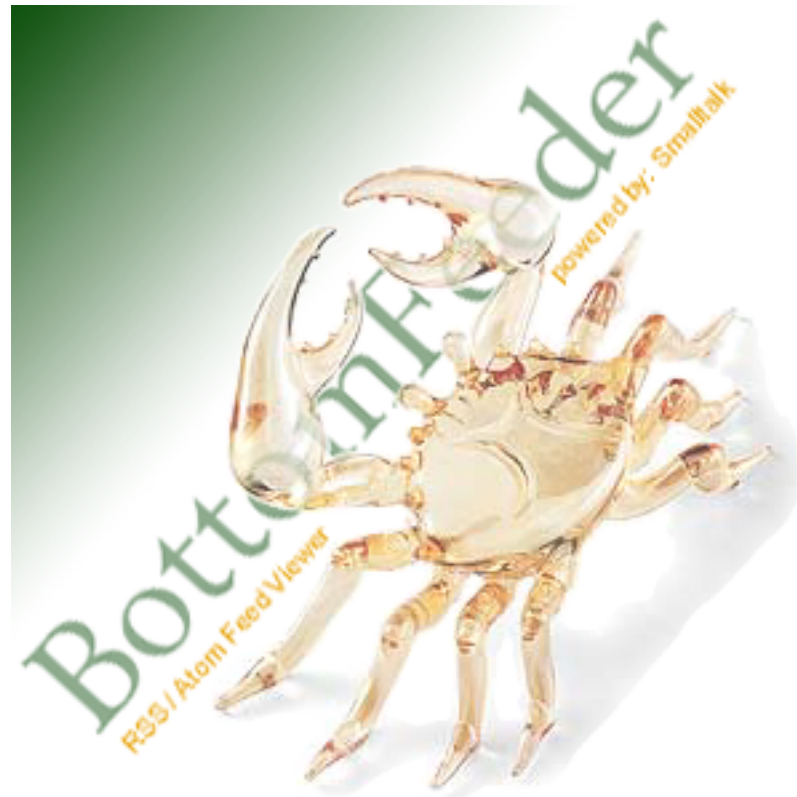
- What's a Blog?
- What's RSS?
- Why should you care?
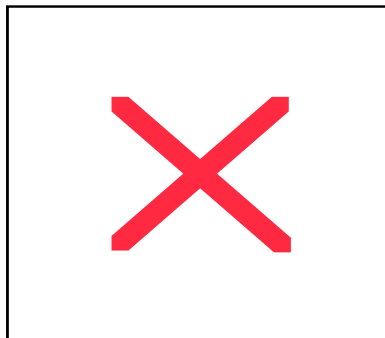
What's a Blog?

Blogs

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

Blogs

What's a Blog?

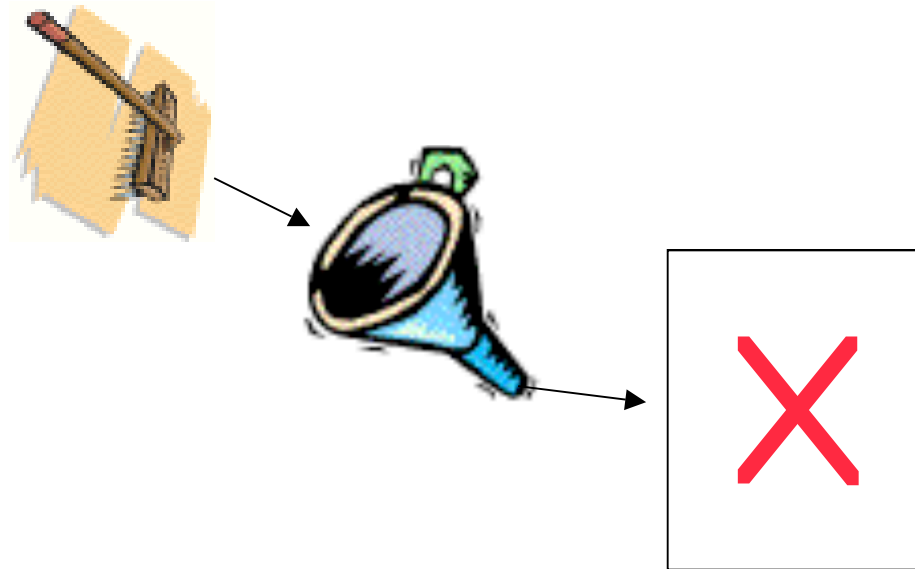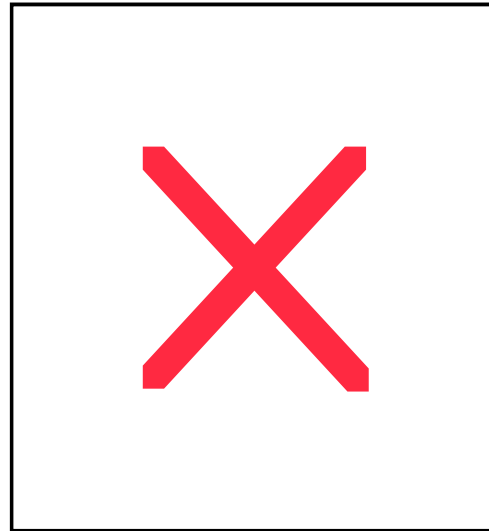- I started to notice blogs about 3 years ago

