

# RSS, Ping, Podcast, Huh?

By Beth Cole

Just when you think you're getting up to speed, along comes a new thing with it's related lingo and terminology. Blogging is kinda that way. Here is some of the phraseology.

**RSS** (really simple syndication) is a way to syndicate content across the web. It allows you to format your content using xml so it will flow as an RSS feed, RSS channel, or RSS stream. RSS files are read with an aggregator.

**Aggregators** are news readers. They come in two types - web-based or desktop. Web-based aggregators allow you to read your feeds online in just one site. Nothing to download or install. Desktop aggregators require you to download and install a program to your computer. This type of reader may have quite a few more functions. Visit [the rss toolchest site](#) for a list of free readers.

**Feeds** are RSS/XML documents with headlines and descriptions. In short, your content. Also called a channel, news feed, content feed, xml feed or web feed.

**Ping** is a acronym for 'Packet Internet Grouper.' Pinging your RSS feed involves sending a small automated packet of data to announce updates to your feed.

**Podcasting** is the process of syndicating audio files, often mp3's.

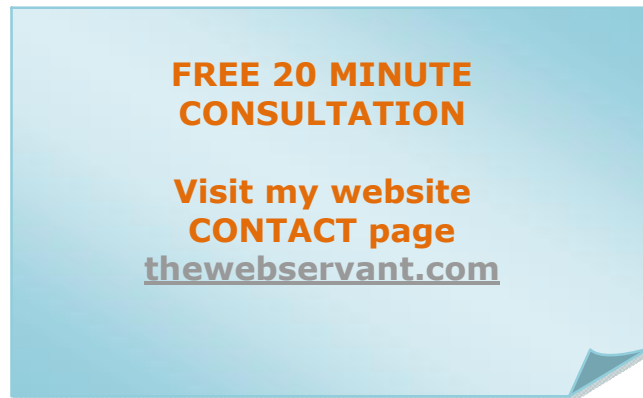
A **blogroll** is a list of links in the sidebar of a blog, often linking to other blogs. Can be managed via a blog link management system such as [www.blogrolling.com](http://www.blogrolling.com).

A **trackback** is a system by which a ping is sent to another trackback-aware website (usually another blog) to say 'hey, someone's talking about you'.

This isn't an exhaustive list of all Web 2.0 lingo, but it's a start. For more information about these and other online marketing tools, sign up for my blog's feed at [www.webservantblog.com](http://www.webservantblog.com)

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