

From Blog To Scroller

A Special Report And Video

By

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**Using free resources and the
[Scroller Control software](#)**

Introduction

I wrote this Report and [Video](#) after adding the "[Scroller Control](#)" software to my "Webmasters Cheat Kit" range of products.

Scroller Control gives a new dimension to the "news tickers" that appear on websites everywhere. These little devices scroll text across or down boxes on the web page. But that's all these simple scrollers can display – text!

Scroller Control allows webmasters with no programming skills to build any number of news scrollers which can incorporate images, HTML and much more. The "much more" part is the reason for this report.

Because I have found a way of displaying news feeds in Scroller Control.

And, since most blogging systems enable you to produce a news feed for the blog, it means that you can now have a "**Blog Scroller**" on your website, which is updated automatically every time you add an entry to your blog.

The method is simple, quick and, like this report, it's free for all [Scroller Control](#) owners! And it works with both "RSS" and "Atom" feeds. The latter is important because Blogger.com, the one of the biggest blogging services, only produces feeds in "Atom" format.

There are five steps in the process (four if your blogging system already produces feeds in RSS format).

Step 1: Get the web address ("URL") of your blog's news feed.

Step 2: If the feed is in Atom format (such as that produced by the Blogger.com system), convert it into RSS format.

Step 3: Turn your RSS feed into Javascript, so that it can be displayed on a web page.

Step 4: Feed the Javascript code into the [Scroller Control](#) software, to rapidly produce a news scroller which scrolls your blog.

Step 5: Copy the code produced by [Scroller Control](#) into your web page(s) and upload the page(s) to your web server.

I hope you find the following method as straight-forward as I did. It might be useful if you print out this short report, so that you don't have to keep on switching windows as you carry out the instructions.

Everything in this Report is shown in the accompanying video. You will see me going through all 5 Steps and producing a "Blog Scroller" in 10 minutes.

[Watch The Video Online Here](#)

Note: This Report is being widely distributed, and people of many varying levels of computer skills will be reading it. I have no idea, dear Reader, what your skill levels are!

Most of the instructions in this Report involve simple on-screen highlighting, copying from the Windows clipboard, and pasting the copied item somewhere else.

Just to make sure that *everyone* can use this Report, here are the ways to carry out the "Highlight", "Copy" and "Paste" commands (Windows instructions – sorry, Mac users!)

Action	Using the Keyboard	Using the Mouse
Highlight All <i>(in box or window)</i>	Click into box or window. Then hold down CTRL and press A ("A")	Click in front of where you want to start copying, click the left mouse button and drag the cursor to the last item in the box or window
Copy <i>highlighted objects</i>	Hold down CTRL then press C ("C")	Click the right mouse button, then select 'Copy' from the 'Right Click Menu'.
Paste from clipboard	Click into where you want to paste. Then hold down CTRL and press V ("V")	Click into where you want to paste. Click the right mouse button, then select 'Paste' from the 'Right Click Menu'.

Step 1 – Produce A News Feed From Your Blog

As I said, most blogging systems enable you to produce a news feed from your blog. If you're with Blogger.com:

- Go into "Settings"
- Select "Site Feed" from the tabbed menu.
- On the "Site Feed" settings page, make sure that "Publish Site Feed" is set to "Yes".
- I'd also advise you to set "Descriptions" to "Full". You can abbreviate the displayed feed in another way, as I'll explain later.
- Your Site Feed URL will be displayed. Copy this to your clipboard; you can do this by hovering the mouse cursor over the hyperlink, right-clicking and selecting "Copy Shortcut" from the right-click menu (these instructions are for PCs using Internet Explorer browser).

I haven't got experience with blogging systems other than Blogger.com, so if you blog using another system, you'll have to figure out how to get the URL of your blog site feed.

The Feed URL for my Marketing Sparks blog is:

<http://marketing-sparks.blogspot.com/atom.xml>

Step 2 – Converting An Atom Feed Into An RSS Feed

If your blog feed is already an RSS feed, you can skip this step and move on to Step 3.

As I said earlier, Blogger.com produces its news feeds in the Atom format. So you now need to convert your Atom feed into an RSS feed. Follow these steps:

Go to this website:

<http://www.2rss.com/software.php?page=atom2rss>

This is a free service which converts your Atom feed into an RSS feed, which we'll need for Step 3. The actual RSS feed will be generated by the 2rss.com server, so we need to get a link to that feed. Here's what you will see:

The screenshot shows the 2RSS.COM website interface. At the top, there is a navigation menu with links for Directory, My RSS, 2RSS Reader, Software, Articles, and Contact. Below the menu, the page title is "Atom2RSS (Atom to RSS)". The main content area explains that many sites use Atom feeds instead of RSS and that the site focuses on RSS. It provides a link to the atom2rss.php page and an example URL: <http://www.2rss.com/atom2rss.php?atom=http://www.2rss.com/blog/atom.xml>. There is a form labeled "Atom URL" with a text input field containing "marketing-sparks.blogspot.com/atom.xml" and two buttons: "See online" and "Get link".

