

## Promote Your Toolbar

If you intend for the masses to use your toolbar, if you want your toolbar to rank high in the search engines and most importantly, if you want to promote it so that it could be a reliable source of income, this section is for you.

### - The Keyword is Key Decision

Keywords are considered the lifeline of any successful toolbar. Your toolbar's name will have a direct impact on the traffic that your download page gets. Make sure the name you give it is descriptive yet simple. Include the keywords that potential users would type in search engines.

When I built my first toolbar, I named it Netherlands Radio, as it contains over 100 Dutch radio stations. After a quick search in Google Trends, I found out that in Dutch it's spelled Nederland Radio. I found huge differences between the number of searched for The Netherlands Radio and Nederland Radio – in the Dutch spelling. So obviously I changed the name according to the correct Dutch spelling. After all, I had Dutch speakers in mind when I built this toolbar...

### - Submit to Search Engines

I warmly recommend you to submit the URL of your download page to search engines as soon as you can. First submit to Google, MSN and Yahoo. If you don't mind spending money on it, you could buy a domain, or use Conduit toolbar hosting service free of charge.

Links to submit:

### - Submit to Freeware and Shareware Libraries

Minutes after you finish building your toolbar with Conduit toolbar building platform you'll get a unique binary file, which turn you into a toolbar author overnight. This means you can start distributing your software. There are thousands of sites which would love to get details about the toolbar or software you've just created. Freeware, Shareware and open source libraries are all highly effective promotion channels for your download page. Submitting to them is a proven method to have hundreds of web pages with your links. These libraries provide you with a download page which contains file description, a link to your site and a direct download link. Needless to mention, these links are also very significant for SEO.

For the advanced toolbar publishers, building an XML file containing the libraries' standard requirements (PAD file) is the most efficient way to go. I prefer using PAD Generator which enables creating such a files easily and quickly submitting it to the different libraries.

### - PR #1: Spread The Word

PR #1 stands for Public Relations. You have to tell the world about your toolbar, otherwise how will you make money from it? Create your own press release. List all the highlights of your toolbar, its' advantages and benefits. This is neither the time nor the place to be coy, but too many self-given superlatives could make you lose your credibility. So try to make it an interesting, well written item. There are countless places you could distribute your press release to. These could be magazines, news sites, blogs and forums that discuss your niche, computer columns etc. Even if a small percentage of the media publishes your news, the recognition you get is priceless.

### - PR #2: Boost Your Page Rank

Get incoming links easily by link exchange with websites in your niche.

Follow this tip and see for yourself how by boosting your Page Rank (that's PR # 2) you'll instantly increase your site traffic. It's quite simple: Google figures that when one page links to another page, it is effectively casting a vote for the other page. The more votes that are cast for a page, the more important the page must be. So my tip is to advertise in Websites and promote their links in return. It's a win-win solution: You provide them with traffic and they increase your PR and link popularity. The more link exchanges you engage in with other webmasters, the higher page rank you'll receive. All the outgoing links are from the toolbar.

### - Create a Lean and Mean Advertising Campaign

Targeted traffic equals qualified prospects which in turn will equal profits. A targeted campaign in Google Adwords can achieve excellent results. It doesn't necessarily have to empty your pocket. Go for the lowcost keywords and key phrases that match these search terms. If you build a radio toolbar like I did, choose the names of specific radio stations as your keywords. Usually, you won't see much competition there...

These tips will generate not only increased traffic, but also milestones for building a successful online brand.

