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Are You Copernic Conscious?

By John Calder

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Often overlooked by Internet marketers, software manufacturer Copernic Technologies offers some great tools for market and competition research. The company seems to concentrate on corporate markets, as they're not a household name in the same way that "Norton" is, and their products aren't generally available through retail channels.

Copernic recently released their desktop search tool. This product is available now, is free, and creates a searchable index of many documents on your home computer, including email, MS Office documents, text files, PDF, and others. The program runs resident in memory so that it can update its index on the fly. You can optionally add a search box to your taskbar. This is the first entry in an approaching battle for desktop search. Microsoft has announced that desktop search will be integrated with future releases of Windows. And Google has a desktop search tool in beta, but it's not yet as capable as the Copernic search tool is.

But Copernic's real strength is in their Agent and Summarizer products. Copernic Agent, available in free Basic, and paid Personal and Professional versions, is a desktop based meta-search tool for the web. With it, you can search multiple search engines simultaneously, with all results sorted by relevance. The more advanced the version, the more options you have for searching, organizing, filtering, and saving the results.

The Copernic Summarizer can improve your efficiency by creating summaries of the important text portions of web pages, PDF documents, email, and Word files. You can even have a small floating pane on your desktop that instantly offers web page summaries. As with their Agent software, you can save and email summarization results.

Agent Pro and Summarizer together offer a powerful research tool that could offer Internet marketers an advantage.

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John Calder is the owner/editor of The Ezine Dot Net. Subscribe Today and get real information YOU can use to help build your online business today! <http://www.TheEzine.Net> RSS feeds are available. (You may reprint this article in full in your newsletter and/or web site)

Is desktop search deserving?

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Google, in their march to stay ahead of the pack of competition, has released Google Desktop Search. With Microsoft's MSN in the lead position and nipping at Google's heels, and Google's new shareholders to please, Google has more incentive than ever to deploy technology both better than the other guy's, and sooner. After all, the first to get loaded to the desktop is more likely to build and retain user loyalty.

Google Desktop Search allows you to search within various types of files on your computer. It's still in beta, but is available for download by anyone. It requires Windows XP or Windows 2000 with at least Service Pack 3. It runs as a memory-resident application, with a system tray icon, so that it can index new documents as they are created.

For example, if you know a certain word or phrase was in a Word document, but you don't remember which one, you can easily locate all documents on your computer that contain that word. Desktop Search can search through email, text, and HTML files, your cached web pages, and MS Office Documents (Word, Excel, and Powerpoint only).

By way of comparison, there is a competing application, also free, from Copernic, not surprisingly called Copernic Desktop Search. At the moment, it is perhaps more advanced than Google's. For example, Copernic's software scans the same type of files as does Google's, but also scans music and video files and PDF documents, while Google does not. Both products can only scan Outlook or Outlook Express email at present.

But don't count Google out. Webmasters know it's never wise to do that! After all, they're still in beta with Desktop Search, and they are as surely aware of Copernic's product as they are of MSN. Google has both the resources and motivation to not only keep but expand their market leadership.

Jakob Jelling is the founder of <http://www.sitetube.com>. Visit his website for the latest on planning, building, promoting and maintaining websites.

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