

Chapter 15 - Building a Blogger's Dashboard

A Content Dashboard enables you to keep an eye on what is going on in your content field. It allows you to have searches that run all the time and provide you with automatic feedback.

Now you don't have to go to the web and look for content, it will automatically come to you!

The screenshot shows an RSS feed interface for 'IceRocket blog search: "home based business"'. It features a header with 'Feed settings...', 'Expanded view', and 'List view' buttons. Below the header, it indicates 'Show: 10 new items - all items' and includes 'Mark all as read' and 'Refresh' buttons. A yellow bar below the header states 'You have subscribed to "IceRocket blog search: "home based business"."' with an 'Add to a folder...' dropdown. The main content is a list of 10 items, each with a star icon, a title, a time stamp (all at 2:51 PM), and a small circular icon with a right-pointing arrow.

Item Title	Time
Home Based Business Internet Marketing - Free or	2:51 PM
[two_percent_gold_daily] Top Home Job Site.... Earn	2:51 PM
[SFI-THD] Top Home Job Site.... Earn \$1,500 A Week!	2:51 PM
Get Access Inmediatly for a Phone Number - instant	2:51 PM
What large corporations don't want you to know	2:51 PM
[deltagold] Top Home Job Site.... Earn \$1,500 A	2:51 PM
Doulton water filter - Did you know that, in Australia,	2:51 PM
ANY DOUBT SEE /FAQ - 1. What is Google AdSense?A:	2:51 PM
Generally Speaking- Misc Category Posts- Just a	2:51 PM
The Three Foundations of Home Based Business	2:51 PM

What can I use the Content Dashboard to Monitor?

- Your Friend's Web Sites and Blogs
- Your Competitor's Web Sites and Blogs
- Search Topic based on your content
- People Talking about You
- People Talking about Your Web Site
- Other Blogs You Like

I will use IceRocket to comb the search engines and pull the most recent data back to us. It is a search engine aggregator that allows you to run active searches. The output in an RSS feed that you will use in your Content Dashboard.

Use your keywords for your topic and web site as your primary search terms. This will give you ideas of what other people are doing and what people are reading in your topic area.

Let's get started.

7 Steps for Creating Active Blogs Searches:

1. Open a web browser and go to <http://www.icrocket.com>.
2. Select **Blogs** above the search field. This will only search the blogs that are stored.
3. Enter in your search term and press the **Search Web** button.
4. Select **Subscribe**, and **RSS** as the output.
5. Copy the URL.
6. Open your RSS Readers. I like Google Reader. (<http://www.google.com/reader>)
7. Paste the URL into your RSS Reader and press the **add** button. (Google Reader)

That's it; now you have an active search that will update automatically in your read for those terms. Use this list for coming up with new topics, watching competitors, or just having fun.

Here are the steps for performing the same function above except this will look at all the News stories that have the search term.

7 Steps for Creating Active News Searches:

1. Open a web browser and go to <http://www.icerocket.com>.
2. Select **Blogs** above the search field. This will only search the blogs that are stored.
3. Enter in your search term and press the **Search Web** button.
4. Select **Subscribe**, and **RSS** as the output.
5. Copy the URL.
6. Open your RSS Readers. I like Google Reader. (<http://www.google.com/reader>)
7. Paste the URL into your RSS Reader and press the **add** button. (Google Reader)

Step 1 – Ice Rocket



Step 4 – Ice Rocket RSS Option

The screenshot shows a search engine interface with a blue header. The search bar contains the text "home based business" and a "Search" button. Below the search bar, there are statistics: "8089 tagged posts" and "1789 authored posts", and a page indicator "1 - 10".

On the left side, there are several filter sections:

- Published:** A large number "19" is shown, with "Aug 2008" below it. Links include "Today", "Past Week", "Past Month", "Anytime", and "Choose Dates".
- Sort by language:** A dropdown menu is set to "all languages".
- Analysis:** A link for "Results Trend".
- Subscribe:** A link for "Results RSS" is circled in red.

A blue callout box with a white border and a pointer to the "Results RSS" link contains the text "Click the RSS Feed".

The main content area displays search results:

- Next week:** 17 minutes ago by [kathyc514](#). Snippet: "... of the top 25 places to live by Money Magazine, Mayor Whitfield will speak about the contribution small **business** made toward that growth. **Business** and **Home** Life Balance Bryan Dodge, WBAP News Radio Professional speaker, radio personality, and author, Bryan Dodge probably holds the record of being ... [Picadillo - kathyc514.livejournal.com](#) · 1 reference".
- ASH (Advanced Scientific Health) Leads:** 17 minutes ago by [janwhalen](#). Snippet: "... and NOT leads. This is a **Home Based Business** with almost no over-head. We buy customers! That's it - buy customers. I know you want to know more...so go to: Its Good **Business**. Fill the form out correctly and you will contacted. I wouldn't put this off. We don't buy leads and don't have any of the head-aches ... [ASH \(Advanced Scientific ... - janwhalen.livejournal.com](#)".
- Working with a Fantastic Business Opportunity:** 29 minutes ago by [admin](#). Snippet: "If you're looking for a fantastic **business** opportunity, you may find it in **home based** internet marketing programs. Each affiliate marketing opportunity offers easy ways to make money at **home** by joining various **home based** internet marketing programs. The affiliate marketing program you choose may ... [Best Income Builder Biz - bestincomebuilderbiz.net](#)".
- ASH (Advanced Scientific Health) Leads:** 31 minutes ago by [Jan](#). Snippet: "... This is a **Home Based Business** with almost no over-head. We buy customers! That's it - buy customers. I know you want to know more...so go to: Its Good **Business**. Fill the form out correctly and you will contacted. I wouldn't put this off. We don't buy leads and don't have any of the head-aches that come ... [Advanced Scientific Health ... - janwhalen.blogstream.com](#)".

