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While many publishers have moved towards monetizing RSS feeds, there have been pulsating discussions as to whether advertisements in feeds are viable or whether they will drive subscribers away. At the end of the day while it appears that many are discussing the philosophical approaches to adverts in RSS feeds few are taking the time to inspect the alternatives obtainable for inserting ads in feeds. Ultimately the commercials served are going to clarify the success of RSS as a marketing medium. The ads served must be related to the content contained in the feed. If the RSS feed contains quality content, the adverts are relevant, and the volume of advertisements is in balance with the volume of content served, advertising in RSS feeds will succeed. Take a closer look at some of the ad serving alternatives currently available for RSS feeds.

Google's AdSense for Feeds offers contextually targeted advertisements, with a wide selection of advertisers. Google chooses not to divulge the percentage of revenue that is shared with the publisher, so it is difficult if not impossible to predict monthly revenue. The current Google AdSense system for feeds is tied to blogs and does not appear to be overly flexible.

Pheedo displays categorized advertisements rather than contextual advertisements. The upside to this is that Pheedo's ads can be used in conjunction with Google AdSense or AdSense for feeds without violating Google's contract. Pheedo works with the publisher to serve advertising campaign from similar or related categories associated with the feeds contents.

Kanoodle for Feeds Kanoodles systems for providing ads for feeds is similar to Google's but they do not have the breadth of advertisers that Google boasts. Advertisements are served based on topics, not to keywords. Kanoodle shares 50% of the revenue generated from the commercials with the publisher serving the ad. Evaluating choices When evaluating feed ad serving solutions consider the following:

- Ad Relevance In order to generate revenue from RSS commercials or for an advertising campaign to succeed using RSS as a channel. It is absolutely critical that the advertisements served in the feed contain related content, the more related the content the higher the likelihood that the ads will be of interest to the reader and clicked. Also the closer the content relates to the feeds theme the higher the likelihood the reader will have genuine interest in the product or service being advertised.

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- Ad Ratio publishers need to retain control over the frequency of advertisements. Readers will become frustrated with feeds that are heavily laden with ads and genuine content. The advertiser is happy as they are reaching a targeted audience the publisher is happy because their advertisement is being clicked and generating revenue.

- Clearly Denoted as advertisements The debate over editorial control and advertisements rage on. It is generally considered proper net etiquette for advertisers to clearly mark advertising campaign to distinguish them from editorial web content. When selecting a RSS advertising partner consider the context in which the ads are displayed. Does it blend with the feed or site, while still being clearly marked sponsored material? Or does the content blend so well that it appear as a product or service endorsement from the publisher? Credibility and reputation online matter, and the segregation of advertisements and ensuring they are properly denoted as such will go a long way to enhance credibility with readers. Clearly as RSS increases in popularity publishers are looking for ways to monetize their content. RSS in advertising is a logical step, and striking a balance between quality, consistent content and occasional related advertisements will lead to the success of advertising in RSS feeds. If the balance is not found, marketers may be forced to move to a subscription RSS feed model. [youtube:z_JpcWKVlp4?version=3;[link:SEO France] Soyez classé dans le top 3 pour vos mots et phrases clés!;http://www.youtube.com/watch?v=z_JpcWKVlp4?version=3&feature=related]

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