

QR Codes for RSS Feeds

Robin's Blog November 2011- Webmarketid.com

keeping site owners abreast of the trends!

Michelle Molinet mamolinet@gmail.com



I am the Social Media Specialist for WebmarketID and a few other companies that Robin owns. I am constantly trying to keep the technology we use up-to-date, and a pretty new and interesting use of programming and media marketing that is becoming more common is QR Codes.

What is a QR Code?



QR is short for **Quick Response** and a QR code is a two dimensional picture with a code programmed into it that can be read by a barcode reader on a camera phone. As soon as a code is scanned by your cell phone, you are taken directly to the information encoded: the site URL, the phone number, the text, or the SMS that the code holds.

Recently, I added this QR Code to the [Feedburner Blog](#) for our Florida South Beach Rentals website, and saw a very dramatic increase in the number of subscriptions to the RSS feed. I had been getting a few hundred views of the blog itself per month, but the feed only had 1 or 2 steady "subscribers". Now, the number of "reaches" and "subscribers" has risen dramatically.



Seemingly, all because of the ease of information transfer and use that these codes provide.