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This Piece of Software Does It All

By Jim Green

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I make my living as a writer (hard copy niche non-fiction books and online instruction courses) and I use the internet to promote my wares. For years I searched for a piece of software that would free up my time to concentrate exclusively on writing; software that would register my domains, build my sites effortlessly, host them, locate the power keywords the search engines lap up, submit, track, and optimize my submissions on a regular basis, provide me with integral email and ezine facilities. Was it too much to hope for? It seemed that way because all I could find were pieces of kit that performed these time-consuming activities individually; no single software that did it all. Then I stumbled across exactly what I was looking for and now my productivity has quadrupled.

Can you imagine a set of electronic tools that gives you all of this?

1. Domain name registration
2. Hosting
3. Graphic tools
4. Point &Click page building
5. Blogging facility
6. Data transfer
7. Email
8. Newsletter publishing facility
9. Brainstorming &researching
10. Spam check
11. Open rate
12. Traffic stats & click analysis
13. Search engine optimization
14. Automatic search engine submission
15. Automatic search engine tracking
16. Automatic search engine ranking
17. Pay-per-click research & mass-bidding
18. 4 traffic headquarters

19. Action guide & fast track guide
20. Integrated online help
21. SBI express ezine
22. Tips & techniques
23. Customer support
24. Choice of page templates
25. FTP
26. Form builder/Autoresponder
27. Value Exchange
28. Facility for selling e-goods
29. 2-tier affiliate program
30. Charge for services facility

Now all I do in the way of daily administration is check my search engine rankings and sales statements. They're both performing well and getting better every day: 27 No.1 spots in the major SEs and an ever increasing flow of orders on my merchant account facility.

Could you use a piece of kit that does it all?

Visit my web site, click on RESIDUAL INCOME and then activate the highlighted logo that takes you straight to this incredible product. Prepare to be amazed at what awaits you...

7 January 2004

Jim Green is a bestselling author with a string of niche non-fiction titles to his credit including 'Starting Your Own Business' (How To Books ISBN 1-85703-859-2) and 'Starting an Internet Business at Home' (Kogan Page ISBN 0-7494-3484-8).<http://www.writing-for-profit.com>

Beating Adware, the Sneakiest Software

By Joel Walsh

Promoters of adware, software that shows advertising on a user's computer, use some cunning tricks to get you to install their software on your machine. Here's what to look out for.

Adware is, by definition, something reasonable people don't want on their computers. That's why malware can't just come out and ask people to install it. Often, the computer owner is completely unaware of it being installed. But not always.

When adware doesn't want to sneak in through an open window, it will try to trick you into letting it in through the front door. Don't think you could be tricked? Don't be so sure until you've checked out these most common ways people have been tricked into allowing malware to be installed on their machines.

Adware Installation Trick 1: Piggybacking

- How it works: malware may come bundled with a legitimate piece of software the user actually wants, such as a game or emoticon. The malware is merely labeled "companion software," without any indication of what it will do.
- How to fight it: be very suspicious of any software that comes bundled with other software. Don't install software that comes bundled with other software unless you know everything that the bundled software does. After all, if the bundled program has anything to do with the program you actually want, why couldn't the software developer just get both programs' functionalities into a single piece of software? Software developers are now very sensitive to malware concerns and will provide a lengthy explanation of just why the bundled software is necessary, in the cases when they actually do need to use bundled software.

Adware Installation Trick 2: Bait and Switch

- How it works: since people are getting more and more suspicious of bundled software, the malware's developers may simply label it as valuable software, for instance, a browser plugin that supposedly accelerates web browsing (but in reality only shows ads).
- How to fight it: again, a suspicious mind is useful in avoiding malware. Ask yourself some questions:
 - o What will this software actually do? Malware often comes with very fuzzy claims attached. Sure, it says it will improve your browsing experience, but how? Often, this improved browsing experience just means a browsing experience with more advertising.
 - o If the software is so great, why is it being given away free? Most commonly, software is only given out free in two cases: if it's OpenSource (designed by a community of developers and not proprietary—OpenSource software is always clearly labeled as such); or simply a come-on for a fuller-featured version of the software. If neither case is true, there's a real chance the software is financed by adware.

Adware Installation Trick 3: Outright Lying

- How it works: malware may even be labeled as something else entirely, such as a well-known piece of software or a crucial component of the computer operating system.
- How to fight it: this is the trickiest malware of all, and requires extreme caution. You don't want to start deleting any of your program files, much less your system registry entries, unless you're absolutely sure it's malware. Plenty of overzealous parasite hunters have shot their own machines to bits this way. This is one case where you want to be using an anti-spyware program, and preferably a second anti-spyware program to provide a second opinion.

Getting Rid of Adware

Adware is so tricky that trying to uninstall it by yourself could be like a trip into the Matrix. Luckily, there are good anti-spyware programs that tackle adware as well—after all many adware programs are also spyware since they monitor your internet usage. True, it may feel like adding insult to injury to have to install more software to get rid of software you never meant to install in the first place. But sometimes you just have to fight fire with fire.

About the author: Joel Walsh has written a companion article on stealth tactics used by adware:

[Publish this article on your website!

Requirement: live link for above URL/web address w/ link text/anchor text: "adware protection" OR leave this bracketed message intact.]



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