



# News Release Wire tip: Using Your Footer to Attract More Views to Your RSS Feed News Releases

Our new system for capturing and converting your RSS feed from your blog or newsletter automates the news release process for you. Here some tips on using the new footer feature (or “boilerplate”) for your press releases, along with the new RSS Feed, to make your news release stand out even more and be more interesting and informative.

1. To create a footer, login to your ExpertClick account and create a news release. On the text page, you see Box 3 and Box 4 at the bottom. Use these boxes to enter your footer text. The system will save and store whatever you put here for all your future releases. You may update this at any time. Box is for simple text; use Box 4 if you are comfortable with HTML code (more HTML tips below).
2. You don't need to enter your contact information in your footer. That is already filled for you using the information you entered for your profile. Use this space for a short bio, quotes, or your credentials – make it a piece of text that summarizes your expertise, using lots of key words. This improves the SEO (search engine optimization) of your content – it will help search engines find you more easily.
3. Use Box 4 for HTML – see the screen shot for tips.

**Boilerplate**

**Box 3**  
Use this box to enter your boilerplate text. This text will appear at the bottom of this release and will be saved for your future releases. This allows you to add a regular bottom slug in text or HTML to all your news releases.

Use this feature to show:

- basic company information - text or even YouTube video embed.
- legally required disclaimers
- HTML code with features such as Opt-in forms for your e-mail system or your “Click-to-contact forms.

Your HTML goes here. You can also add a [link of your choice](#).

**Box 4**  
Use this box to enter HTML code for your boilerplate if you prefer. Use this area to cut and paste HTML code. Click the button below to see the final appearance of your text displayed in Box 3.

Your `<b>HTML </b>` goes here. You can also add a `<a href="http://www.ExpertClick.com">link of your choice</a>`.

If you entered HTML for your boilerplate, you must click here to see it as live HTML in Box 3

Update boilerplate text

Update release text and boilerplate text

Previous

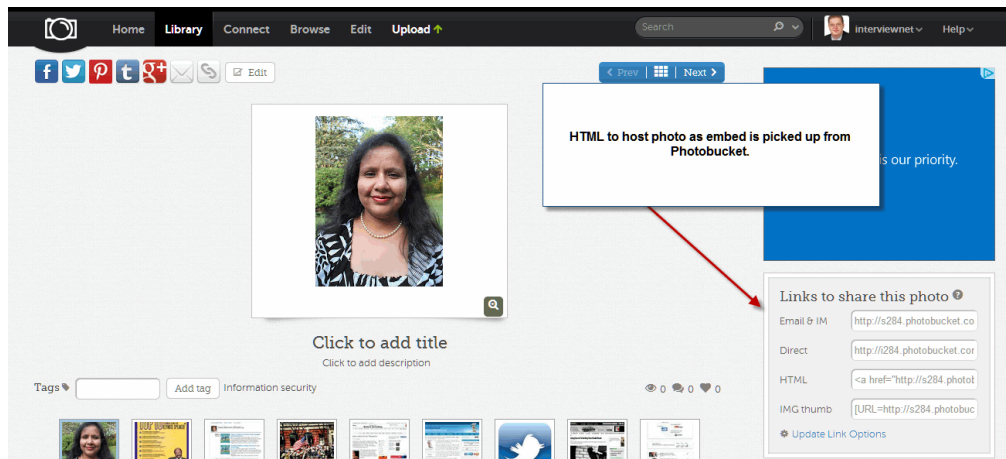
Next

**You must click this button to see how your footer will appear in Box 3.**

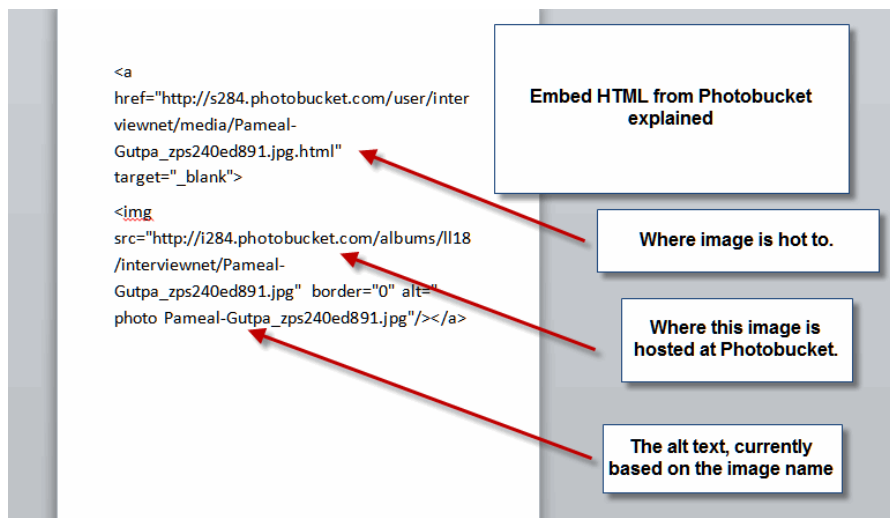
**Click these buttons as appropriate before going to next page.**

