

Really Simple Syndication

Really Simple Syndication, or RSS, is news feed that is available in real time and is a ticker tape or pop-up style medium for companies to stream information to the public. RSS is an easy and quick way to stream news into a link on a website. The news can be categorized and organized according to keywords, important phrases, or topics, according to the preferences of the viewer. Viewers include the general public, bloggers, and journalists.

RSS feeds are an amazing innovation for modern information dispersal. By using RSS feed instead of depending upon traditional news sources, the viewer can:

- View content in real time
- Customize the view and organization of the information
- Archive information of interest
- Immediately benefit from updates and alterations
- Choose which news subjects will appear on the feed

Because today's public has come to depend upon and anticipate news in real time, this method is ideal for pleasing viewers. RSS feed allows viewers to receive the information they want when they want it and in the format they prefer. In fact, because of the complications of junk-email and spam blocking settings on email accounts, emailing press releases is not the most reliable method. RSS feed, however, is tailored to the viewer's wants and is not subjecting to accidental blocking. Because of this simplicity, and the large number of press release companies online, journalists and editors utilize RSS feed as a helpful and accessible source for finding the press releases they want to publish.

About the Author

Clearpath Technology - [Search Engine Optimization](#) company based in New Delhi, India provides private label SEO services for hundreds of agencies based in USA, UK, Australia, Amsterdam, Canada, and other countries. Dedicated 24 Hours Support.

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