



## **Feedburner RSS Feed and Email Notification for** **[www.swimobx.com](http://www.swimobx.com)**

Feedburner is the service that we are using for RSS Feeds and Email notification from our website. RSS Feeds and email notification are two separate services.

An RSS feed is a format used to publish content and a feed aggregator is a way to get updates from many websites through a single service (aggregator). If you monitor several blogs this is a good way to keep an eye on several sites through a single website.

We also use Feedburner's subscription service for email notifications. This service simply requires that you provide an email address to subscribe. After you send your email address, you get an email acknowledgement which you may have to verify. An email notification is sent (once per day) to subscribers provided that new content has been posted to the website.

🔗 ***We recommend the email notification service.***

Feedburner is owned by Google. FeedBurner is a Chicago-based company that provides media distribution and audience engagement services for blogs and RSS feeds. Its Web-based tools, including an extensive feed and blog advertising network, help publishers promote, deliver, and monetize their content on the Web and make feed-based content more accessible and manageable for its end users.