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## USEFUL SOFTWARES & WEBSITES

### **A**

AdSense – contextual ad program by Google

Adbrite – sell text ads

Amazon Associates – popular affiliate program

aStore – add an Amazon Store to your Blog

AdGenta – text ads by Qumana (see ‘Q’)

AdRotator – WP ad rotating plugin

Akismet – Comment Spam Fighting Tool

Adhearus – pay per click advertising

AdWords – the advertisers side of AdSense – many bloggers use it to promote their blogs

AzooglesAds – advertising system

Audio Blogger – adds audio to your blog

### **B**

Build A Niche Store- add an eBay store to your site

Bidvertiser – bid based advertising

Blog Ads.com – blog advertising network

Blog Jet - blog editing tool

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Blog Desk - blog editing tool

Bloglines – Web based RSS feed reader

BlogPulse – blog search tool

BlogPolls – tool for putting polls on your blog

Blog Poll – another blog poll tool

Backpackit – useful organizational tool

Blogger.com – blog platform

Bloggers for Hire – bloggers looking for work and potential employers  
looking for bloggers

BlogSitter.net – service for find guest bloggers while you take a holiday

BlogBurst – syndicates bloggers content for mainstream medium

BlogFlux – blog services portal

BlogRolling – a blogroll management tool

Blogbeat – blog metrics tool

Blogger Jobs – a blog following the advertising of blog jobs

## **C**

Chitika eMiniMalls – advertising program

CrispAds – blog advertising network

Creative Commons – copyright licenses

Copyscape – tool for checking for content theft/plagiarism

Clicksor – advertising program

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Clickbank – library of many affiliate products

Commission Junction – collection of many affiliate programs

Casale Media – advertising solution

## ***D***

Del.icio.us – social bookmarking

Digg – social bookmarking

Drupal – blog platform

DomainsBot – a tool for finding domain names

Digital Point – useful forum for webmasters

## ***E***

Ecto – blog editing tool

Expression Engine – blog platform

Endo – News aggregator for Mac Users

Ether – lets readers book a consulting call with you from your sidebar

## ***F***

Feedburner – RSS feed management tool – also provides Feed Advertising

Feedster – RSS search Tool

FeedDemon – RSS reader from NewsGator

FeedBlitz – email blog and RSS subscription service

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Flickr – photo sharing and hosting

Flock – a browser within built blogging

Furl – social bookmarking

Free Blog Polls

FilmLoop – free photocasting network

Feedpass – RSS management – integrates with AdSense

Favicon Maker – make Favicons from photos

## **G**

Google Analytics - Metrics Tool

Gabbly – add chat to your blog

Google Reader – RSS reader

Gnoos – Australian made blog search tool

Google News – tracking news – many use it as a source of content

Google Blog Search – Google's.... blog search

Google Sitemaps – get indexed in Google

## **H**

Haloscan – a free commenting system for blogs

## **I**

IntelliTXT - In text advertising

Ice Rocket - blog search engine

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## ***J***

**Jar (as in Tip Jar)** – many bloggers ask their readers for donations/tips – but few make much from them

## ***K***

Kanoodle – Advertising program

Kontera – In text advertising

Keyword and Backlink Tracker - Search Engine ranking tool

## ***L***

LiveJournal – Blog Platform

Linkshare – Affiliate Program

## ***M***

Mars Edit - Blog Editing Tool

Memeorandum – Tracking and Aggregating news from blogs

MyBlogLog – Metrics Tool

Mint – Blog Metrics Tool

MovableType – Popular blog platform

MeCommerce – Sidebar shop – in beta

MSN Adcenter – Coming Soon – Contextual ads

## ***N***

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NewsGator – RSS News Readers

Nichebot – keyword research tool

Nameboy – domain name generator

Nucleus CMS – open source blog platform

Netvibes – RSS News Aggregator

Netscape Beta – Social Bookmarking Tool

## **O**

Only Wire – social bookmarking service

Overture Keyword Tool – keyword research tool

## **P**

Performancing – great blog, firefox blog editor and metrics tools

Pheedo – RSS advertising

Post2Blog – Blog Editing tool – blog using Word, IE or Firefox

Pingoat – Pinging Tool

Pingomatic – Pinging Tool

pMachine – Blog Platform

Paypal – Payment tool – used by many affiliate programs and ad systems to pay publishers

PPCalc – Paypal Fee Calculator

PubSub – service that notifies you of new content

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Photobucket – image and video hosting

## **Q**

Qumana – Blog Editing Tool

## **R**

Rojo – RSS feed reader

RocketPost – Blog posting tool

Right Media – advertising

Rmail – subscribe from any RSS feed to email

## **S**

Sitemeter – a free website stats tool used by many bloggers

Shopline – add a Chitika store to your blog

Scoopt Words - service to sell bloggers content to mainstream media editors

Sitening – Search Engine ranking tracker

Sparklines – sidebar widgets/graphs

Skype – VOIP tool for networking, podcast interviews etc

Spam Karma – WP comment spam tool

Sitepoint – Forums for webmasters

Slide – photo hosting, slideshows etc

SoloSub – RSS feed management tool

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Squidoo – good alternative place to put content, make money and promote your blog

Snap – a preview tool to give your readers a preview of external links on your blog