What's a Blog

An Ad-hoc editorial page

Searching for Readers

Interest

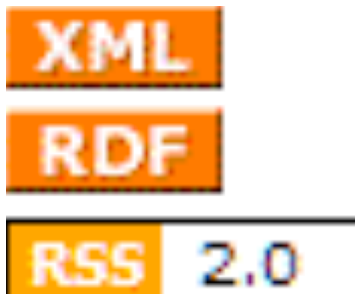- The first few months, readership was light

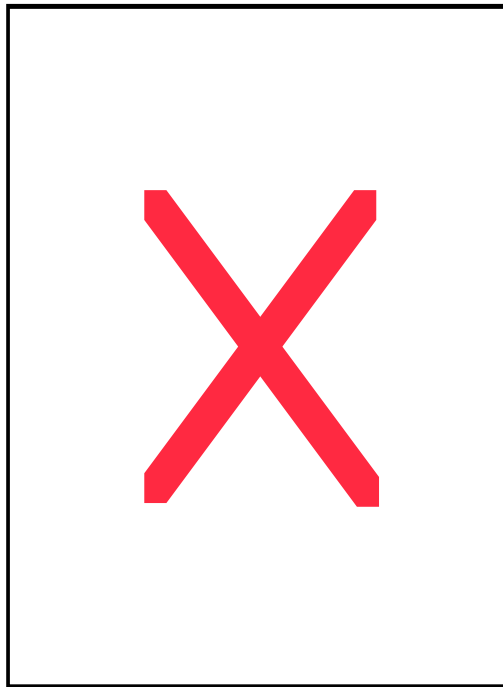RSS Came up. What?

