
Email Subscription vs. RSS:

You Decide



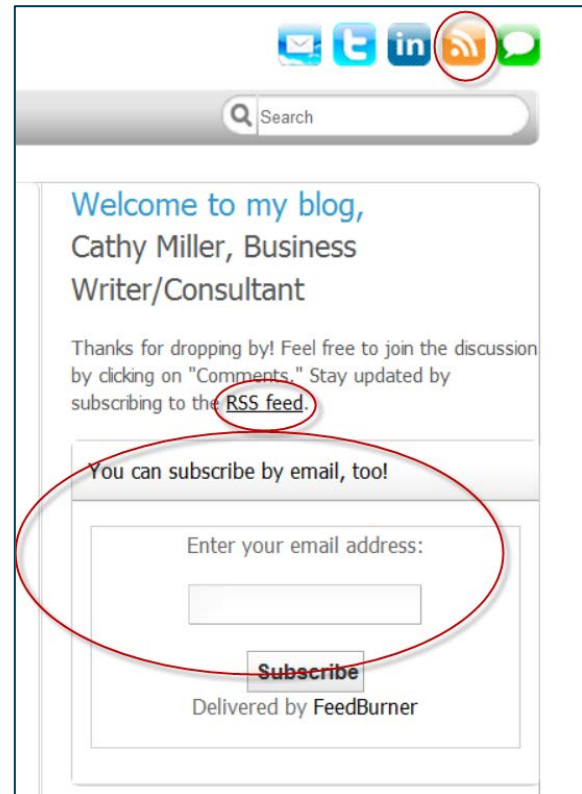
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INTRODUCTION

We all have our own preferences in how we do things. That's what makes us unique. When you find a blog that you would like to follow, you should have the option of subscribing by email or Really Simple Syndication (RSS). Of course, you always have the option of not signing up at all. You would simply visit the site periodically to see if there is any new content. Personally, my baby boomer brain likes receiving notification of new content.

Here is a snapshot of my business writing blog, [Simply Stated Business](#). The circled icon in the upper corner is an RSS icon. I also have a text link to sign up for an RSS feed. Below that is the option to sign up for an email subscription. We love choices!

There are many great icons used for RSS feeds. Below are just a few more examples.



Now that you know what to look for, let's take a closer look at how the options work.

INBOX OR FEED

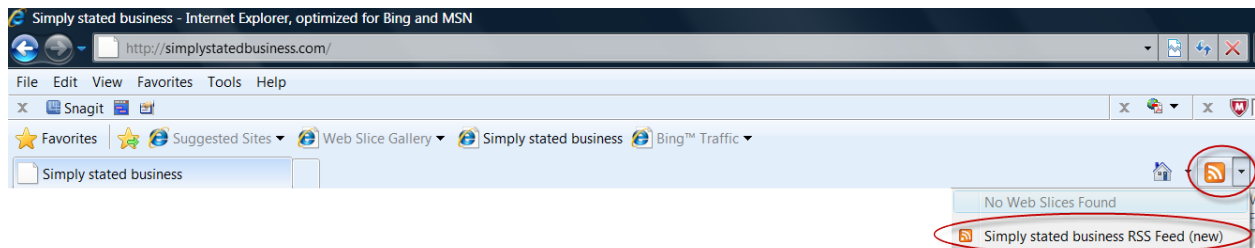
The biggest difference in subscriptions by email versus RSS is the notification process for letting you know a blog has new content. When you subscribe by email, you receive a copy of the new post in your email. You can choose to read it in your email or click on a link that takes you to the new blog post.

When you sign up for RSS, you receive the new blog content in a feed to an RSS feeder. It's not as complicated as it sounds. Here are a few examples to help you decide – email or RSS.

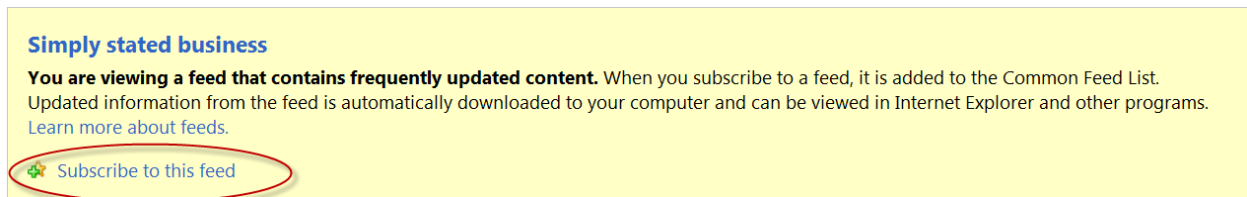
BROWSING AROUND

Many of the browsers you use for navigating the web, like Internet Explorer and Firefox, have built-in RSS. Using Internet Explorer as an example, the following is how you add an RSS feed.