## ***T***

Text Link Ads - text link advertising system

Technorati – Blog Search engine

Topix – News service – used by many bloggers to find stories

TagCloud - tool for making tag clouds

TinyURL – make long URLs tiny ones

TypePad – Hosted Blogging Platform

Tribal Fusion – Impression Based Ads

3bubbles – live chat on a blog

## ***U***

Unobtrusive Sidenotes - a way of putting sidenotes in your posts

## ***V***

ValueClick – Impression Based Ad Program (was FastClick)

Vizu – blog polls tool

Vox – a new blogging/social bookmarking platform from Six Apart (in beta)

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## **W**

WordPress – Blog Platform – very popular

w.bloggar – blog editing tool

Webpad – web based text editor

Weblogs.com – recently updated blogs – aggregator

WebmasterWorld – forums for webmasters

## **X**

Xanga – Weblog Community

## **Y**

YPN – Contextual Advertising Service

Yutter – RSS/Blog Subscription Service

YouTube – Video Hosting/Sharing

Yutter – RSS/Blog Subscription Service

Yahoo News – Tracking News from around the Web

## **Z**

Zookoda – RSS to Email and Newsletter tool

Zoudry – blog editor

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## 1 Selection of Software

Skidmore & Eva suggest that software packages may be evaluated for the following requirements in making choice of software.

### 1.1 Functional Requirements

These are the features of the software required by various user departments or functions.

### 1.2 Non Functional Requirements

These are the features other than functional requirements. These can be but not limited to; ability to audit using test data, making backups, security issues (password and encryption) and legal requirements such as license agreements.

### 1.3 Technical Requirements

Checking compatibility with hardware (Processor, RAM and hard disk) and selection of appropriate software programming language (visual basic, Java, C++ etc). Later will be required if organization is considering the use of bespoke (tailor made) software.

### 1.4 Design Requirements

Design requirements can be user ability to user software package such as accessibility, screen tips and help menu to assist users using the software.

Software should have an ability to be customized to each user requirement without any technical assistance.

### 1.5 Supplier Stability Requirements

Supplier stability can be assessed using financial and non-financial measures. Financial position can be assessed in term of profitability,

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liquidity and gearing ratios. Non-financial position can be assessed in terms of reputation, brand loyalty etc

Suppliers should be expected to continue till foreseeable future to continue to receiving updates and technical assistance.

In addition following factors may be considered for ensuring supplier stability.

Size, location and date established of supplier.

Quality control procedures and certification such as ISO certificate.

Insurance protection obtained against major risks such as ability to reimburse customer claims.

Ability to provide 24/7 service quickly and easily. It may be the user of website knowledgebase or facility to send inquiry tickets from the website.

## 1.6 Supplier Reputation

Supplier reputation can be assessed by compliance with corporate social responsibility and environment policies and procedures may be considered as an indication of supplier's reputation.

## 1.7 Initial Implementation Requirements

### 1.7.1 Data Migration & File Creation

Data needs to be transferred from old software to new software. It may involve the use of file format conversion software to convert existing data into new file format.

For this, conversion software must be available or need to be developed in case existing or new software is bespoke.

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Supplier should be able to reliably transfer data to new software.

Reliability transfer means data should not be lost, corrupted, modified, deleted, omitted & stolen etc in conversion process.

Some data may need to be manually input this will require more time and cost. It will also involve the risk of human error.

### 1.7.2 Software Installation

Suppliers should be able to provide complete installation of software and any hardware necessary to make software and existing system compatible with each other.

Delegating overall responsibility to one supplier is beneficial, as in the event of dispute only supplier can be held completely responsible for any failures.

Software installation may include running setup, testing and troubleshooting.

Software should be easy to install for subsequent reinstallation if required.

### 1.7.3 System Implementation

It is the decision on how new software will be actually put to use in organization.

Following are some of the ways to implement new software.

\$ Software can be implemented all at once. This is cost saving but risky strategy as any errors and data corruption will affect the whole data.

\$ Both existing and new software can be run side by side. This is costly but less risky strategy as employees can carry out their work on old software and can see how it looks on new software. Employees can be

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trained to get used too with new software. Thus it will reduce the chances of mistakes while using new software.

\$ New software can be implemented branch wise. New software will be implemented in single branch and in the light of results obtained; it can subsequently be implemented in other branches. This will limit the risk of error and data corruption to limited area of the organization only.

\$ Software can be implemented module wise. Only each or few modules (sales, purchase, finance etc) of new software will be implemented and in the light of results obtained; other modules will be implemented. This will limit the risk of error and data corruption to few modules only.

In addition, various combinations of the above implementation procedures can be used.

### 1.8 User Training

Users may need training depending on the software chosen. Software should be considered for ease and cost of training.

Following question can be asked:

Knowledge and experience of users?

Theoretical or practical training to be provided?

In-house training or external tuition provider?

Number of users to be trained?

### 1.9 Operability Requirements

Documentation of the software should be complete, understandable and structured to enable users to get help when required.

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Supplier should be able to provide customer support and after sales service to help users get assistance.

Method, timing, number and cost of subsequent upgrades.

Legal protection such as documentation stating legal ownership of the software or leasing terms and conditions.

#### 1.10 Time And Cost Constraints

The amount of time by which new software is required and the cost budget for the new software.

All the above requirements can vary in importance. Organization should provide weighting to each factor when choosing between software.

***Example:***

*Organization can provide time and cost constraints 10 points while provide supplier reputation only 2 points.*

Software package scoring higher should be selected.

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