#### 4. Use Box 4 to add a photo to your footer.

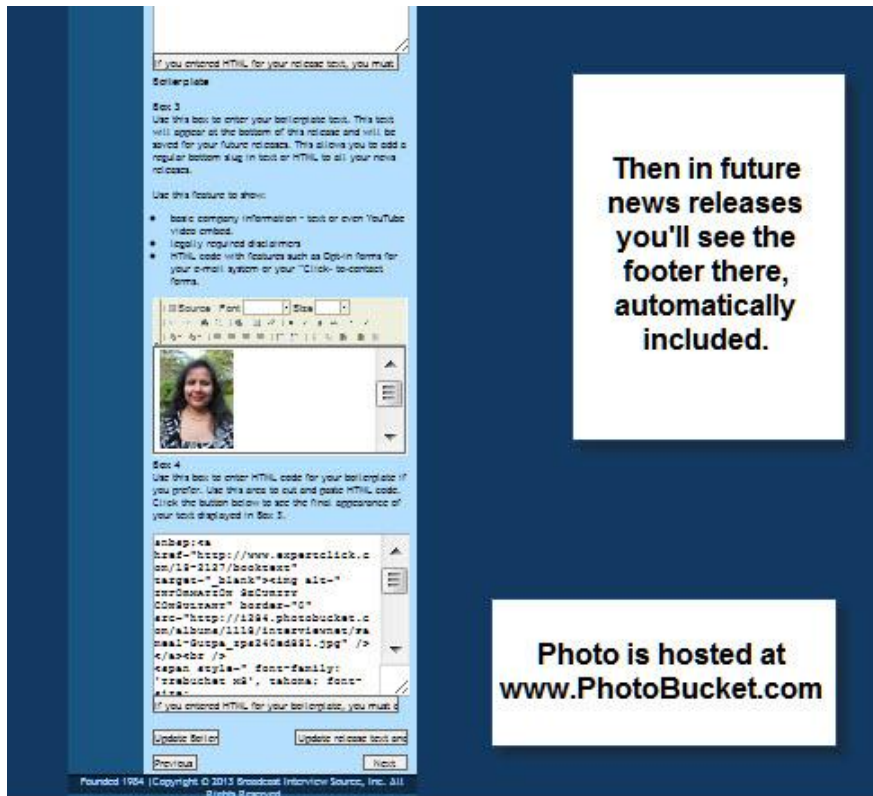
- Step one: Make sure you have a good photo hosted externally on a service such as Photobucket. See sample below:



- Copy the embed code.



- Use this code to enter in Box 4.



- End result: a short news release from an RSS feed now with an image and relevant text.

The image shows a screenshot of a blog post on the ExpertClick website. The page has a blue header with the ExpertClick logo and navigation links. The main content area is white with a blue sidebar on the right. The blog post title is "Privacy: Data breach notification laws now on the agenda - Mondaq News Alerts (registration)" dated Thursday, June 13, 2013. The text of the post discusses the Privacy Commissioner's welcome of mandatory data breach notification laws in Australia. A photo of Pamela Gupta is included, with a caption identifying her as an Information Security Consultant at Outsecure, Inc. The footer contains contact information for Outsecure, Inc. and a list of other experts on the topics of Privacy, Risk Assessment, Data Protection Laws, Information Security, Security Audits, Security Solutions, and BS7799.

**Blog  
Headline**

**Blog part  
here**

**photo served from  
Photobucket and is hot to  
book text.**

**Standard  
Footer, also  
called  
Boilerplate,  
automatically  
loads**

**Standard contact info  
autoloads.**

**Other experts on these topics**

1. Privacy
2. Risk Assessment
3. Data Protection Laws
4. Information Security
5. Security Audits
6. Security Solutions
7. BS7799

- Use the “alt” code to make your image link to something. Here’s an example:

```

</a>
```

This code makes the photo links the photo to her Book Text profile , including a hot link to her web site:

YEARBOOK OF EXPERTS PROOF

This page shows the text and topics for publication in the next printed Yearbook of Experts.

Proof as of: 06/13/2013

You can see an updated proof on the web at:  
<http://www.ExpertClick.com/19-2127/booktext>

You have control of this information with your User ID and Password. You can edit and update at will.

If you have provided a logo or photo it is shown here, otherwise please contact us ASAP if you would like to include one. Actual presentation of your text may be different as we use a standardized text size and simple right margin for publication. The icons represent your actual content from the web:

1) Link, 2) E-mail, 3) Audio/Video, 4) News Releases, 5) Daybook, 6) Full Page PDF.



PAMELA GUPTA -- OUTSECURE, INC. INFORMATION SECURITY CONSULTANT  
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How Secure Are You? As a company, Information Security is of vital importance for survival. In today's context, whether you are in a regulated industry or not, determining adequacy and level of security is becoming more and more challenging. Security now, more than ever has become a business concern. It can only be effectively implemented by a structured and holistic approach. With a staff of certified security professionals, in the US, Asia Pacific and India we seek to help you assess the effectiveness of your security measures against global security standards and offer remediation processes if required.

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[Click to Contact from Web Site](#)

You can be indexed on up to nine topics in the printed Yearbook of Experts. You can edit them when you log in. For your web profile you can choose up to 39 topics.

1) 857799  
 2) Data Protection Act  
 3) Identity Management  
 4) ISO 17799  
 5) Offshore security  
 6) Privacy

Any questions? Please contact Mitchell P. Davis at [mitchell.davis@expertclick.com](mailto:mitchell.davis@expertclick.com)

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