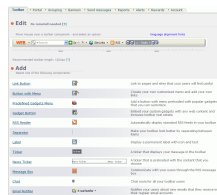


23 April 2008

Toolbar Management
User Interface
SOFTPEDIA

By: Catalin Bocanu, Web News Editor

[Get A Free Community Toolbar from Conduit](#)

Make your site present in any web browser

Browser toolbars are common used tools that provide enhancements to the default navigation functionalities. From the Internet marketing point of view, they represent an important resource for website traffic improvement, allow website syndication through the web browser, build users communities by making visitors come back and more. [Conduit](#) website allows you to create a personalized website toolbar in a few easy steps for free. The toolbar could integrate Google popular search engine or any others existing search engines, as well as your internal website search system. The Conduit community toolbar builder will automatically detect if your website contains RSS feeds and includes them in the reader built in the toolbar structure (others RSS feeds links could also be added). The toolbar could also contain links to various website pages (for example the main website navigation system), a radio component to deliver podcasts, tickers to display your messages in the toolbar, a chat room for all toolbar users and more. You can customize any aspect regarding the toolbar appearance and functionality from a web based interface and the changes will be automatically reflected for users, without the need of manual toolbar upgrade. There is also the possibility to create multiple different toolbars in various languages that can be grouped in order to save the users browser space. The toolbar can be promoted through banners (generated by the Conduit web service) or with a direct link to the automatically made website (with a free subdomain name) that hosts the toolbar distribution files: an executable file for Internet Explorer browser and a .xpi Mozilla Firefox add-on. By having a permanent presence in visitor browsers through the toolbar, you will experience a visible increase of the website popularity, number of users, as well as the revenues if promotion of ads or affiliate programs is performed by RSS feeds or links contained in the toolbar.