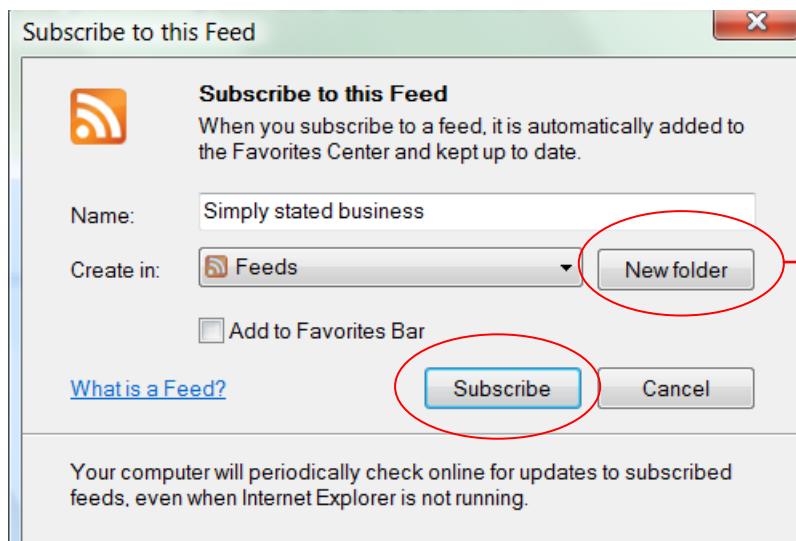
1. When you find a site you want to receive updates on, click on the RSS icon drop-down menu and select the site for your feed.



2. Click on *Subscribe to this feed*.



3. A box pops open. Click on the *Subscribe* button.



You can add the feed to your bookmarks or create a new folder – you decide.

OTHER RSS FEEDERS

There are all kinds of RSS feeders. Here is a list from [Yahoo's Directory](#).

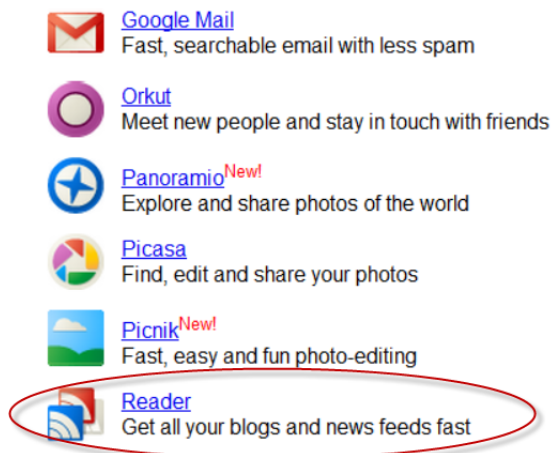
If you are looking at this on a printed copy, here is the URL:

http://dir.yahoo.com/computers_and_internet/data_formats/xml_extensible_markup_language/_rss/rss_readers_and_aggregators/

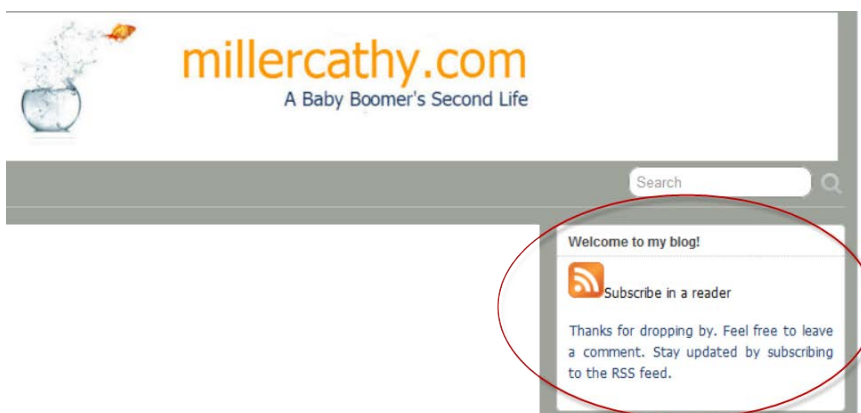
I use Google Reader. I prefer it to using a browser built-in RSS feed.

