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Data-Blogs Technology.

By Camille Jacks

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eCriteria to Focus on Blog Integration

Database-Driven Weblogs Address Business Needs

Culver City, Calif. - October 16, 2002 – eCriteria announces today an exciting new initiative for combining its web-hosted databases with the increasingly popular weblog or Blog technology. Adding quick and simple-to-use database-driven functionality to blogs solves many Web application and collaboration requirements. eCriteria plans to work with blog technology companies such as WebCrimson (www.webcrimson.com) to provide solutions useful in business environments. An example of a database-enabled blog designed for conducting market research may be found at the Web address: <http://voteforbooks.crimsonblog.com>.

A blog is a web page made up of usually short, frequently updated message entries arranged chronologically. The content and purpose of blogs varies greatly. Blogs began with purely personal applications such as family news items, commentaries and links to favorite sites, diaries, photo journals, essays, and poetry to just name a few. Recently however, blogs have seen a rise in business-oriented uses where blogs make for an excellent communication tool on company intranets. The main drawback with blogs is that they're static-only content and non-interactive. Adding eCriteria Web databases changes all that.

With embedded database functionality that eCriteria brings, blogs can now be used to address dynamic requirements such as maintaining project schedules, sales journals, and company calendars. Both blogs and eCriteria web-databases are hosted applications requiring no programming, no database knowledge, and no software to install. The blog providers host the web pages, and eCriteria securely hosts the database content.

eCriteria plans to offer licensing and channel partner opportunities for its Web database publishing technology for the purpose of integration with blog publishers.

A Word From the CEO

"Blogs represent an exciting new collaborative technology that's beginning to find significant success in business settings," says Dan D. Gutierrez, eCriteria's founder and CEO. "We see broad-based market potential by embedding our secure Web databases in business blogs, and with this initiative we hope to help enhance their acceptance as a useful tool at the enterprise level."

eCriteria is a self-funded spin-off venture of 18 year-old AMULET Development Corp. (www.amuletc.com), a database back-end web development and e-commerce integration firm based in Los Angeles. eCriteria defines a new genre of ASP called a Database Service Provider (DSP), providing a facility for quick, easy, and cost effective publishing of "shrink-wrap" web databases. eCriteria requires no programming or knowledge of databases. Using the Web Database Publishing Wizard, Data Authors may create their own web databases in minutes. The site is located at www.eCriteria.net.

Public Relations Manager Amulet Development Corp. www.ecriteria.net www.amuletc.com

Blog And Ping – The Basics

By Scott Trimble

Blogs and ping are the most frequently used words in the IT sector today. These two words are on everyone's lips today. So why are blogs and ping getting so much importance today? Blogs and ping can get you very good profits in the wrong run. So what exactly are blogs and ping?

A blog is a website where members can discuss online their views on a particular topic. There are some blogs that are general in nature where people can discuss anything and there are blogs on which you can discuss only on a particular topic. However it is advisable that when you start a blog it should not be generalized but it should be opened on a particular topic. For example instead of starting a blog on the Information Technology you can start a blog only on Microsoft Technologies. There are a lot of blog softwares that you can use on your server and then run it independently.

Blogs are increasingly used for SEO marketing. Through blogs you can advertise your internet site on the blogs. Blog and ping is a process through which you can post a snippet of information from your site to a blog to increase your SEO. When you post snippets of your website information on the blog, search engine sites like Google and Yahoo will find it more easily. The search engine will be able to track your site more easily due to spidering and indexing. You can blog and ping only very important information from your site and not all information. You can also rent links to your site which makes the work of spidering easier for search engines. There were many aggressive marketers before who used to blog and ping all their web pages and that also repeatedly. As a result the search sites termed the individuals spammers and then banned their websites from ranking.

So how is blog and ping done successfully? The tasks can be easily done with the help of softwares like Wordpress and RSS to Blog. Using these softwares you can submit your links to over 50 blog directories at a click of a button. You can download Wordpress and RSS to Blog and then install them on your computer. Once you have installed the programs on your computer you should them

customize them according to your needs. Then you should create a list of links from your site that will use in the blog sites. You can do this automatically using RSS to Blog. You can save these links for future use also so that you don't have to enter the list of links all over again. You also have the ability to add more data to RSS to Blog from external sources. The list of blog entries are automatically modified when you make more entries.

Hence we see that blog and ping are one of the best methods to make your website more famous in the search engines. You can use them and also modify their configuration according to your needs.

Scott Trimble is a partner in the search engine software firm HalfAgain LLC. Check out their latest creation and Google's most dangerous enemy here –



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