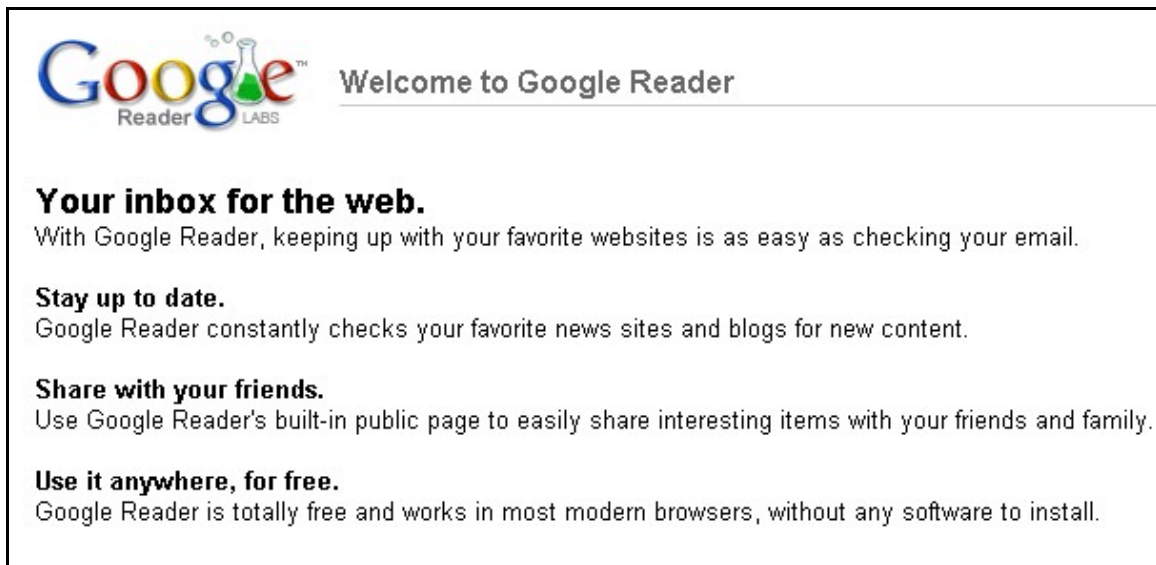
Step 5 – Ice Rocket RSS URL



The screenshot shows a web browser window with the address bar containing the URL: `http://www.icerocket.com/search?tab=blog&q=%22home+based+business%22&rss=1`. The page content displays the following XML code:

```
<?xml version="1.0" encoding="UTF-8" ?>
- <rss version="2.0">
- <channel>
- <title>
  <![CDATA[ IceRocket blog search: "home based business" ]]>
</title>
- <link>
  <![CDATA[ http://blogs.icerocket.com/search?q=%22home+based+business%22 ]]>
```

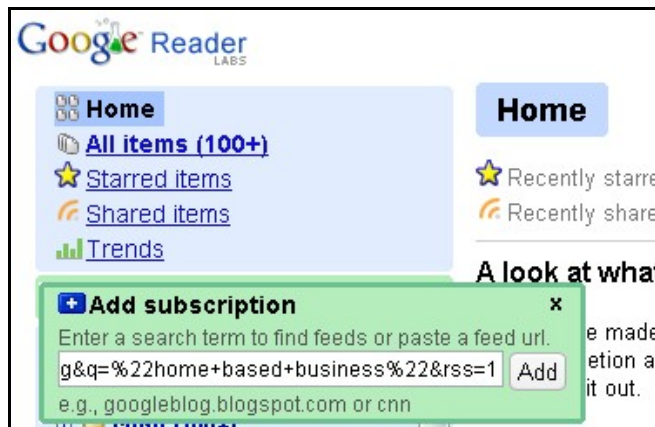
Step 6 – Google Reader



The screenshot shows the Google Reader Labs website. At the top left is the Google Reader Labs logo, which includes the word 'Google' in its multi-colored font, 'Reader' below it, and 'LABS' to the right with a small flask icon. To the right of the logo is the text 'Welcome to Google Reader'. Below this is a horizontal line. The main content area contains four sections, each with a bold heading and a paragraph of text:

- Your inbox for the web.**
With Google Reader, keeping up with your favorite websites is as easy as checking your email.
- Stay up to date.**
Google Reader constantly checks your favorite news sites and blogs for new content.
- Share with your friends.**
Use Google Reader's built-in public page to easily share interesting items with your friends and family.
- Use it anywhere, for free.**
Google Reader is totally free and works in most modern browsers, without any software to install.

Step 7 – Google Reader, Add Subscription



Trade Secret: Exact word searches. Use “” marks around your search terms to limit the search results that are returned. For example, to find all the entries for Home Based Business it would use “home based business”. Give it a try.

Trade Secret: Watch Your Business! Use an active search to keep an eye on who is talking about you or your web site. Here is how: Use your name as a search term and your domain name also. For example: I can watch “John Smith” as one subscription and as well enter another for “johnsmith.com”. This will tell me who has been posting about John and his site.

Trade Secret: Organize Your Feeds. I like to put my feeds into folders so I can read them all together at once. This gives you more data to go through and also keeps the data organized. Under the **Feed Settings** button you can add new folders or move feeds to folders.