

# Latest & Greatest Web Site Trends: Blogs, RSS Feeds, Podcasts & Webinars

Presented by  **Inherent™**

## Blog

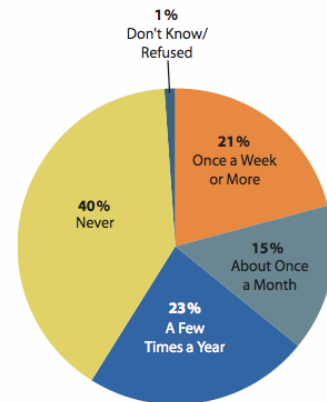
A **Weblog**, which is usually shortened to “**blog**,” is a type of Web site where entries are made (such as in a journal or diary) and displayed in reverse chronological order. Blogs often provide commentary, news and information on a particular subject such as food, politics, or local news; some function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. Most blogs are primarily textual although some focus on photographs (photoblog), videos (vlog), or audio (podcasting), and are part of a wider network of social media.

The word *blog* can also be used as a verb, meaning to *maintain or add content to a blog*.



Blog Example

**About how often do you yourself read business-related blogs? Would you say you read them. . .**



21% Once a week / more frequently  
15% About once a month  
40% Never  
1% Don't Know / Refused

Makovsky + Company Study Feb 2006  
State of Corporate Blogging Survey 2006  
Senior Executives Surveyed from Fortune 1000 Companies

## Best Practices – Law Firm Blogs

1. Explore ways to get your blog listed by as many external sites as possible. This will help your blog appear more relevant to search engines and increase link popularity of both the blog and your Web site. Think Networking.
2. Be sure your Web site is well-represented in your blog. If your blog is good, it can drive qualified traffic to your Web site.
3. Develop a persona in your blog writing – this can differentiate your Web site content from your blog and give your readers a sense of the human side of your firm. Use those writing skills that lawyers are known for.
4. Read posts from your audience and use feedback to understand how your business is perceived in the marketplace.
5. Keep your content fresh - there is nothing worse than a stale blog.

## RSS

The initialism "**RSS**" is most commonly used to refer to the following standard:

- Really Simple Syndication (RSS 2.0)

In the typical scenario of using Web feeds, a content provider publishes a feed link on their site which end users can register with an aggregator program running on their own machines. When instructed, the aggregator asks all the servers in its feed list if they have new content; if so, the aggregator either makes a note of the new content or downloads it. Aggregators can be scheduled to check for new content periodically.

The kinds of content delivered by a Web feed are typically HTML (Web page content) or links to Web pages and other kinds of digital media. Often when Web sites provide feeds to notify users of content updates, they only include summaries in the Web feed rather than the full content itself.

Compared to Web sites, Web feeds have a few advantages for the user experience:

- Users can be notified of new content without having to actively check for it
- The information presented to users in an aggregator is typically much simpler than most Web sites, which spares users the mental effort of navigating complex Web pages, each with its own layout
- Media files can be automatically downloaded without user intervention

Web feeds are operated by many news Web sites, Weblogs, schools, and podcasters.

RSS formats are specified in XML (a generic specification for data formats). RSS delivers its information as an XML file called an "RSS feed", "Webfeed", "RSS stream", or "RSS channel".



**RSS Feed Icon**

**File extensions:** .rss, .xml

**MIME type:** application/rss+xml

**Type of format:** Syndication

**Extended from:** XML

## Podcasting

**Podcasting** is the method of distributing multimedia files, such as audio or video programs, over the Internet using syndication feeds for playback on mobile devices and personal computers. The term, coined in 2004, combines "iPod", a popular portable audio device, and "broadcasting."

The term "**podcast**" can mean both the content and the method of delivery. The host or author of a podcast is often called a "**podcaster**". Though podcasters' Web sites may also offer direct download or streaming of their content, a podcast is distinguished from other formats by its ability to be downloaded automatically using software capable of reading feeds like RSS or Atom. A podcast usually features one type of "show", with new episodes released either sporadically or at planned intervals such as daily or weekly. In addition, there are podcast networks that feature multiple shows on the same feed.



Apple's official podcasting logo.

## Best Practices – Law Firms and Podcasts

1. Use podcasting testimonials to communicate the human side of your firm
2. Publish podcasts frequently to keep your audience interested and returning to your site
3. Identify which podcasts are most frequently downloaded to learn more about what your audience finds interesting
4. Provide follow up information in your podcast to drive traffic to your Web site or other communications vehicles

## Web Conferencing & Webinars

**Web Conferencing** is used to hold group meetings or live presentations over the Internet. In the early years of the Internet, the terms "Web conferencing" and "computer conferencing" were often used to refer to group discussions conducted within a message board (via posted text messages), but the term has evolved to refer specifically to "live" or "synchronous" meetings, while the posted message variety of discussion is called a "forum", "message board", or "bulletin board".

In a Web conference, each participant sits at their own computer, and is connected to other participants via the Internet. The most basic feature of a Web conference is screen sharing, whereby conference participants see whatever is on the presenter's screen. This is usually accompanied by voice communication, either through a traditional telephone conference, or through VoIP, although sometimes text chat is used in place of voice.

A **Webinar** is a type of Web conference, usually a seminar which is conducted over the Internet. A Webinar is designed to be interactive between the presenter and audience, and is 'live' in the sense that information is conveyed according to an agenda, with a starting and ending time. In most cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen, and the audience can respond over their own telephones, preferably a speakerphone. The word 'Webinar' is a combination of "Web" and "seminar".

## Web Analytics

Web Analytics is the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage.

## Web Site Law Firm Stats - Study done by Inherent, Inc. [www.inherent.com](http://www.inherent.com)

*Based on approximately 1,000,000 page views from a mixed sample of Law Firm Web Sites, which pages are being viewed most often?*

Attorney Biographies	25-30% of all page views
Home Page	12-15% of all page views
Practice Area Pages	7-10% of all page views
Publications	7-10% of all page views

*Based on approximately 260,000 User Sessions of Law Firm Web Sites:*

- 20-25% of all traffic is coming from search engines

*The three top search engines – Google, Yahoo! & MSN – drive approximately 95-97% of all search traffic. Of these three:*

- Google drives approximately 75% of search traffic
- Yahoo! drives approximately 17%
- MSN drives approximately 8%

### **Credits:**

Definitions source: Wikipedia (en.wikipedia.org)

*Makovsky & Company - 2006 State of Corporate Blogging Survey*

*Best Practices and Web Site Stat Survey: Inherent, Inc.*