In the box marked "Atom URL" **paste** the Atom Feed URL that you've just copied (it should still be in your clipboard). If you're interested, you can see the raw XML of your new RSS feed looks like by clicking on the [See Online](#) button, but this isn't strictly necessary.

What you need to do is get the link to your RSS feed, so click on the button [Get link](#).

A box opens up at the top of your browser window with the URL to your RSS feed. In my case, the URL is

<http://www.2rss.com/atom2rss.php?atom=http%3A//marketing-sparks.blogspot.com/atom.xml>

The URL should already be highlighted, so **copy** it to your clipboard. That completes Step 3.

Step 3 – Converting The RSS Feed To Javascript

In this step, we're going to use another free online service, which will take our RSS feed and convert it into Javascript.

Don't worry – you don't need to know the first thing about Javascript! Copying and pasting is as techie as it gets!

Go to this web page:

<http://incsub.org/feed2js/index.php?s=build>

Here's what you will see:

First, be sure to **preview** the feed to verify the content and format. Once the content is displayed how you like, just use the **generate javascript** button to get your code. Could it be an easier? The last step is exploring your options for **stylizing your displayed feed**.

Please be respectful of feed publishing sites- each operation hits our server as well as the host of your RSS feed. Also to respect external sites, all feeds are cached now for 2 hours.

URL Enter the web address of the RSS Feed

Note: Please verify the URL of your feed (make sure it presents raw RSS) and **check that it is valid** before using this form.

Show channel? (yes/no/title) Display information about the publisher of the feed (yes=show the title and description; title= display title only, no=do not display anything)

yes title no

Number of items to display. Enter the number of items to be displayed (enter 0 to show all available)

Show/Hide item descriptions? How much? (0=no descriptions; 1=show full description text; n>1 = display first n characters of description; n=-1 do not link item title, just display item contents)

Use HTML in item display? ("yes" = use HTML from feed and the full item descriptions will be used, ignoring any character limit set above; "no" = output is text-only formatted by CSS; "paragraphs" = no HTML but convert all RETURN/linefeeds to
 to preserve paragraph breaks)

yes no preserve paragraphs only

Show item posting date? (yes/no) Display the date the item was added to the feed.

yes no

Target links in the new window? (n="no, links open the same page", y="yes, open links in a new window", "xxxx" = open links in a frame named 'xxxx', 'popup' = use a **JavaScript function** `popupfeed()` to open in new window)

Here's how to complete the above form:

1. Click into the **"URL Enter the web address of the RSS Feed"** and **paste** your RSS Feed URL into the box. If you've just completed Step 3, it should still be in your clipboard.
2. If you've used the "Atom to RSS" service in Step 3, it should *not* be necessary to click on the **'check that it is valid'** link. But otherwise, use this RSS validation service (opens in a new browser window)
3. Select your option from **"Show Channel?"**. The descriptions on the web page are quite clear.
4. Choose the **"Number of items to display"**. If you leave it as the default of "0", your Javascript feed will display everything on the main index page of your blog. It won't show the archived items. I chose "5" for my Javascript feed

5. **“Show/Hide item descriptions? How much?”** – This is misleading. This is giving you the option, amongst other things, to select how many characters of each blog *item* (not “description”) to display. I chose “100”, and this gives just enough of each item for viewers to make sense of it.
6. **“Use HTML in item display?”** – I recommend leaving this set to the default of “no”, but please feel free to experiment!
7. **“Show item posting date?”** – your choice. I chose “yes”.
8. **“Target links in the new window?”** – I recommend “yes”. That way, when someone clicks on a link in your “blog scroller”, a new browser window opens, and the page with your scroller remains open.

There are a two more items “for advanced users”. Unless you fall into this category, I suggest that you ignore them, as I did!

You can click on the [Preview the Feed](#) button to see what the contents of your Javascript feed looks like. Here’s the results from the values that I entered:



Note: the actual fonts and colours won’t necessarily be the same in your blog scroller. What you are checking here is the *content* that will appear in your scroller.

If you’re happy with the results, scroll down the page and click on the [Generate Javascript](#) button.

You'll then see a page with a box that looks something like this:



```
u. 3 id paste javascript:
<script language="JavaScript"
src="http://www.incsub.org/feed2js/feed2js.php?src=http%3A%2F%
2Fwww.2rss.com%2Fatom2rss.php%3Fatcm%3Dhttp%253A%27%2Fmarketing-
sparks.blogspot.com%2Fatom.xr1&ker=y&num=5&desc=100&date=y&targ=y"
type="text/javascript"></script>

<noscript>
<a href="http://www.incsub.org/feed2js/feed2js.php?src=http%3A%2F%
2Fwww.2rss.com%2Fatom2rss.php%3Fatcm%3Dhttp%253A%27%2Fmarketing-
sparks.blogspot.com%
```

Do you fancy typing all that in? No?

