

# Enhancements boost your Web experience

By WILLIE VOGT

**Y**OU'RE busy, there's a lot to do, and you don't have a lot of time to be wandering around the Web getting information from different sites. For more than a year now, *www.TheFarmerStockman.com* has offered you the ability to customize the site by

## Key Points

- Customizing your home page is a time-saver.
- Really Simple Syndication is powerful tool you can use.
- A big archive offers an improved list of numerous links.

adding information feeds from other sites to the home page so you can have a one-stop site for the information you need.

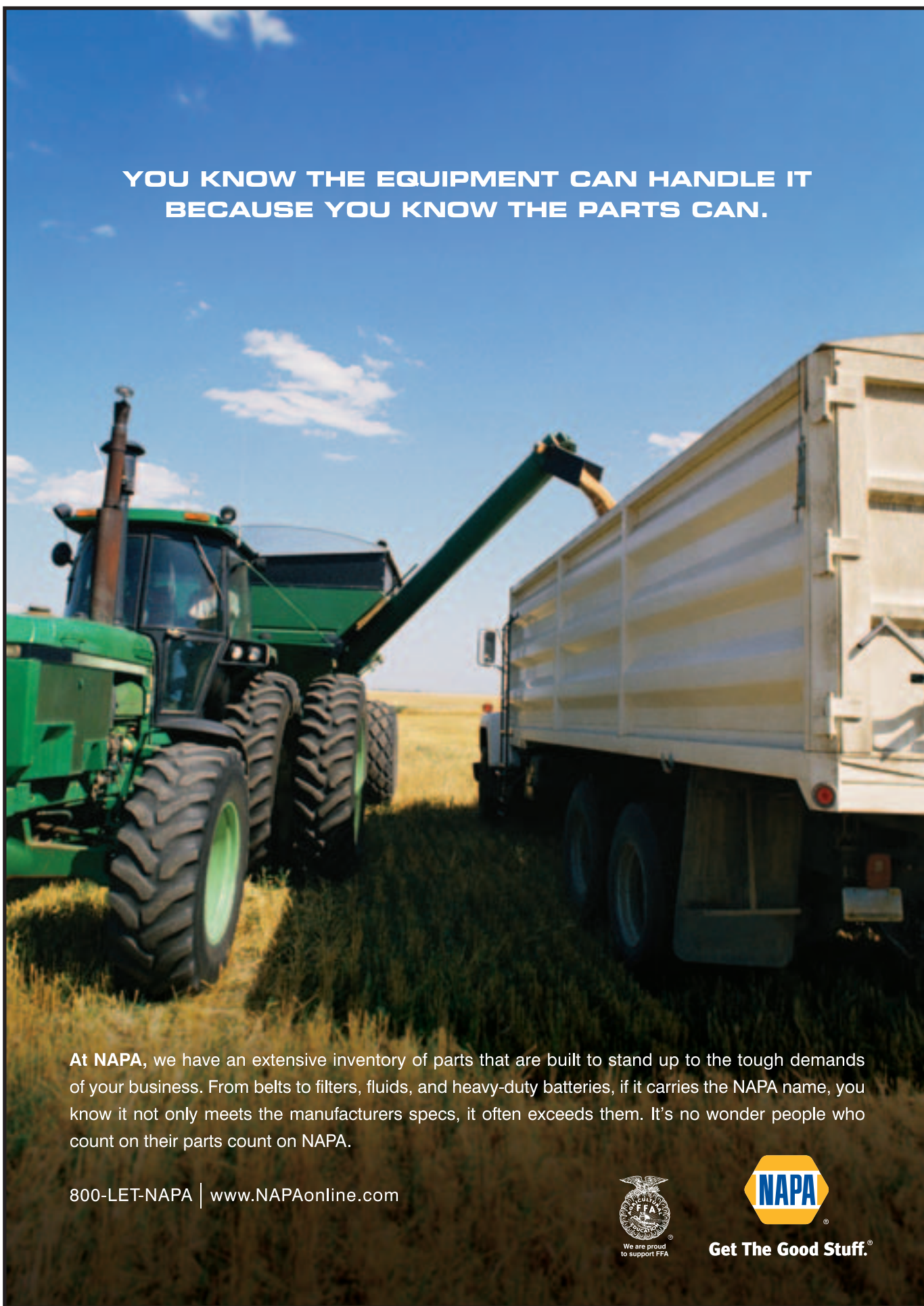
That service continues on the sites just by clicking on "Click here to customize page" at the top right of the site.

How powerful is the tool? For me, it's a time-saver because I've set up my

[mepage](#) | [Send to a friend](#) | [Mobile](#)

**CLICK HERE TO CUSTOMIZE PAGE**

**POWER OF THE BUTTON:** Click on this button to add new features to your *www.TheFarmerStockman.com* home page.



**YOU KNOW THE EQUIPMENT CAN HANDLE IT  
BECAUSE YOU KNOW THE PARTS CAN.**

At NAPA, we have an extensive inventory of parts that are built to stand up to the tough demands of your business. From belts to filters, fluids, and heavy-duty batteries, if it carries the NAPA name, you know it not only meets the manufacturers specs, it often exceeds them. It's no wonder people who count on their parts count on NAPA.

800-LET-NAPA | [www.NAPAonline.com](http://www.NAPAonline.com)



**Get The Good Stuff.®**

Farm Progress home page to include a news feed from my local paper (The Minneapolis *Star-Tribune*) and news feeds from other outlets like Fox News and National Public Radio.



Clicking that big green button at the top of the Web site not only gives you a series of choices under News, Markets, Freetime and Media (customized for your region), but you'll also be able to add feeds simply by copying the Web address from a site's RSS feed (for Really Simple Syndication) to create home-page links to other sites we haven't included.

Consider the time-savings of going to one home page to get the information you need each morning.

## Enhanced news search

Recently, we wrote in this column about the improved news display offering you more information when you open an individual story. One area you may not have seen — when you open a single item — shows links to the right for "View story archives" and "Subscribe to feed."

The first allows you to see a deeper list of news links for a wide range of categories from Livestock News to our What's New product areas (which include corporate announcements like new product labels) and National News. It's a great page of links packed with information you can use.

The second allows you to add an RSS feed link to your own personal reader — if you're doing that — beyond our Web site. It's simple to use (if you're already using a feed reader you know the process), and gives you ways to get Farm Progress information in a form that suits your style.

Another area is the Most Read section showing what people are clicking on today, this week and this month for the site. It's a way to track what's popular, but you should know that sometimes an older story will pop up as popular thanks to searches and the vagaries of the Web. Not a bad thing, but check the date of an item if you choose it from the Most Read section of the site.

Check out *www.TheFarmerStockman.com* soon.



**View Story Archives**



**Subscribe to Feed**

**TOP TOOLS:** Want a wider view of information on the Web? Click on "View story archives" to get a comprehensive list. Also, "Subscribe to feed" offers you more Web info options.