

Working With RSS In ColdFusion

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What's RSS?

- Really Simple Syndication
- An XML Publishing Format

That Orange Button



The "Standard" Feed Button

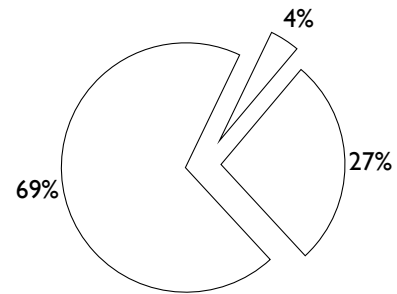
 The Orange RSS Button Circa 2003

Unless...



RSS Adoption

- Aware RSS User
- Unaware RSS User
- Don't Use RSS



Source: Yahoo, http://publisher.yahoo.com/rss/RSS_whitePaper1004.pdf

An XML Document

- One File (called a channel) can have multiple articles (called items)
 - Each Item Can Have
 - Title
 - Link
 - Description
 - Date
 - And More

Why Publish RSS?

- Increase Traffic
 - More Recurring Visitors
- Convenient for your Readers

Downsides of RSS?

- Content Theft
 - Copyright Infringement
 - RSS makes it easier to steal your content.
- Bandwidth

How is RSS Used?

- Portals
 - MyYahoo, Google Homepage, etc.
- RSS Readers
 - (Standalone, Web Based, or Built in to Browser)
- Aggregators
 - (Such as MXNA, and Fullasagoog)
- RSS to Email

Not Just for Blogs

- News / PR
- Forums
- Newsletters

The Feed Format War

- RSS vs. ATOM
 - RSS 2.0 is simple and gets the job done
 - ATOM is more complex with some additional features.

Show me the code

```
table news (  
  id integer,  
  title varchar(100),  
  story text,  
  date_published datetime  
)
```

Getting Started

```
<cfcontent reset="true"><?xml version="1.0" ?>
```

Reset the
output buffer

XML Declaration.
Must be on first line
of the file

Set the Content Type

```
<cfheader name="Content-Type" value="text/xml">
```

text/xml - generic xml content type

application/rss+xml - content type for rss feeds

Start the RSS Feed

```
<rss version="2.0">
  <channel>
    ...
  </channel>
</rss>
```

RSS Channel Metadata

```
<channel>
  <title>Feed Name</title>
  <link>http://you.com/</link>
  <description>About It.</description>
  <language>en-us</language>
  <lastBuildDate>
    Wed, 28 Jun 2007 18:37:00 GMT
  </lastBuildDate>
</channel>
```


Dates In RSS Feeds

- Dates must comply with RFC 822
 - Same format used by HTTP
 - Use the GetHttpTimeString() function.

RSS Feed Items

```
<rss version="2.0">
  <channel>
    <!-- channel metadata -->
    <item>
      <!-- item details -->
    </item>
    <item>
      <!-- item details -->
    </item>
  </channel>
</rss>
```

RSS Feed Item

```
<item>
  <title>Article Title</title>
  <link>http://you.com/news.cfm?id=1</link>
  <description>
    Content of the Article Here
  </description>
  <pubDate>
    Wed, 27 Jun 2007 16:46:00 GMT
  </pubDate>
  <guid>http://you.com/news.cfm?id=1</guid>
</item>
```

XML Safety

- Use the XMLFormat() Function to escape special characters.
- Wrap HTML with a CDATA Section.

```
<![CDATA[ #XmlFormat(news.story)# ]]>
```

Validate Your Feed

- feedvalidator.org

Podcasting / Enclosures

- Put an `<enclosure />` tag inside an `<item>`

```
<enclosure url="http://you.com/audio.mp3"  
length="12345" type="audio/mpeg" />
```

Length is in bytes

Categories

- Categories are used as keywords or “tags” for RSS consumers.
- Added as child tags of an <item>

```
<item>  
  <!-- item details -->  
  <category>ColdFusion</category>  
  <category>RSS</category>  
</item>
```

More Item Level Tags

Tag	Description
<author>	The email address of the author.
<source>	Used to cite the source of the article.

More Channel Metadata Tags

Tag Name	Description
<copyright>	Copyright notice
<ttl>	Number of minutes to cache the feed.
<image>	Include an image for the RSS feed.
<skipDays>	Listing of days that the feed will not change.
<skipHours>	Lists hours where the feed is not changed.

See the RSS 2.0 Spec for more details:

<http://blogs.law.harvard.edu/tech/rss>

Working with RSS in ColdFusion 8

Feeds in ColdFusion 8

- New CFFEED Tag
 - Creates RSS & Atom Feeds
 - Parses RSS & Atom Feeds

CFFEED - Creating RSS

```
<cffeed action="create"  
  name="#feed#"  
  outputfile="rss.xml"  
  overwrite="true"  
  xmlVar="xmlout">
```

CFFEED

- Create a structure containing the channel data.
 - title
 - description
 - link
 - item (array)
 - title
 - description
 - link
 - etc...

Parsing feeds with CFFEED

```
<cffeed
  action="read"
  source=
    "http://www.petefreitag.com/rss/"
  query="feed"
  properties="feedMetaData">
```

CFFEED Query Columns

authoremail,	authorname,
authoruri,	categorylabel,
categoryscheme,	categoryterm,
comments,	content,
contentmode,	contentsrc,
contenttype,	contributoremail,
contributorname,	contributoruri,
createddate,	expirationdate,
id,	idpermalink,
linkhref,	linkhreflang,
linklength,	linkrel,
linktitle,	linktype,
publisheddate,	rights,
rsslink,	source,
sourceurl,	summary,
summarymode,	summarysrc,
summarytype,	title,
titletype, updateddate, uri, xmlbase	

CFFEED

- Handy New Feature
- Different Syntax for different formats
 - RSS vs ATOM

Thanks.

Questions?

www.petefreitag.com

www.foundeo.com