Then click into the box, and **highlight** everything and **copy** it to your clipboard. Since you might not be using the code immediately, I suggest that you save it. Open up a text editor, such as Windows Notepad, and **paste** the code in a new page. Then save the file somewhere where you can find it again.

At this point, you now have some Javascript code that you could insert in a web page. But it will probably look rather basic – and could take up quite a bit of space on the page. Our final step is to take this Javascript and to use the power of the Scroller Control software to create a professional-looking news scroller which scrolls your blog in a box, whose size, colour etc are decided by you, so that it matches your page.

What's more, you can syndicate this scroller to other webmasters.. yet another way to get more traffic and eyeballs to your blog.

Let's get moving. On to the final step..!

One quick point:

The "inclub.org" website, which stores your feed holds it in memory for an hour or two. That's how long it will take any new blog entry that you make to show up on your Javascript newsfeed.

Step 4 – Producing Your Blog Scroller With Scroller Control

[Scroller Control](#), the software which produces professional-looking news scrollers, is installed on your web server. This means that you can create and edit any of your news scrollers through a web browser, wherever you can get access to the internet.

There are two stages in creating a Scroller Control scroller:

1. Design the look-and-feel of the scroller box. This is straight-forward and is done by specifying parameters such as the size of the box, the text in the header of the box, font and border sizes & colours and so on.
2. Fill in what you want to appear in the scroller

I'm not going to spend time here on designing the box. This is well covered in the instruction manual, and in [another video](#) I've created.

So we're going to log into Scroller Control and edit a box I made earlier:



You simply **paste** into the "News text" box the Javascript copied from Step 3, scroll down the page and click on the [Edit News Box](#) button.

Finally, select the "News Boxes Links" from the left-hand menu, find the scroller just blog created, **highlight** everything in that box, and **copy** the contents of that box to your clipboard (see next page).

This is your administrative area. Click the links below to manage your news system.

- Admin Data
Change Details & View Settings
- Demo Control
Maintain Demo & View Settings
- News Box
View, Edit, Delete, Add News Boxes
- News Boxes Links
View the code of news boxes
- Help
Click here for help using this system.
- Support

News Box Syndication Codes.

3-INFO SCROLLER 3 (Site Example)

```
<script src="http://www.topgearmarketing.com/scrollercontrol/nb_js.php?nb_id=3" language="JavaScript"></script>
```

Copy the contents of this box to your clipboard

MARKETING SPARKS BLOG

```
<script src="http://www.topgearmarketing.com/scrollercontrol/nb_js.php?nb_id=4" language="JavaScript"></script>
```

You are now ready to insert that one line of Javascript into your web page(s), wherever you want your Blog Scroller to appear.

Syndicating Your Blog Scroller

You are now able to allow other webmasters to display *your* blog scroller on *their* websites.

They get fresh, updated content for their website visitors, and you get increased exposure for your blog.

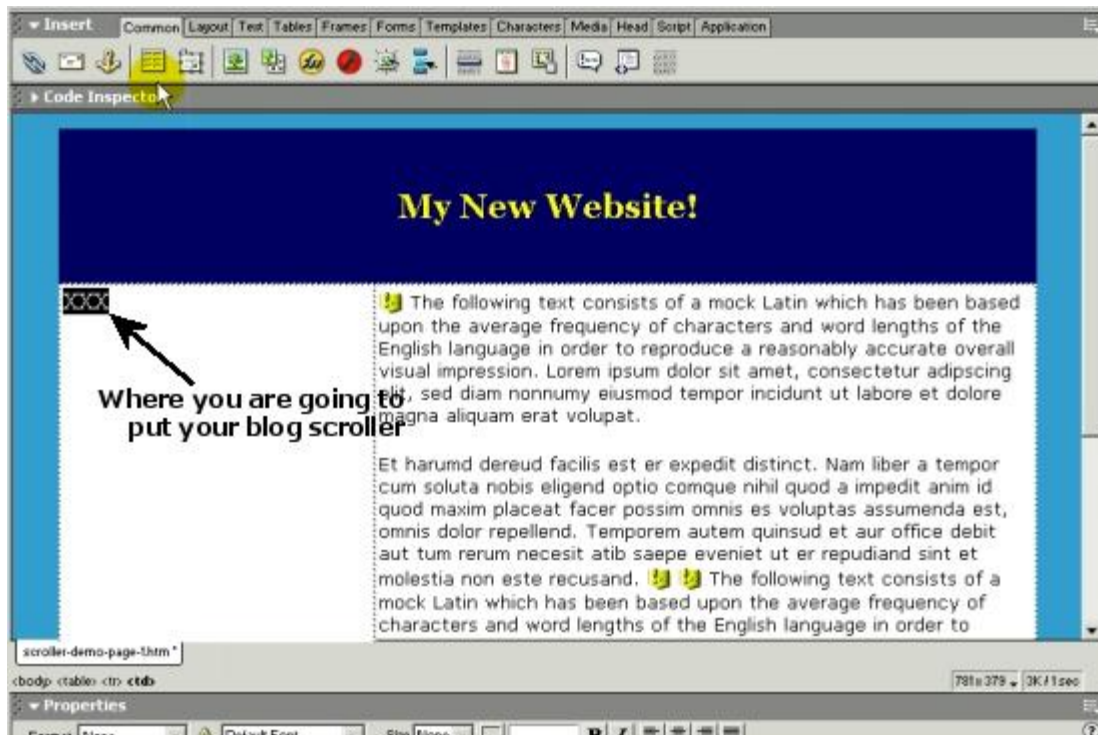
Simply give them this one line of Javascript with instructions on how to insert the code in their pages. Tell them the width and height of your blog scroller, so that they know how much space to allow.

