

James Schramko here with an Internet Marketing news update. I'm going to talk about Google's change of the RSS reader, I'm going to cover a couple of tips on how you can get more authority, and give you the latest updates with some iTunes podcast that I've been working with, and I'll give you some stats about audio and video downloads from SuperFastBusiness.com.

Google's RSS change

So Google's closing their RSS reader and there's been a bit of news about this. It reminds us of course not to be single source dependent. Now if you want to get your RSS feeds, you can still do it. Certainly, a tool like [SpeedDash.com](#) which is my tool will help you do that but there are other things you can do. Jake has a good suggestion in FastWebFormula. He takes the RSS feeds and runs it through IfThisThenThat (IFTTT) and has it sent to his Evernote. So that's a great way to get your RSS news straight into Evernote.

Podcast updates

In terms of iTunes, ThinkActGet is going really well. We've been recording episode number 9 today and the show is maturing. A lot of people are saying they're really liking the show so head on over to [ThinkActGet.com](#), check it out. Ezra Firestone and I are doing some interesting topics there from wealth and success and all those sorts of things, very interesting view points on it.

SuperFastBusiness does some dedicated podcast on this actual show. On SuperFastBusiness.com, I've just [interviewed Ezra Firestone for E-commerce](#) last week and had a huge reaction. He's just given a fire hose of information. The audio versions of my shows actually get downloaded at least twice as much as many times as the video versions so that's been really interesting, a couple of thousand downloads per show which is good and I'll be putting out more. And I've got a listener comments one coming out soon so use SpeakPipe down below on the footer of SuperFastBusiness.com and leave your comments for the next show.



More podcast downloads

Salary guide for your team member(s)

How much should you pay people in the Philippines? Well there are some salary guides that's been release inside [FastWebFormula.com](#) with some questions and opinions around salary ranges. What you don't want to do is pay too little and force your outsourcer or team member to have to work two jobs. You don't want to pay so much that you can't afford to keep them onboard, so you want to be fair and reasonable with your wages and there should be some good information in there for you to choose the right wage for them. Continue to pay your best people often and early and give them pay rises before they ask.

Google SEO updates coming

There's going to be some Google SEO updates so keep that good content going on your site, protect yourself and try to get the percentage of SEO traffic to your site down but the overall traffic up, that way you've got traffic coming from multiple places. Another good place to get traffic is Facebook and it's not so SEO dependent.

Two ways to build more authority

If you want to build authority here's a couple of ways. One is put a great course or great blog post on your blog for free and tell people about it and ask them to share it. Another is to put a course into Udemy like one of our FastWebformula members did and let people see what you're all about. That can lead to jobs and consulting and all sorts of interviews and other things. So the main tip is, put something authoritative out there because otherwise it's really hard to be seen as an authority.

Well I'm James Schramko, catch up with you next week.

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