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# Reading RSS Feeds with an RSS Aggregator

RSS or Actually Straightforward Syndication or Rich Website Summary is the latest information management tool that's gradually earning popularity among web users and website owners. With RSS technology, it's possible to get the latest postings from your favorite internet sites. But clicking on the RSS or XML button in a homepage just isn't enough to give you the service you require. An RSS feed or code displayed inside the pop-up screen if not on the primary page is composed of symbols and words that would only make sense to advanced RSS users and computer programmers and software enthusiasts. Another software tool called an RSS aggregator or reader is needed.

An aggregator works by scanning the worldwide internet with newest postings based on the RSS code (containing the website's URL) supplied or added by the user. When it finds a new posting, news, or update, it will publish the RSS feed on your home page containing the title of the posting, which also serves as a clickable link to the website source. This RSS feed may possibly or may possibly not contain the whole article, a summary, and pictures, depending on what RSS aggregator you're making use of.

Aggregators come in two types: the downloadable program or desktop-type and the on-line or web-based type. The desktop aggregator usually charges a particular quantity for its services; this would include normal updating within the form of upgrades or patches to the original version. This kind of RSS reader enables more customization of RSS feeds along with page format or design over its on-line counterparts. But needless to say, price can be a drawback.

On-line or web-based aggregators are totally free of charge. All you have to do is register an account with them then you'll be able to begin enjoying their services. Depending on the "brand" of the aggregator, customization is more limited. Some even don't permit you to customize at all.

Product and service advertisers are realizing the prospective of RSS aggregators in world wide web marketing. In reality, a number of submit RSS codes to numerous common web-based aggregators to reach the growing technophile and internet-based marketplace. My Yahoo has been instrumental in popularizing RSS technology to both users and website owners and advertisers.

At present, there are several aggregators to select from and newer versions of the identical aggregator are constantly developed by its programmers.

Below are some of these desktop and on the web aggregators: Desktop Aggregators 1. AmphetaDesk  
Advantages: - free - supports Linux, Mac, and Windows - easy addition of RSS feeds

Disadvantages: - not maximized use of screen display - few options for customizing

2. FeedDemon Advantages: - user friendly - free trial model - contains ready common feeds - allows filtering of RSS feeds - configurable "watch list" to manage junk RSS feeds - search channel function that incorporates other RSS companies e.g. Feedster - allows feed storage for potential use - tabbed browsers for channel navigation - built-in podcast receiver

Disadvantages: - supports only Internet Explorer (embedded) - paid software ( ` \$29.95)

Online Aggregators 1. Bloglines Advantages: - all main browsers supported (e.g. Netscape Navigator, Internet Explorer, Firefox) - user-friendly particularly for beginners - free, web-based aggregator - easy registration - no advertisements - contains its own directory of RSS feeds of thousands of web sites - personal email account for subscribing to newsletter emails (optional) - allows privacy adjustments for personal blogs - allows saved searches - mobile version available - 10 languages supported - Additional add-on tools for automated blogrolls and subscription buttons

2. NewsGator Advantages: - free (consumer-standard version) - provides personalized news channel - allows translation of RSS articles into email format - synchronization of feeds in several devices achievable - browse and search feed capabilities save time on surfing - allows keyword filtering - blog headlines - button-click automatic subscription to news feeds

Disadvantage: - Outlook-based thus limited to Windows

3. My Yahoo Benefits: - Free web-based aggregator - user-friendly - customizable house page design - button-click subscription to RSS feeds - built-in directory and search tool for feeds - wide variety of feeds e.g. news (science, technology, local), weather - connects to all Yahoo features and services

Disadvantage - banner advertisements

There are also lightweight RSS aggregator extensions which are really plug-ins to existing internet browsers. An example of which is Sage aggregator.

Benefits: - free of charge - beginner-friendly - reads both RSS and Atom feeds - allows feed discovery - can be assimilated to Firefox bookmark (storage and live) - allows OPML feed lists imports and exports - customizable style sheets - supports a wide range of locales e.g. Catalan, Italian, Japanese, Spanish, Korean, Polish, Slovenian, and so on. - easy installation

Disadvantages: - good for about 12 RSS feeds - limited use to Mozilla-Firefox and Mozilla-Firefox supported browsers

RSS developers promise far better features in future versions of their aggregators. Microsoft is planning to consist of a built-in aggregator in their next Windows version. These developments are certainly some thing to look forward to by all web aficionados.

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