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Promoting Your Software Made Easy

By Stephan Miller

Why would a software company overlook one of the easiest and quickest ways to promote it's

products online? This would seem to be a rhetorical question except for the fact that I run a shareware site and am constantly on the search for new software to add to my site. The thing is that only half of the programs I want to add to my database have PAD files available.

A PAD file is a simple XML file that contains all the information a developer would normally type into a web form at a software site. XML knowledge is not needed to create a PAD file. You can get one free at

<http://www.padgen.org/>

The software is basically self-explanatory. Just fill in the forms. It only takes about a half and hour to create a pad file and upload it to your site. It takes even less time if you already have a website to promote your product. Then you can just copy and paste the info you already have. And once your pad file is done, submitting to shareware sites is as easy as copying and pasting the address of your PAD file.

But why isn't PAD technology used more often? Of course, it could be ignorance. Now ignorance is not a bad word. It just means that you haven't heard of this technology that can increase download of your products three times over, a technology that means you can submit to anywhere from 300 to 700 software sites on the internet within an hour, depending on whose figures you use.

Most sites that use pad files don't even require a membership. Mine doesn't. This means you could submit your software to one site in the time it takes to copy and paste the address of your pad file into one form, hit submit, and then choose a category. Then you're off to the next site. Submit and forget.

If this still seems like too much work, you can download software programs that will do all the submission work for you. Just think, it could finish your software submissions to hundreds of sites in

the time it takes you to eat lunch.

Or maybe software marketers just don't know the true value of submitting software to software sites. People actually go to software sites to find software. That sounds like a stupid statement but not when you realize that most general directories, except maybe DMOZ or Yahoo, are rarely used as search tools. They have mainly become an SEO tool. When searchers are looking for something general, they go to Google, Yahoo, or MSN. But when they look for software, they generally end up at a shareware site and stay for a while.

Of maybe you don't develop shareware. The software you develop must be purchased before it is used. No trial period, because of the risk of it getting cracked. That's fine. I really understand this reason. I was a developer who had my software cracked three times before I gave up on the whole shareware thing. But that doesn't mean you can't create a demo, a stand alone program that acts as a teaser. It will only be a matter of time before the software user opts to by the full version. Just make sure your demo teases enough but not too much.

So submitting PAD files to software sites has the effect of killing two birds with one stone. Yes, you get a multitude of links back to your site, but those links have more value than just increasing your

pagerank. People will actually be using them to get to your site. As software developers, we have a tool that makes the process a lot easier and quicker than other marketers. Not using it now that you know is laziness.

Stephan Miller,

<http://www.ware23.com>

Free Software Downloads Free Software Promotion

Three Useful Free Blogging Systems

By Burt Cotton

The number of internet users is increasing everyday. This is because there are interesting and knowledgeable discoveries found online. What most people like on the internet is that they are able to send messages in an instant. In addition, they are getting more and more fascinated with other sites.

Sometimes, people use the internet as their online diary or journal. Others would use it to promote a product. Either way, there is one site that is famous for these things, we call it as Blogging or the Internet Blogging. There are many website providers who are now offering free usage of blogging software packages because of the rapid increase of blogging users.

Examples of the free blogging software are B2evolution, Nucleus and the WordPress. These programs have the same features. This is why most internet users ask which of the software is simple to use and

would suit the needs of a specific website.

However, the answer to which one is the simplest depends on the real purpose of the free blogging website. If your main objective is to share your point of view and opinions to the public, you can use different blogging software. However, if it is for promotional purposes, use software designed such purpose because a blog for promotion has completely different requirements.

Below is the list of the free blogging software and their features:

·WordPress Free Blogging Software

WordPress is usually used for personal blogging. It has an open source, modern personal publishing design which is focus on the appearance of the blog. By only using the WordPress, there is no need to gather or your journals and compile it as one. Just write your article. And choose which features you want and the blog will be published immediately to your site.

This software is easy to customize and it offers different functionality. As you get used to it very well, you will learn to add fresh features which will make your site interesting and trendy.

·B2evolution Free Blogging Software

Like the WordPress, this is also an advanced internet blogging software. This free blogging software has a skinning system which lets the users to make many blogs in separate groups with different look or appearance for every blog.

B2evolution has the capability to change skin to make the blog get a new appearance. This software is good for promotional purposes. Therefore, you are planning to create and publish many different themes, B2evolution is the right software for you.

·Nucleus Free Blogging Software

Nucleus has dominant features which is applicable in promoting your blog. It is capable to optimize the URLs. This helps the user create a blog that is easy to use.

One great feature of the Nucleus is that it is capable to present many blogs using a single page. The Nucleus also has a feature that is very good in promoting a particular site.

These three blogging software provide the best feature that you need to create an effective and interesting blog. Remember they are all free, so there is no need to be hesitant in using them.

However, you must choose the software that will be a great help to you in achieving your main objective in creating a blog. In this way, you are making sure that your blog is unique and it will satisfy you and your needs.

Burt Cotton

<http://www.blogs-and-rss.org>



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