

What an XML Feed Can Do for You?

The best way to get results and optimize your search engine is by utilizing a great XML feed. It creates a structured file format that ensures all relevant information can feed directly into an index of your choosing.

For best results, select major indexes like Google and Yahoo. An efficient XML feed will maximize your website's potential because it gets you ranked on major search engines. In other words, XML feeds allow you to partner up with other search engines, in order to provide your visitors with the information they require through increased search results. XML feeds are re-written HTML that have been simplified and fed into search engine indexes. They then read and interpret data in order to secure high keyword exposure.

XML stands for Extensible Markup Language (XML) is used to describe data. The XML standard is a flexible way to create information formats and electronically share structured data via the public Internet, as well as via corporate networks. Similar to Hypertext Markup Language (HTML). Both XML and HTML contain markup symbols to describe page or file contents. HTML code describes Web page content (mainly text and graphic images) only in terms of how it is to be displayed and interacted with.

Example of XML search feed:

```
<?xml version="1.0" encoding="UTF-8"?>
<Products>
  <Product>
    <Product_ID>7631</Product_ID>
    <SKU>HEH-9133</SKU>
    <Name>On Cloud Nine Pillow</Name>
    <Product_URL>https://www.domain.com/product/heh-9133</Product_URL>
    <Price>24.99</Price>
    <Retail_Price>24.99</Retail_Price>
    <Thumbnail_URL>https://www.domain.com/images/heh-9133_600x600.png</Thumbnail_URL>
    <Search_Keywords>lorem, ipsum, dolor, ...</Search_Keywords>
    <Description>Sociosqu facilisis dui ...</Description>
    <Category>Home>Home Decor>Pillows|Back In Stock</Category>
    <Category_ID>298|511</Category_ID>
    <Brand>FabDecor</Brand>
    <Child_SKU></Child_SKU>
```