Here is how Google Reader works.

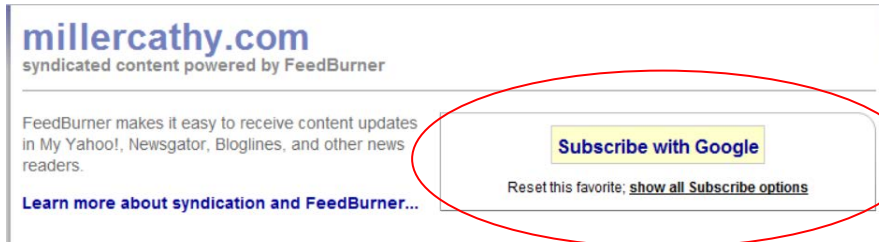
1. Create a Google Reader account or if you have a Google account, add Reader.



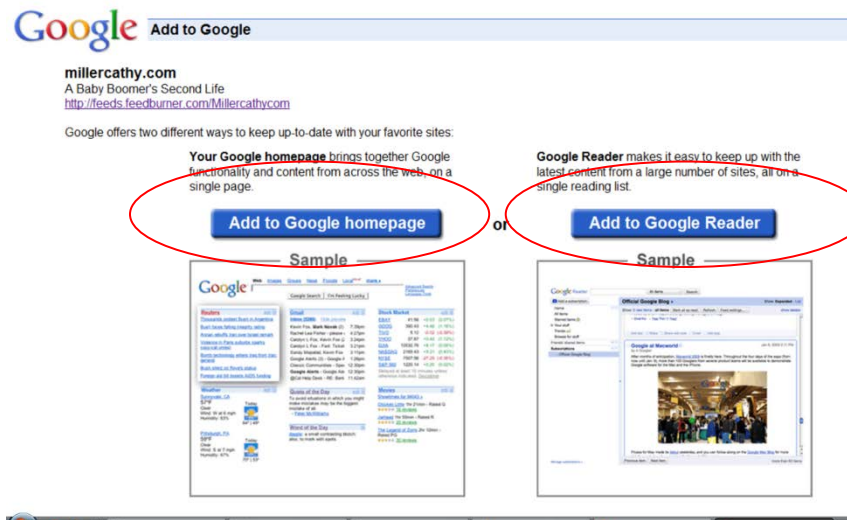
2. Click on the RSS icon at the blog or website that you want to add to your feed.



3. Click on *Subscribe with Google*



4. You can add the RSS feed to your Google Homepage or Reader



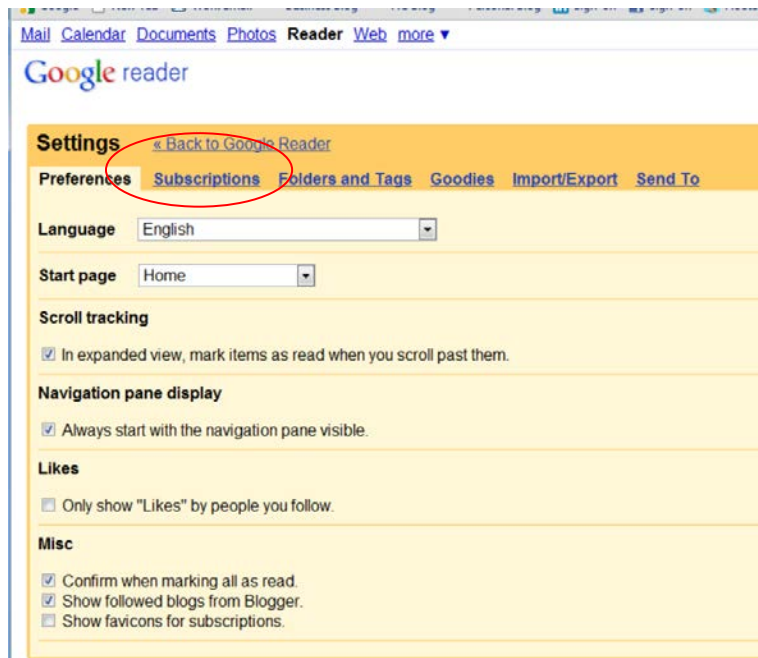
5. Here is an example of the Reader feeds