Time to move on to the final step...

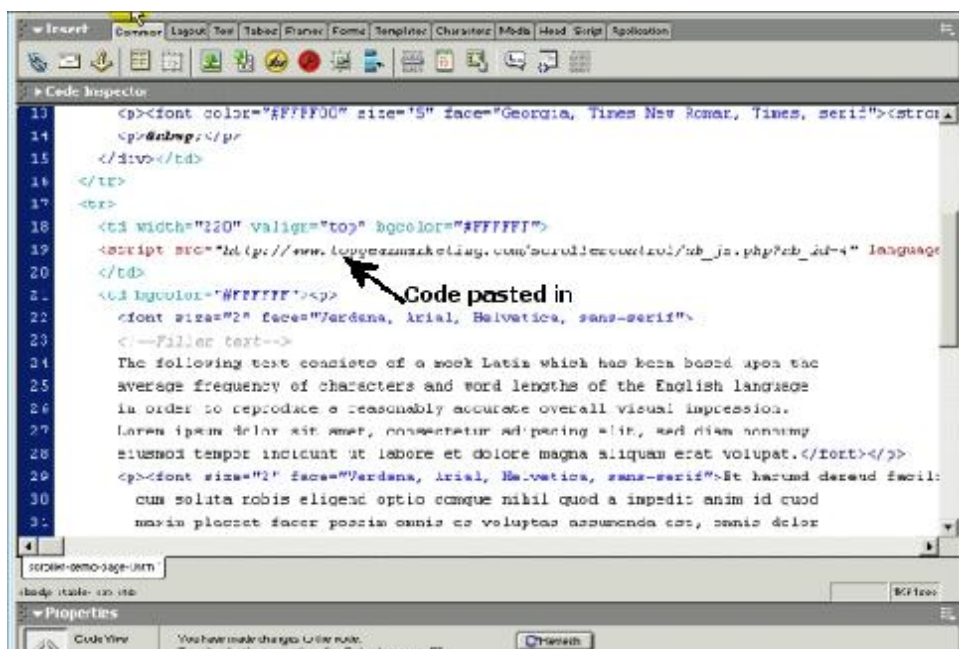
Step 4 – Pasting The Scroller Control Code Into Your Web Page

This is another easy step! Open up your web authoring software, and open the page where you want to insert your blog scroller.

Now decide where you want your scroller to appear. If you're using a graphical ("WYSIWYG") web page editor, such as *Dreamweaver*, *FrontPage* or [123 WYSIWYG](#) (*this latter is a great editor!*), it's as well to mark the place with a few characters, and highlight them. This makes it easier to find the place in the raw HTML code:



Now go into the raw HTML code, find your highlighted characters, delete them, and paste in the one line of code you copied from Scroller Control:



Now, when you've saved and uploaded your page, you'll see your new blog scroller in place:



Conclusions

It really is not difficult! Here's what we did:

- Step 1:** Get URL of blog feed: **copy**
- Step 2:** Convert Atom feed to RSS feed: **paste, click, highlight, copy**
- Step 3:** Convert RSS feed to Javascript: **paste**, answer a few questions, **click, highlight, copy**
- Step 4:** Get Scroller Control code: **paste, click, highlight, copy**
- Step 5:** Put Scroller Control code into web page: **paste**

If you haven't done so already:

[Watch the video here](#)

And, to see more examples of how you can put professional news scrollers on your web pages, have a look at:

<http://www.scrollercontrol.co.uk>

I hope that you've enjoyed this Special Report, that you've found it useful and instructive, and that the video made everything more meaningful for you.

If you have any questions, then please email me:

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