

Instant Yahoo! Listing

Or

How I Got 120+ of My **Content-Rich** Pages
Listed on Yahoo! In Under 48 Hours
- for FREE!

By

Dr.Mani Sivasubramanian

Instant Niche Minisites –InstantNicheMinisites.com

Instant Order Pages –Reach-n-Relate.com/instant-order/basic.htm

Instant Niche Dictionary –EzineMarketingCenter.com/IND/

It all happened this week...

On Tuesday, I searched Yahoo! For “ezine marketing”. ezinemarketingcenter.com and “create-mail-newsletters.com”. I own these 2 sites, and both are content-rich resources.

Zero results.

Then I did something I will describe in the next two pages. It was simple. It took me less than 30 minutes. Then I went to hospital where I was on 24 hour call.

Back home on Thursday, I idly browsed through Yahoo!. Curious, I typed “ezinemarketingcenter.com” – **and was returned FOURTEEN pages of results!**

My jaw dropped.

I typed in “ezine marketing” – **my site was ranked #4**. I tried “create email newsletters” – **my other site was NUMBER ONE.**

Here’s a step by step account of what I did. It was based on an article I read about RSS feeds which described Yahoo!’s beta-testing of a new feature – **an RSS feed directory.**

**You too can quickly and easily get your RSS feed indexed
– but you **need to act** fast!**

I'm assuming 2 things.

1. You **have a website** with content you'd like to list on Yahoo!
2. You have a **blog** (or know how to) – or can get someone to **make an RSS feed** for your content

You do have a blog, now, haven't you? (No? Why not?! **Go get one now.**)

[Blogger.com](#) if you'd like to have it hosted somewhere else, or [MovableType.org](#) if you're up to installing it on your server)

Blog programs automatically generate RSS feeds for your content. If yours does not, you can use a service like [FeedBurner.com](#) to help optimize your feed and make it work well enough for the purpose of this tutorial.

Here's a basic explanation of RSS - <http://my.yahoo.com/s/publishers.html>

Step 1: Create Your RSS Feed:

If you are a blogger, you're halfway home! Most blog programs automatically generate an RSS feed for you. There's an orange bottom down one side of your blog with text saying "XML" or "RSS" – that's the one linking to your RSS feed code.

Placing your mouse-cursor over the link will show the code for your RSS feed in the browser status bar, or clicking on it will open up the feed page in your browser window. Copy the URL – it will be something like:

<http://www.yourdomain.com/index.rdf>

Step 2: Register for a Yahoo! User account (if you don't already have one)

Step 3: Personalize your "My Yahoo!" page

Sign in to your account, and click on the link saying: "My Yahoo!" It will be near the top of the page. You will get to a page titled "**My Front Page**" giving you various options to personalize your "My Yahoo!" page.

Step 4: Click on the button labeled "Choose Content". (Note: If you are outside the U.S., you will receive a region-specific page. Click on the link saying: "Choose content from around the world")

Step 5: Open the RSS Headlines submission form

Under the heading "**My Yahoo! Essentials**", you will find this link:

[RSS Headlines \(BETA\)](#) **NEW!** (W)

In case you don't see it, chances are Yahoo! has stopped the beta-testing – and you've missed out on this chance!

Click on it, and a new window will open. It will have a search box in it.

Step 6: Type your RSS feed URL into the box. E.g. <http://www.yourdomain.com/index.rdf> and click the SEARCH button.

If your feed URL is correct, you will get a page listing the title and link to your RSS feed, with a checkbox beside it saying:

Check the box next to each source you want to add. Click the link to visit the source's site. Click **Add** when you're done with your selection

Step 7: Select your feed and click the **ADD** button. If you want to, you can further customize your feed display and then click on the **FINISHED** button.

THAT'S IT! You are done...

Your RSS feed will now be listed in Yahoo!'s directory.

Something magical will happen soon, often within 24 hours. Your RSS feed, with the pages it links to from your blog, will ALL be included in Yahoo!'s database. And based on the content, link patterns, keywords and other parameters, your pages will rank on Yahoo!

This report is NOT about search engine positioning or optimization. It is a quick and dirty guide to working around the “editor reviewed listing” process which **costs \$299** – and there's no guarantee it will even be included in the directory!

Once you're done, add the “**Add to My Yahoo!**” button on your blog – [click to see how](#) It will let other Yahoo users view your feed content on their “My Yahoo!” page.

If you found this report useful in getting your site and feed into Yahoo! please **drop me a note** to say how you did. Any feedback or comments are welcome.

Thank you once more for your generous donation to the **Dr.Mani Children's Heart Foundation**. I will keep you posted about the progress of the **Heart Kids Blogging Marathon on July 24th, 2004** – and update you about the children who will receive lifesaving heart operations because of your generous contribution.

All success,

Dr.Mani Sivasubramanian
Pediatric Cardiac Surgeon and Ezine Entrepreneur
<http://www.b--Different.com>