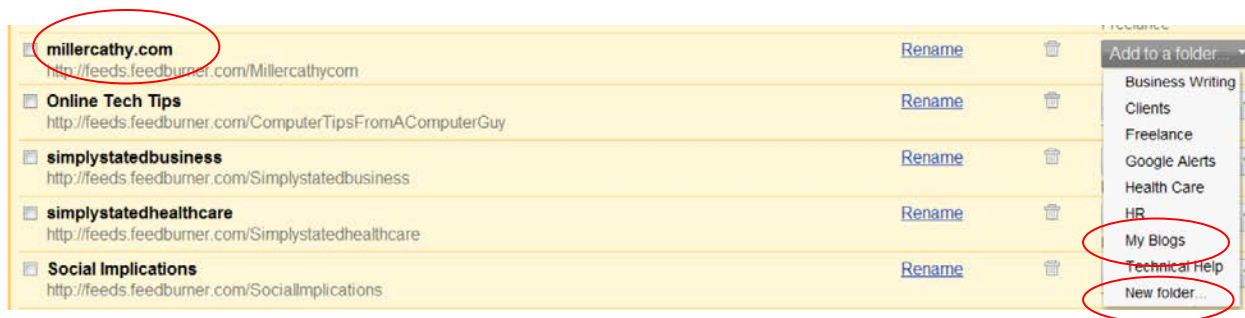
6. You can create folders in Google Reader and add feeds to them.



7. Click on *Subscriptions*



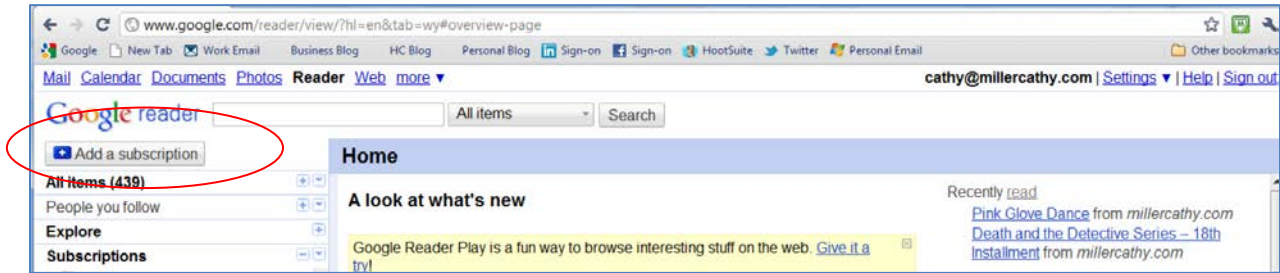
8. Click on the *Add to a Folder* drop-down menu and select or create a new folder.



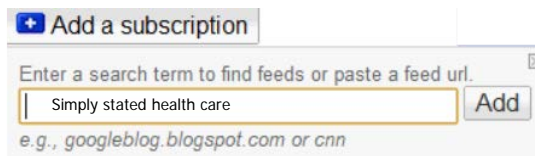
BLOGS OR WEBSITES WITH NO RSS ICON

With Google Reader, you can also add a blog or site directly from Reader. Here is how you do that.

1. Click on *Add a subscription*.



2. You can either search by keywords or paste the URL of the site you want to follow.



The search by keywords returns matches for your selection – or –



Automatically adds the site to your feed from the URL you entered



THE CHOICE IS YOURS

If you do not want to rely on your memory to check on favorite blogs or websites, subscribe by email or an RSS feed for updates.

If you select an email option –

- You enter your email address
- You may receive an email with a link to confirm your request
- If so, click on the link
- When there is new content, an email is sent to you
- You can read the content, save it or delete it, just like any email
- You can click on a link to read the new content at the blog or web site

If you select an RSS feed –

- You can use your browser's built-in RSS, bookmark the site or save it in a folder – or
- You can click on the site's RSS icon
- You can add the site to your RSS feeder (that you already set up)
- You can organize your RSS feeder with folders for your feeds
- You visit your RSS feeder as frequently or infrequently as you like
- You can unsubscribe or add new feeds at any time

I hope this made it easier for you to decide if you prefer email subscription or RSS feed.

**Is there a topic you want covered?
If so, send me an email at cathy@millercathy.com
I would love to hear from you.**

Keep it simple, clear & uniquely yours.

