

What are Blogs?

BLOGS originally called **weblogs** are websites that are often maintained with content management software (**CMS**) designed to maintain a diary of articles in reverse chronological order. The process of using these content management systems to write about topics that interest the user is commonly referred to as "**Blogging.**" **Weblog** authors known as **BLOGGERS** tend to exchange information between each other at a very rapid pace because of the rapid information exchange that results from these CMS systems.

Bloggers interconnect their **blogs** with **BlogRolls** which are a combination of technologies based on RSS that enable them to exchange headlines or notifications of new content. This interconnection causes information to spread very quickly through thousands of sites.

The Wikipedia describes BLOGS this way, *'The A blog is a website in which hypertext and images (and links to video, audio and other files) are posted on a regular basis and in generally reverse chronological order. The term is a shortened form of weblog. Authoring a blog, maintaining a blog or adding an article to an existing blog is called "blogging". Individual articles on a blog are called "blog posts," "posts," or "entries". A person who posts these entries is called a "blogger."*

What is a BlogRoll?

A blogroll is a collection of links to other weblogs. When present, blogrolls are often found on the front page sidebar of most weblogs. Various weblog authors have different criteria for including other weblogs on their blogrolls. These range from matters of common interest to frequency of updates and posts to country/geographical/comunal relations to link exchange policies. Some blogrolls also simply consist of the list of weblogs an author reads himself, and some news aggregators allow their users to export that list directly to a weblog. With the advent of syndicated newsfeeds, even blogrolls can be, and are being, syndicated. OPML is one of the popular ways to syndicate a blogroll in case a weblog author wants others to be able to access the weblogs in his/her blogroll.

What is an RSS Feed?

Since RSS describes the entire method of delivering notifications of updates and content summaries to a variety of consumers, the piece of RSS that is the description of the "Site Summaries" that is interchanged over the network is called an RSS-Feed. It is also known by other names as listed above, but they all describe one thing, an interchangeable file that can be addressed either locally or across a network that is specifically designed to be read and understood by some type of RSS Aggregator.

What is an Aggregator?

Since RSS is a machine readable format designed to be used or "consumed" by other machine based interpreters the Aggregator is the mechanism that interprets RSS Feeds. There are three basic types of Aggregators the first is a piece of software that takes the RSS feeds and displays them in a user's preferred style and format in a human readable way. The second category is a piece of software that takes an RSS Feed and manipulates it in some way for the purpose of merging, spitting, or manipulating the original feed into something that can be "Re-Syndicated" or used as input to some other process. The third type of Aggregator is one that provides a middleware interface service to allow information to be requested from an existing legacy system and delivering

About Podkey Solutions

The founders of PodKey Solutions are visionaries committed to understanding and leading the future. The PodKey Team is made up of significant contributors to the Internet 1.0 and will help innovative thinkers and leaders take advantage of the Internet 2.0 opportunities. Podkey Solutions is made up of a group of individuals working toward delivering technologies and services in a just in time manner to those ready to capitalize on the future.

Use Podkey Solutions to Simplifying RSS and Internet 2.0

PodKey 1.0 is a service that makes accessing digital media (podcasts, video-blogs, etc) simple. Podkey 1.0 replaces complex RSS URLs with simple names and phrases by linking keywords (with phonetic matching for those who aren't perfect spellers) to specific podcasts streams, individual shows and specific content within a given show.

Now with just one word or phrase ("Linux," "baseball history," "Poker," etc.) registered feeds and podcast segments can be found and subscribed to in any of the most popular podcast aggregators (iTunes, Yahoo, Google, Pluck, etc.).

Use Podkey Solutions Enhance your Internet 2.0 Presence

Podkey Solutions makes it possible to manage how people find you, what images and ideas are associated with your brand or offerings, and to proactively interact with your industries most prominent e-influences.

Podkey Solutions for Internet 2.0 and Brand Extension

New Media channels like iTunes, Audible and Yahoo Podcasts are valuable networks. The question is, how can marketers simply leverage those channels to extend their brand?

Podkey Solutions for Internet 2.0 simplicity

Instant Solutions for delivering your message to Internet 2.0 early adopters are readily available today. Take advantage of new ways to communicate with customers on New Media channels like iTunes, Audible and Yahoo Podcasts.

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