

How To Create A PAD File

Cheat Sheet

Introduction

In this module, you will find a step-by-step procedure to creating a PAD file. In order to submit any of the software you created earlier, each software has to have a PAD file.

What's a PAD file?

PAD stands for Portable Application Design. In layman terms, it is a file that contains the software's description and specifications which software directories can read and then automatically list your software to the appropriate categories.

More importantly, the details you input into the PAD file will influence the anchor text links that are pointing back to your site.

How To Create Your PAD File

Step 1: Download PADGen 3.0 at <http://www.asp-shareware.org/pad/downloads/PADSetup.exe> and install the software. The below screenshot is the interface of PADGen.


Company Info:
Company Name:
Address 1:
Address 2:
City/Town:
State/Province: Zip/Postal Code:
Country:
Company URL:

Author Info:
First Name:
Last Name:
Email:

Contact Info:
First Name:
Last Name:
Email:

Support Info:

	Email:	Phone:	Fax:
General:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Support:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sales:	<input type="text"/>	<input type="text"/>	<input type="text"/>

 The Association of Shareware Professionals is pleased to provide PADGen to you free of charge.
<http://www.asp-shareware.org/pad/>

Please refer to the videos for more detailed step-by-step information

Step 2: Let's begin by looking at the first tab, **Company Info**.

2 key things to take note of...

Company name field: This is where you insert the keyword you wish to rank #1 on Google. If you wish to rank for Internet marketing, your company name can be something like Internet Marketing, Internet Marketing LLP, Internet Marketing Strategies.

Email fields: Upon successful submission or listing of your software in any software directory, the directories would send you a "successful submission" email. So it's best that you use a throwaway email or secondary email, unless you wish to be bombarded by hundreds of "successful submission" emails.

The screenshot shows the PADGen software window with the 'Company Info' tab selected. The form is divided into several sections:

- Company Info:** Fields for Company Name (placeholder: "Insert your keyword here"), Address 1, Address 2, City/Town, State/Province, Zip/Postal Code, Country, and Company URL (placeholder: "Your Site's URL").
- Author Info:** Fields for First Name, Last Name, and Email (placeholder: "Use a throwaway email").
- Contact Info:** Fields for First Name, Last Name, and Email (placeholder: "Use a throwaway email").
- Support Info:** Fields for General, Support, and Sales, each with an Email field (placeholder: "Use a throwaway email").

At the bottom, there is a logo for the Association of Shareware Professionals (ASP) and a text block stating: "The Association of Shareware Professionals is pleased to provide PADGen to you free of charge. <http://www.asp-shareware.org/pad/>"

Step 3: Let's now look at the **Program info** tab.

Program name field: This is where you insert the keyword you wish to rank #1 on Google. If you wish to rank for Internet marketing, your company name can be something like Internet Marketing, Internet Marketing LLP, Internet Marketing Strategies.

