



RapidFeeds "Add to MySite" Service Helps Publishers Make Their Content Go Viral

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Free web-based service allows publishers to easily distribute and get their content displayed on other websites

PR9.NET January 05, 2006 - Hyderabad, INDIA - RapidFeeds.com, an online service dedicated to help publishers and webmasters syndicate their content through RSS, today launches MySite. A brand new way to spread your content over the web, RapidFeeds MySite which is still in it's BETA stage, gives publishers the freedom to let other websites re-syndicate their content with a click of a button. All the publishers need to do is, place an "Add to MySite" button similar to "Add to My Yahoo!" and "Add to My MSN" on their website or weblog (the code for this button can be generated and obtained at RapidFeeds).

Other webmasters willing to display the content on their own site can do so by clicking on the "Add to MySite" button. RapidFeeds MySite then automatically generates the code for the content in the preferred programming language. Webmasters can choose from an array of popular languages such as PHP, ASP, JavaScript and also IFrames. A variety of different templates and colors are offered for the MySite content panel and there is also an option for completely customizing its appearance according to your needs.

"One of the unique features of this new service is, the 'Add to MySite' button is also displayed along with the re-syndicated content, which makes it spread virally on its own," said Malik Mairaj, RapidFeeds CEO and co-founder. "This means, anyone viewing your content from a third party website can also add it to his own site. For example, if a publisher has a hundred websites displaying his content through MySite, all these websites will also display his 'Add to MySite' button along with the content. Any publisher seeking more traffic can use RapidFeeds MySite to add immense value to his content. What's more, an RSS subscription button is also displayed along with the 'Add to MySite' button. This will allow people to directly subscribe to your RSS feed from different websites and blogs displaying your content." he added.

Using this simple service, webmasters can create theme-based sites by pulling and displaying relevant content from different websites. It forms a win-win situation for both the publisher and the webmaster, while the former gets exposure to his content; the latter gets fresh quality content on a regular basis.

"With the growing popularity of RSS these days, content re-syndication is being adapted by more and more webmasters every day. Since fresh and quality information is the key ingredient in making a content oriented website successful, many webmasters are going the RSS way. Keeping this in mind, RapidFeeds MySite removes the technical hurdle and gives everyone an opportunity to instantly add good content to their website," noted Akram Quraishi, CTO and co-founder, RapidFeeds.

"It's not just the big websites like CNN and BBC are using RSS to deliver news headlines, even smaller content websites are utilizing the power of syndication to distribute their content. RapidFeeds MySite can prove very beneficial to such sites, as they can allow other webmasters to display their content and in turn drive targeted traffic back to the original site," added RapidFeeds COO and co-founder, Mustafa Khundmiri.

RapidFeeds, which helps publishers create, publish and manage their own RSS feeds, now will also help them distribute their feed content and reap the real benefits of syndication. RapidFeeds MySite will make sure the publishers channel their content in the right direction and in the process, derive quality results.

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About RapidFeeds.com

RapidFeeds is a free online service, which provides complete RSS feed management solutions to publishers and webmasters. This includes publishing RSS feeds, tracking feed distribution and creating podcasting feeds. RapidFeeds helps web publishers by equipping them with all the tools and knowledge they require to adapt and use this ever-growing technology. Without the hassles of creating, managing and tracking their RSS feeds manually. The service is trusted and used by a large number of prominent publishers for their RSS needs.

RapidFeeds.com is based in Hyderabad, India.

For more information about RapidFeeds and RSS feed publishing, please visit www.rapidfeeds.com

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