

Screencast on how to optimize your blogs and RSS feeds

Contributed by
Wednesday, 30 August 2006

Since at least a few people seem to want me to expand on my presentation from the recent Search Engine Strategies Conference in San Jose, I have put a one-hour screencast together. In addition to covering all the slides in the Powerpoint deck, I also ran through an example of a corporate website that is powered by WordPress and that uses, in novel ways, a lot of the blog optimization techniques discussed in my presentation. The corporate site I am referring to is that of my company, Netconcepts.

Enjoy! And do let me know what you think of it.

Download or watch the video via streaming: Flash (10 MB) or WMV (22 MB) or Quicktime MPEG4 / iPod Video (59 MB)

Technorati Tags: blog optimization, feed optimization, screencasts, SEO

Since at least a few people seem to want me to expand on my presentation from the recent Search Engine Strategies Conference in San Jose, I have put a one-hour screencast together. In addition to covering all the slides in the Powerpoint deck, I also ran through an example of a corporate website that is powered by WordPress and that uses, in novel ways, a lot of the blog optimization techniques discussed in my presentation. The corporate site I am referring to is that of my company, Netconcepts.

Enjoy! And do let me know what you think of it.

Download or watch the video via streaming: Flash (10 MB) or WMV (22 MB) or Quicktime MPEG4 / iPod Video (59 MB)

Technorati Tags: blog optimization, feed optimization, screencasts, SEO

Read more at: <http://www.stephanspencer.com/archives/2006/08/29/screencast-on-how-to-optimize-your-blogs-and-rss-feeds/>.