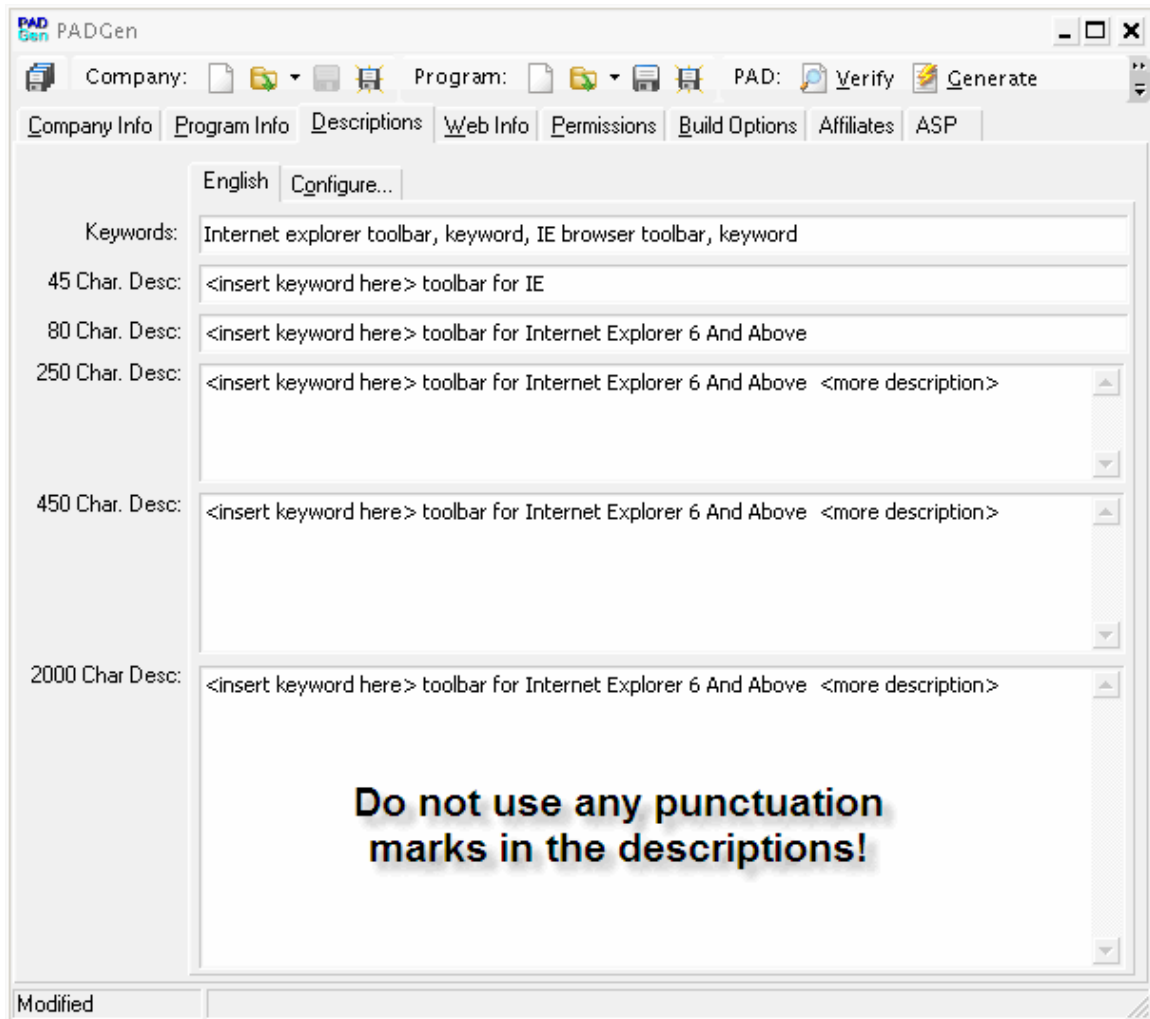
Supported Operating Systems: Select "Not Applicable". Software directories no longer require this field.

The remaining fields that need to be filled up are as shown below and are self explanatory.

The screenshot shows the PADGen application window with the 'Program Info' tab selected. The 'Program Name' field is highlighted with a red box and contains the text 'Insert keyword here'. The 'Supported Operating Systems' list has 'Not Applicable' selected. The 'Expiration Date' is set to 7/26/2009. The 'Size (Bytes)' field shows 84096146.

Step 3: The next tab is the “Descriptions” tab.

Use your keywords throughout the description. Do not use any punctuation marks in your descriptions, some directories can't read or accept PAD files that have descriptions with punctuation marks.

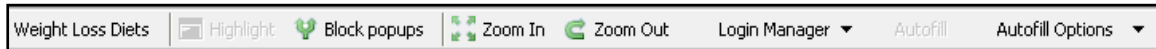


<http://www.RankBoosterX.com>

Step 4: The next tab is the “Web Info” tab.

Screenshot field: File type has to be in gif format. You can download your free screen capture software (Screen Hunter) at http://download.cnet.com/ScreenHunter-Free/3000-2192_4-10063246.html?tag=mncol

If your software is a toolbar, your screenshot should look something like below:

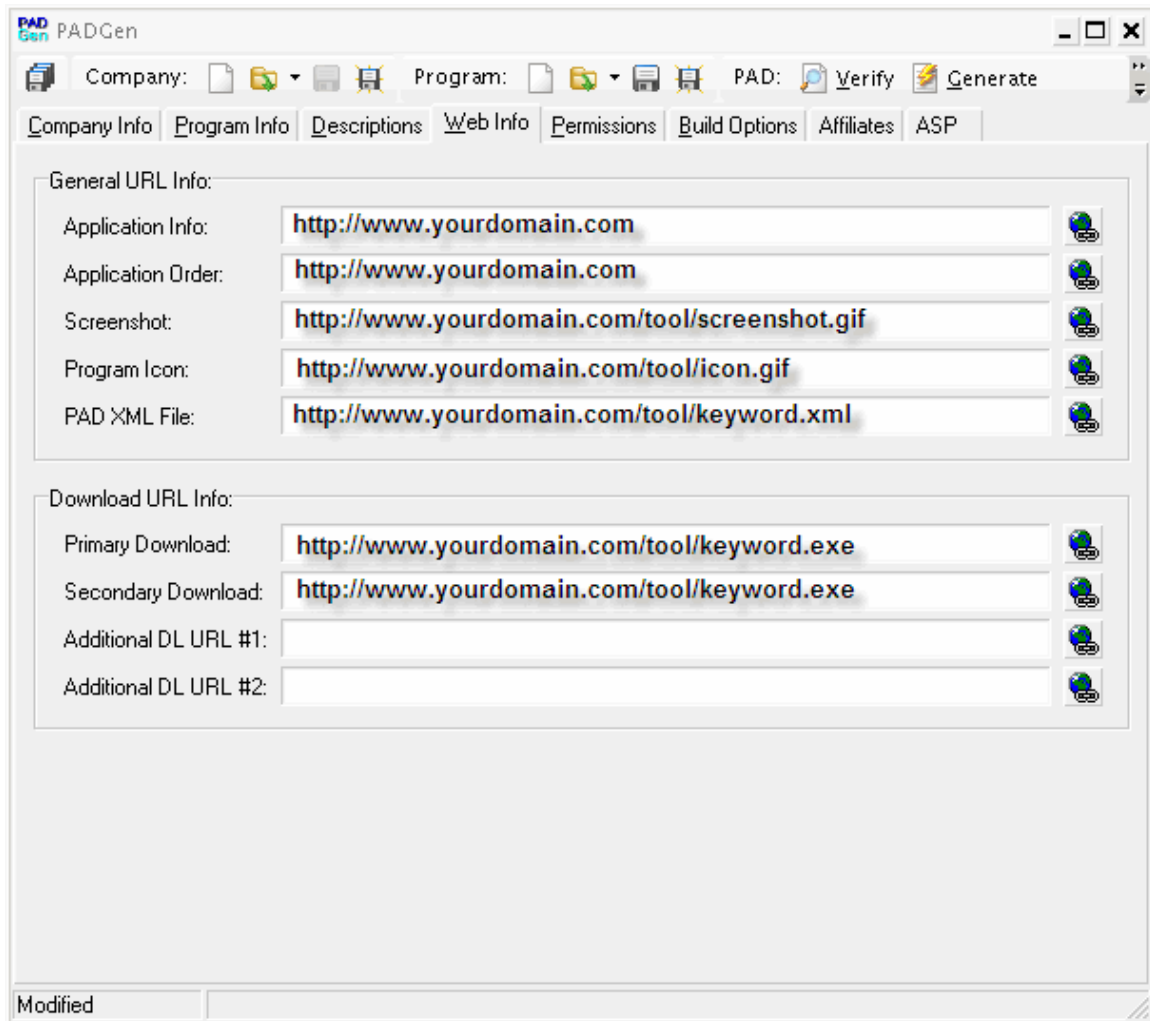


Note: You can use the same screenshot for all of your other softwares.

Program Icon field: File type has to be in gif format. It has to be 32x32 in dimensions. If you’re using King Kong Capture, select the Icon Capture function and the image captured would definitely be 32x32 in dimensions.

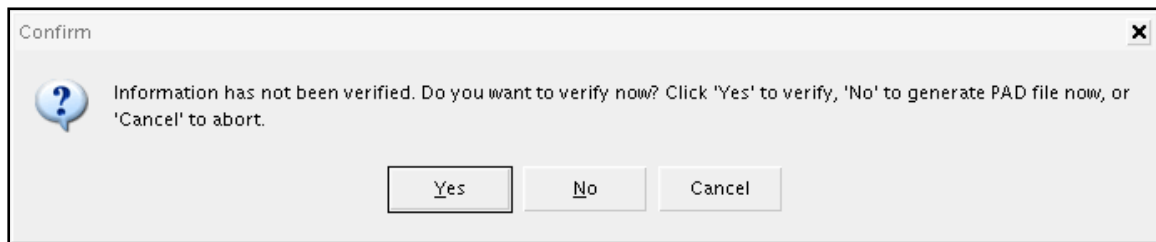
PAD XML File field: Use your keyword when naming your PAD XML file. **Do NOT** use any numbers (for example keyword1.xml, keywordv2.xml).

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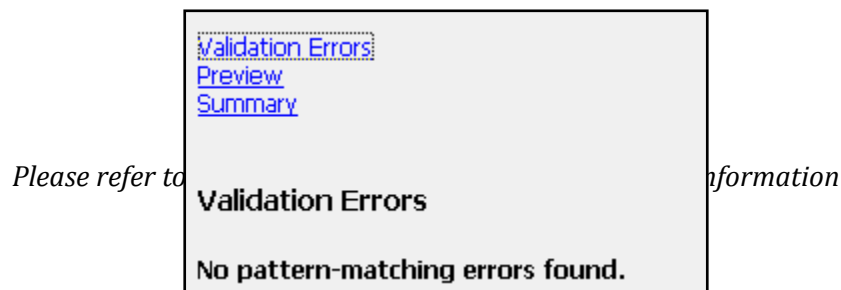


Step 5: Generate your PAD XML file. The other tabs, “Permissions”, “Build Options”, “Affiliates” and “ASP” can be ignored.

