

# The Gold Collection From Ax Gold Software - Quality Software Tools For Webmasters And Marketers

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Child's Play FTP - FTP Made So Easy A Child Could Upload Your Site! One of the biggest problems facing new webmasters is getting to grips with an FTP program, so they can upload their web site from their PC onto their web host. Many new webmasters really struggle with the technical nature of most FTP programs. This is made worse by complex technical concepts such as setting your "remote initial folder" (a vital setting for many web hosts which stumps most new webmasters before they upload a single file!) Child's Play FTP is a brand new approach to FTP, removing all the technical complexity by automating most of the process. Although designed for new webmasters, many experienced webmasters are also now using this software as a simple automated alternative to conventional FTP programs. When you first use Child's Play FTP, it will automatically upload your entire web site from your PC onto your web host with a single button click. (You can skip this if you have already uploaded your site using another FTP program). The software will then automatically keep track of all your web site files on your PC. When you add, delete or change any files, Child's Play FTP will make the same changes to your web host automatically. Using this simple automated tool, you can avoid having to deal with complex technical issues, save considerable time and effort and avoid mistakes on your web site.

Affiliate Diamond - Increase Your Affiliate Commissions Automatically! Affiliate Diamond provides a quick and easy fix for one of the biggest problems facing affiliate marketers. You may not be aware of this problem, but if you promote any affiliate program, it is almost certainly costing you a substantial proportion of your commissions. The problem arises when instead of simply clicking on your affiliate link, a customer copies the link into the Address field at the top of their browser and modifies the link before using it. This modification comes in two forms - chopped links and stolen commissions

To illustrate this, take a look at this typical affiliate link: [salessite.com/affiliates.php?r=1234](http://salessite.com/affiliates.php?r=1234) This link is for a web site

"salessite.com" and an affiliate ID of 1234. The Chopped Link For no good reason, other than simply to stop you getting commission, a surprisingly large number of people will chop off the affiliate part of this link before using it, leaving just salessite.com. The Stolen Commission Some people will sign up to the affiliate program themselves, then change the 1234 to their own affiliate ID before buying the product. The result is that YOUR commission gets paid into THEIR account. This is common for products sold with high levels of commission, such as most ebooks and software. In both these cases, you lose a commission that should rightfully be yours. Using your copy of Affiliate Diamond, you can avoid this problem, automatically with just a few button clicks, substantially boosting your affiliate commission checks.

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**Spambot Guardian - Stop Spammers Grabbing Your Email Address** Most webmasters include their email address on the web site, so visitors can contact them. These are usually in the form of "mailto" links, allowing visitors to click on the link to send an email. Unfortunately spammers are also on the look out for these email addresses, as targets for spam. Spammers use special web robots called Spambots which search continually through millions of web pages, looking for email links. When a Spambot finds an email link, the email address is added to a database, to be used for spamming by the owner and to be sold to other spammers. Spambot Guardian will instantly protect your entire web site from Spambots. It scans all your web pages on your PC (before you upload them) and encrypts any mailto links automatically, leaving them unreadable by Spambots but still fully usable by your visitors. A few seconds spent using this simple tool can save you a lot of hassle

dealing with spam in the future. **Weblink Checker - Avoid Broken Links Costing You Visitors And Sales**

When you are creating or updating your web site, its all too easy to accidentally create a broken link. Most webmasters insert external links (links to other sites) by copying them from their web browser, but they manually type in the name for internal links (links to pages within their own site). It is these internal links that are often the source of mistakes. A broken internal link can not only potentially lose you visitors and sales, but can even have an effect on your search engine ranking. Weblink Checker is a very simple tool which instantly checks your web site on your PC before you upload it to your web host. Simply select the file corresponding to your home page and the software will instantly spider your site on your PC, checking every internal link and giving you a detailed report, so you can easily fix any problems.

**Easy Resell Plus - Save Time And Effort In Customizing Ebook Mini Sites**

If you run an ebook reselling business, you need lots of products to sell, with new ones added regularly. This can mean a lot of work in getting all the supplied mini sites set up with your payment details. Easy Resell Plus is an easy to use software tool which will automate the most difficult part of this process for you. This will save you time and effort, and help you avoid mistakes which could cost you valuable sales.

**Affiliate Customizer - Help Your Affiliates Sell More Of Your Products**

If you have your own affiliate program, you probably create ready made adverts for your affiliates. Using these allows your affiliates make sales with minimal effort. Your affiliates need to customize each of these adverts with their affiliate link and possibly other details such as their name and contact details. Each time you release a new advert, your affiliates have to spend time and effort looking up their affiliate link or ID and modifying the advert by hand. If you could automate this process for them, you would not only save them time and effort, but also reduce the chance of them making expensive mistakes. In the competitive world of Internet marketing, helping your affiliates in this way can make all the difference, resulting in more affiliates actively promoting your products. Until now automatically customizing adverts could only be done using special scripts installed on your web site, involving lots of expensive custom programming work. But now there is an alternative ...

**Affiliate Customizer** is a simple tool which will customize your adverts in seconds. Your affiliates simply fill in a short form with their details and the software will automatically customize your adverts for them, ready for use.

**Form Protector - Protect Your Forms From Hacking Attacks**

You will almost certainly have at least one HTML form on your a web site. Depending on the purpose of the form, they are vulnerable to a wide variety of attacks. If you run a traffic exchange, a pay per lead site, a site with a top or anything else

which uses a form to monitor or reward visitors, you are vulnerable. Your competitors and visitors can read the HTML of your form simply by viewing the source of your pages then use the information to cheat, steal or otherwise take advantage of you. Automatically encrypting your forms with Form Protector will help protect your site from these attacks. Frame Buster - Stop Other Webmasters Misusing Your Content Many web sites will show your web pages inside a frame, when they link to your site. While for some web sites this can be acceptable, or even desirable, this framing can be abused by some webmasters. Frames can be used to place distracting headers on your site, reducing the impact of your site and encouraging visitors to navigate through someone else's links instead of yours. In some cases, webmasters have even used this technique to pass off another sites information pages as their own. Frame Buster will automatically protect every page on your entire web site with a single button click, by inserting special script which un-frames your pages automatically. Mini Site Customizer - Get More People Using Your Ready Made Mini Sites If like many online marketers, you create single page mini sites for other people to customize and use, you will find this tool invaluable. Your mini site may be to promote one of your products (intended for use by affiliates), to promote a variety of multi-tier affiliate programs (to benefit from second tier commissions) or for a resale rights product. All mini sites require customizing with the persons affiliate or payment links, name, email address etc. This customization is often difficult as details are scattered all through the HTML page. Mini Site Customizer is a simple tool which will can automatically scan an HTML page for special "customization tags", presenting a simple form to allow the mini site to be customized easily in seconds. By distributing Mini Site Customizer along with your mini site, you'll make it quick and easy for others to use your mini site, substantially increasing its appeal. Software Requirements The Gold Collection requires Windows XP, 2000, NT, ME or 98. Download Page Protector requires support for PHP on your web host.

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