



Newstex Blogs on Demand Technical FAQ

What is syndication?

Blogs are traditionally delivered to interested subscribers by means of a process called syndication: Blog authors choose what subscribers may receive from their blog, and subscribers obtain the subscription through a web feed.

The web feed is a file stored like an ordinary web page at an ordinary web address such as www.blog.com/feed. But instead of the HTML found in a regular web page, the feed file is automatically created using an XML format such as Atom or RSS.

It is easy enough for one reader to subscribe to a handful of blogs. But the syndication and for-profit resale of thousands of ever-changing blogs requires much effort -- more than most companies are willing to perform. Newstex Blogs on Demand bridges that vital gap between thousands of talented bloggers and the end users who are willing to pay for high-quality information.

The syndication experts at Newstex pay bloggers a straight percentage of revenues earned from every blog post.

How do I syndicate?

Some bloggers choose to provide all of each post to subscribers. Other bloggers provide only a summary or a headline, with the hope that readers will come to their site to read the remainder of the article.

Newstex works with bloggers that are willing and able to provide Newstex with a web feed that contains the **full content of every new post**.

Most bloggers do this simply by selecting a preference or option in their blog application such as Blogspot, TypePad, or WordPress to make a full web feed available to everyone. Some bloggers choose a more complicated route to encourage revenue from subscriptions:



They create one full feed for paid subscribers such as Newstex and a second, summary feed for their free (non-paying) subscribers. Still other bloggers provide a full feed for all, but include ads in the feed to generate revenue from free subscriptions. Since Newstex and its clients pay for blog content, they remove such ads prior to resale.

Great, I've signed up! What happens now?

Once a blog signs on with Newstex, Newstex generally syndicates the blog within 30 days. Clients of Newstex may require an additional 30-60 days to sell content to end users and report that revenue back to Newstex. First revenues for a blogger are reported 90 days after signing.

Going forward, new posts are delivered swiftly to clients, and bloggers receive any revenue from each post about 90 days after its publication.

Tell me more about this full-text feed that you need.

Blog feeds fall into three general categories:

1. Link feed: a headline, publication date, and link for each post
2. Summary feed: a headline, publication date, summary, and link for each post
3. Full feed: a headline, publication date, link, the full text of every post, plus an optional summary

Because our clients pay for complete content, Newstex requires the third type of feed. We cannot syndicate feeds that are missing a title, date, link, or full text (including formatting) for each post. Different blog platforms such as Blogger.com, TypePad, Movable Type and WordPress have different procedures for setting up a full-text feed. Please consult the instructions for your platform.

Please feel free to contact Newstex if you still have concerns; we can provide some tips to users of the major platforms.

If you want a full feed, OK. But I can't allow others to have it.

If you don't want non-paying readers to have full access to your content, please keep in mind that some blog publishing platforms can support multiple feeds. So it may be possible for you to provide a headline feed or a summary feed to the public, while still providing a "secret" full feed to Newstex and other paying subscribers. For guidance with specific platforms, see below.

Also keep in mind that it is possible to embed certain types of ads in your public blog feed, so you may be able to provide a full text feed to the public while still benefiting from ad revenues. If you are concerned about monitoring visitor or subscriber traffic to your feeds, then consider a free or low-cost feed monitoring and reporting service such as FeedBurner.com.

I use a specific blog application. How do I provide a full-text feed?

Movable Type

Movable Type usually is installed with built-in RSS and Atom templates but they are not always configured for full text.

You may or may not need to change your MT templates. The type of change depends upon which version of Movable Type and which templates are in use.

Here is an article that may help:

http://www.learningmovabletype.com/a/000458simple_rss_customizations/

Blogger or Blogspot

1. After logging in to Blogger, click on the Settings tab.
2. Click on the Site Feed tab.
3. Look for the pulldown menu labeled Blog Posts Feed or Allow Blog Feed. Select Full from that menu.
4. Click the orange Save Settings button.
5. If you see an option to Republish your blog, do it.



6. Your feed URL will be your blog address (xyz.blogspot.com) followed by:

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/feeds/posts/default?orderby=published&max-results=15
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By including this in your blog address, you will ensure that Blogger provides posts in the correct chronological order and the optimum quantity.

WordPress

If you are publishing the blog with WordPress, then you may log in and go to Dashboard / Options / Reading.

When you reach the Reading tab, look for the section of the tab that is labeled "Syndication Feeds."

There is an option, "For each article, show:" -- select Full Text and then click the Update Options button.

I use WordPress, and I wish to provide a full-text feed to Newstex while preserving a summary feed for my regular readership.

We suggest you try out the following plug-in:

<http://www.scratch99.com/wordpress-plugin-dualfeeds/>

This plug-in supports the delivery of two feeds, full-text and summary. It also lets you set the default to summary.

Another option is to provide a full-content feed from WordPress and pass that through a service such as FeedBurner to generate a summary feed, then provide the summary URL to the public.

My blog is broken. Can you help fix it?

Newstex is merely a syndicator of blog feeds. Unfortunately, we cannot provide formal technical support and we cannot guarantee that our



suggestions to facilitate a full-text will work in every circumstance on every platform.

May I provide you with my FeedBurner feed URL instead of my blog's direct feed URL?

FeedBurner is an independent vendor which provides services that many bloggers find useful. Some of these services, however, may alter your blog feed's format in unexpected ways. For this reason, Newstex will accept FeedBurner feeds, but we prefer to receive the direct feed URL from your site. We will not disclose the direct feed location to the public.

May I put ads in the full-text feed that I deliver to Newstex and other subscribers?

HTML coding that supports the ads must be consistent and easily identifiable, since Newstex will remove the ad before forwarding your feed content to paying clients. If your feed contains ads, please check with Newstex to ensure that we can automatically identify and filter the ad.

I plan to change my feed format, tags, or location.

We encourage blog authors to keep their feeds in tune with new trends and technologies, but please notify Newstex in advance of any change, so that we may update our blogreader software. Certain unannounced changes may render a feed inaccessible to our blogreader.