Upon clicking Generate, you should see the below prompt.

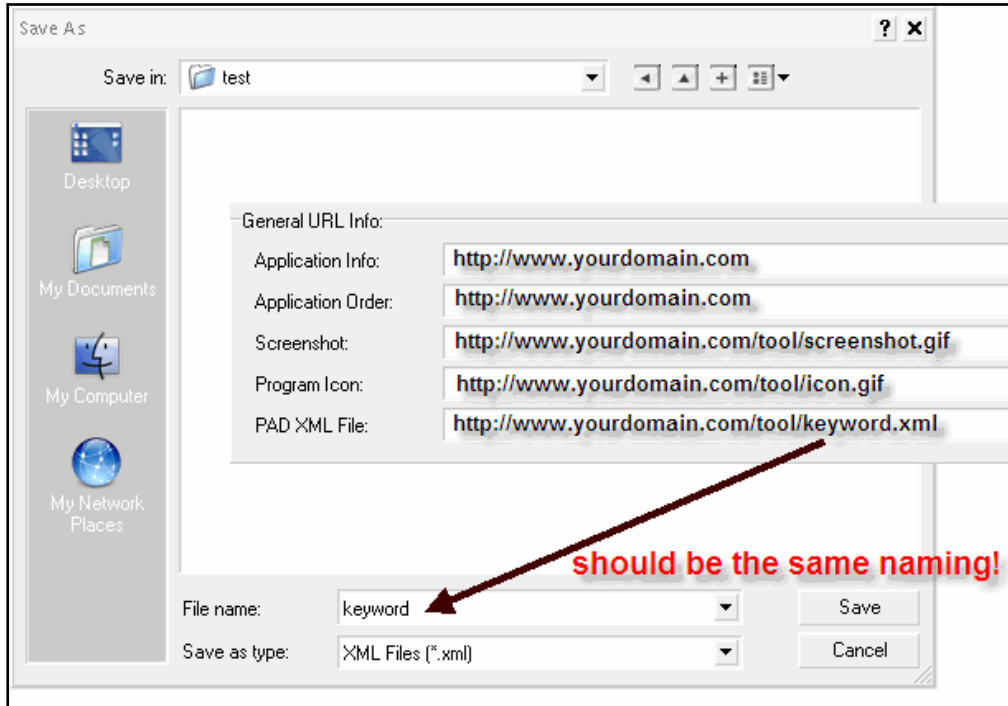


Click on Yes and troubleshoot possible errors. If you have followed the instructions, you should see the below result.

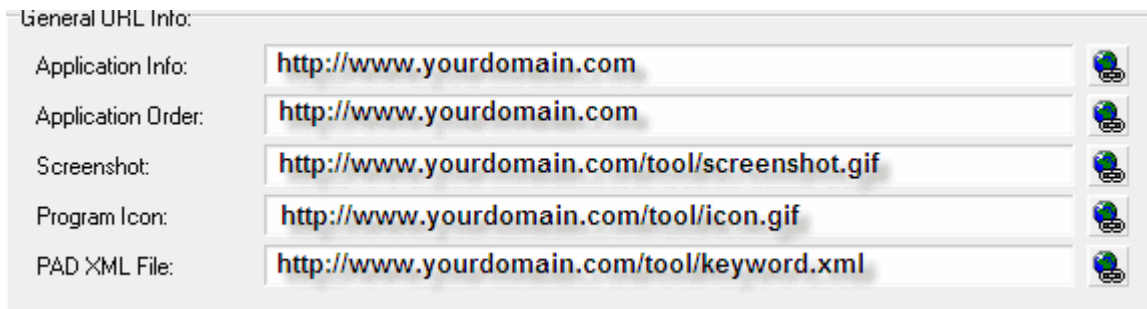


Click on **Generate** again.

This is IMPORTANT! When generating your PAD XML file, the file name should exactly matched what you have defined in Step 4 (PAD XML FILE)







Step 6: Upload your PAD XML file, screenshot and icon images and software to the respective directories. For example, in the below example:



Upload screenshot.gif, icon.gif and keyword.xml files to folder tool on your server.

<http://www.RankBoosterX.com>

Download URL Info:	
Primary Download:	<input type="text" value="http://www.yourdomain.com/tool/keyword.exe"/> 
Secondary Download:	<input type="text" value="http://www.yourdomain.com/tool/keyword.exe"/> 
Additional DL URL #1:	<input type="text"/> 
Additional DL URL #2:	<input type="text"/> 

Similarly, the software file (keyword.exe) goes to folder tool on your server.

Congratulations, you're now ready to start mass submitting your software to the hundreds of software directories out there!