You may not see this post

Google’s decision to kill Google Reader has impacted more than our ability to have all our blog feeds in one easy-to-access place, it has impacted many blogs and their ability to be read at all. You see, Google did not give anybody a real alternative to Reader. Some jumped in, like Feedly, making it easy to transfer your feeds to their readers. For some users of Google Reader, it was hard to decide which of the many alternatives out there to use, so they didn’t transfer their feeds, and now, that ability is lost.

In the past few weeks, I started to notice that this blog’s feed was taking several days to update on Feedly (which is the alternative I chose). Then, the last two or three posts NEVER updated at all. I wrote to Feedly this morning, and their customer service rep told me that it is a capacity issue on which they are working. In the meantime, people who are looking for this blog on Feedly think I haven’t written anything in two weeks. And you may not even see this post.

The demise of Google Reader may turn out to be a disaster for many smaller blogs like this. Unless Feedly steps up, and all readers out there have the capacity that Google offered, blogs will be affected. Once you aren’t present, you disappear from people’s minds. With the plethora of blogs and other content available, the competition is intense. To have cut through the clutter and made it on to people’s Google Reader only to be demolished by an nonexistent “transition” is not only a real shame but could be a destroyer of business.

I am not sure what to do. I will continue posting my content to Twitter, LinkedIn and Facebook as appropriate, and people are free to subscribe via email (and that updates instantly as the post is published).

If you are reading this post, what do you suggest?