Interest

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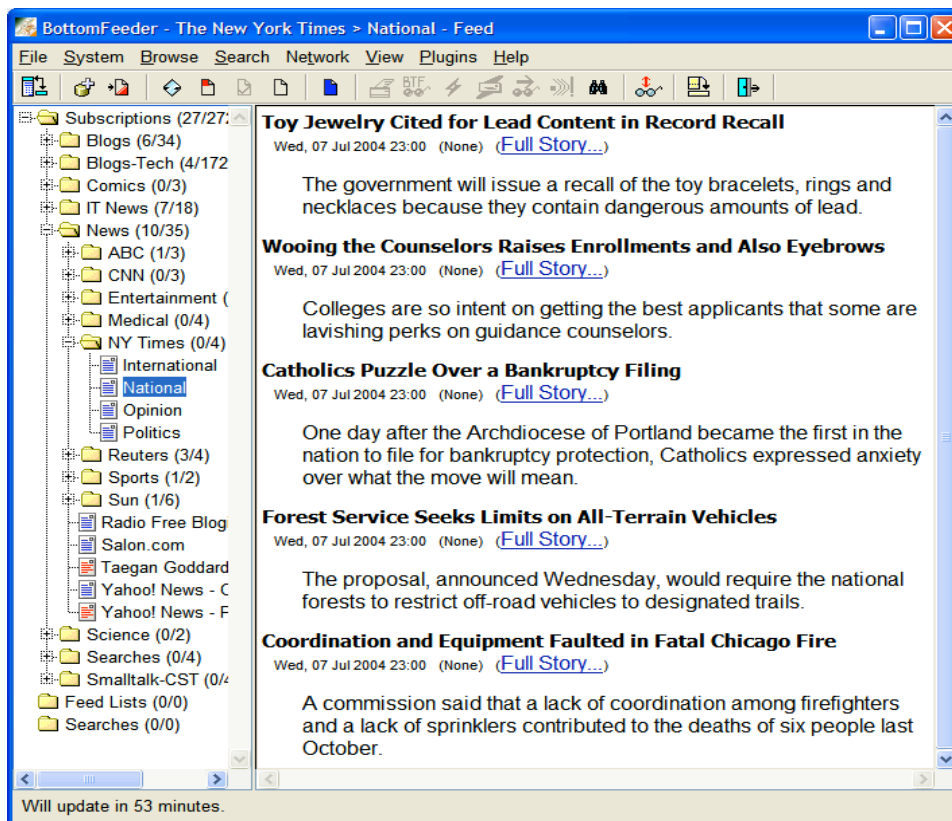
RSS and Aggregation

RSS

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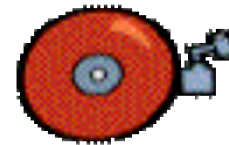   - Description

RSS

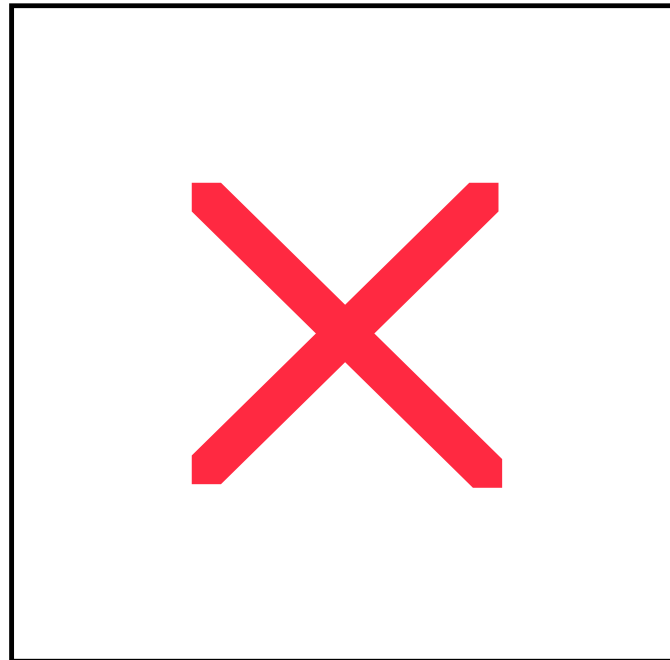- The format is a rich, extensible way to convey a headline service

RSS

- So I added an RSS Feed

- Traffic went up!

- Still had no idea what it was good for
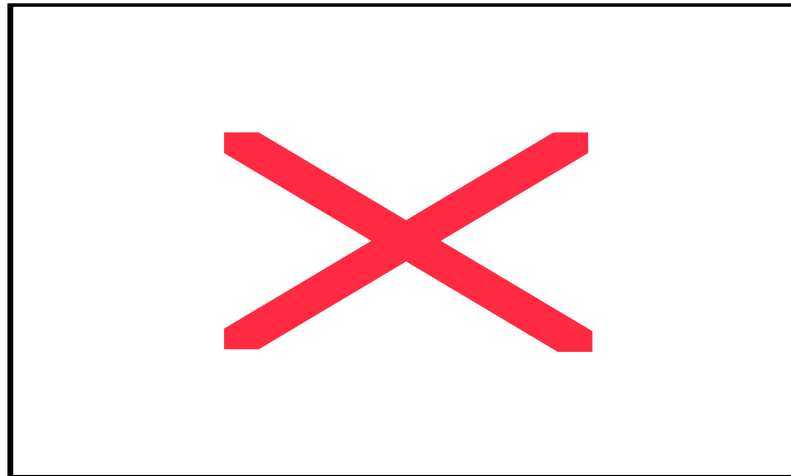
Aggregators

BottomFeeder

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

What's it Good For?

- An opt-in audience

EXIT
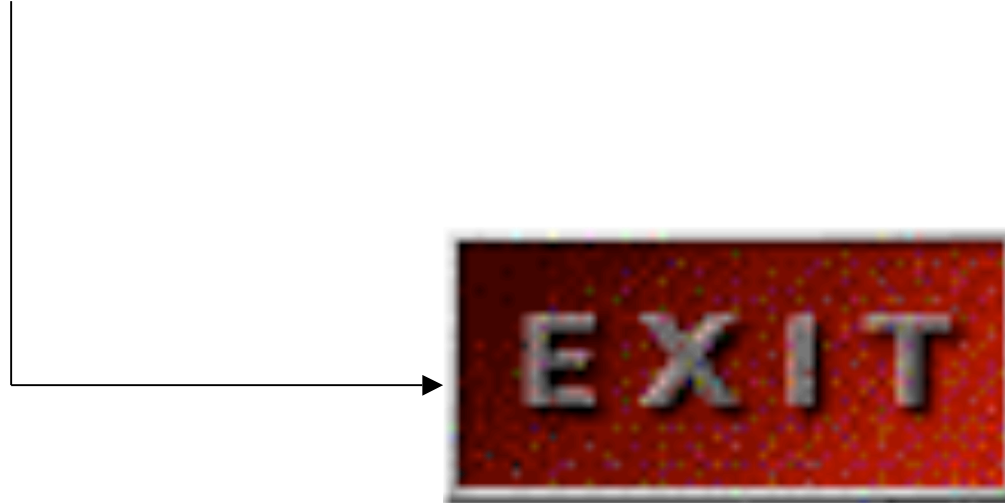
What's it Good For?

- ## 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
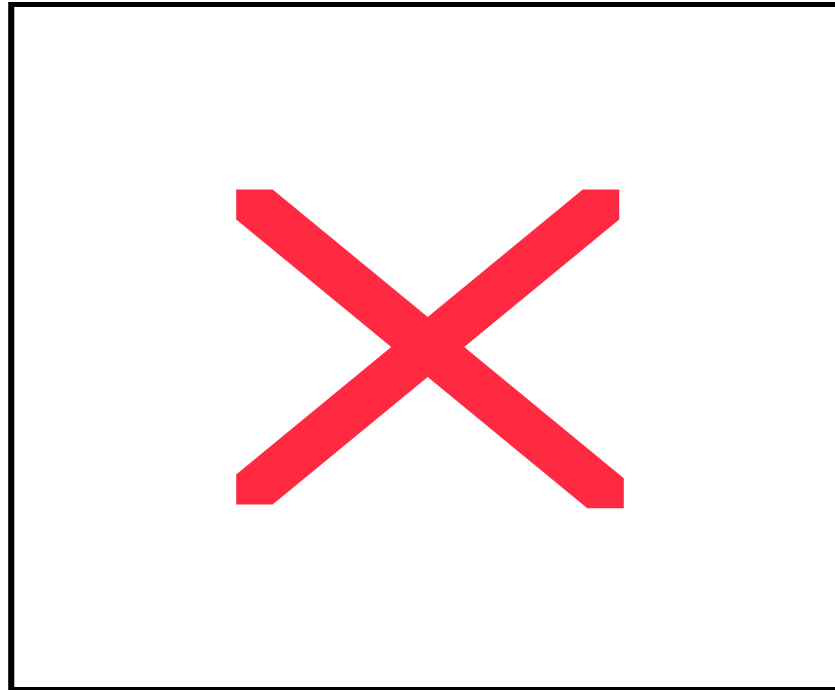
Technical Leads

- 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

- ## James Robertson
  - Jarober@gmail.com
  - Jrobertson@cincom.com

- ## BottomFeeder
  - http://www.cincomsmalltalk.com/BottomFeeder

- ## Silt
  - http://www.cincomsmalltalk.com/CincomSmalltalkWiki/Silt