

BridgeNiche.Com – Publishing

Publishing Made Easy!

Introduction

A decision is to be made regarding the format to use when publishing a document on the Internet or an Intranet. Various formats are available such as Portable Document Format (PDF), Executable format (EXE). Word™, WordPerfect™, TXT and many others. In this document some guidelines are provided.

Distribution of this publication.

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Publish in portable document format (PDF)

To publish a document in Portable Document Format (PDF) is becoming extremely easy. The Portable Document Format (PDF) is probably becoming the world's standard for publishing documents on the Internet or even the Intranet at many Emporiums of Endeavour.

To read a document published in PDF requires the Adobe® Reader®.

Currently Adobe® Reader® is available for free at

<http://www.adobe.com/products/acrobat/readstep2.html>.

Software to create documents in PDF

To create PDF documents requires some software. The very powerful Adobe® Acrobat®, available at <http://www.adobe.com>, can be used to create PDF documents from Word™, WordPerfect™ and HTML files. The Adobe® Acrobat® can be integrated with the word processing software such as Word97™, Word2000™ and WordPerfect™. This makes the creation of PDF documents very easy.

Just write the document in Word™ and use Adobe™ Acrobat™ to create a document in PDF.

Focus on writing the document. You do not have to focus on using the software to create a document in PDF.

It is also quite easy to create a document in PDF using the HTMLDOC freeware, obtainable at <http://www.easysw.com/htmldoc>.

To see how this all works take a look at the following software:

- Get a free download of PDF995 shareware at <http://www.pdf995.com/>,
- Use HTMLDOC freeware available at <http://www.easysw.com/htmldoc>

Or take a look at the following (This is not free!):

- Use Adobe Acrobat available at <http://www.adobe.com>
- Use the Instant PDF Generator available at <http://www.instantpdfgenerator.com/>

Live links!

It is very important to use “Live links” in all documents related to marketing on the Internet.

A significant advantage of using Adobe® Acrobat® is that it is easy to create a document with live links included in the document. This is not always the case when using other PDF Generators/Converters. The HTMLDOC Freeware can also be used to create a document with live links. However, as far as I know the Instant PDF Generator, available at <http://www.instantpdfgenerator.com/>, currently do not provide the facility to create documents with live links.

OK – Sometimes you need it – Sometimes you do not.

The “Instant PDF Generator” and the “PDF995” software can be used to create a PDF document from most documents that are opened and displayed to the user. The appropriate software must be used to display the documents. This includes HTML documents, text documents, pictures in JPG and GIF format etc. Nice and easy!

Creating ebooks in executable EXE format

Word97™ keeps all the picture files in the same folder in which the document was saved. Word97™ can be used to create both a .DOC document as well as an .HTML (Hypertext Mark-up Language) document. Although Word79™ was created a number of years ago it is still a very powerful, especially to create documents in HTML. So consider yourself lucky if you still have Word97™ and Windows98™ when you want to create ebooks in executable format.

Word2000™ keeps all the picture files in a secondary folder. This presents some problems when trying to create ebooks in executable format. The reason for this is that many ebook compilers require all the graphics files in exactly the same folder as the other HTML pages of the ebook that is being created. However, by re-editing the HTML the picture files can be re-located to the same folder as the HTML file.

Document Size

The documents published using the Portable Document Format (PDF) are smaller in size (Kbytes) than the equivalent document created in executable (EXE) format. This

is a significant advantage. When publishing an extensive (large) document the preferred format is PDF.

Document Security

Document Security present no problem when publishing the document in PDF using Adobe™ Acrobat™ or the HTMLDOC freeware. These documents can be created in such a way as to restrict access and to prevent copy and paste. In the case of restricted access a password system is used.

Many compilers used to create ebooks in executable format do provide the following functions:

- Restrict read access (use passwords)
- Prevent the copy and paste operation and
- Prevent the print operation.

Rebranding

The rebranding functions can be used on the documents created in Portable Document Format (PDF) and the documents compiled in executable (EXE) format.

When doing some rebranding on documents created in PDF it is a considerable effort to do the rebranding. I have done it! It is a lot of work!

When using the branding feature of ebooks compiled in executable format the branding/re-branding is easy. The brandible document and the rebrander software are placed in the same folder and the branding is done quite fast, usually within a few minutes.

The following ebook compilers do allow for rebranding:

Activ EbookCompiler is available at <http://www.ebookcompiler.com/> (Best value for money and ideal for re-branding and viral marketing)

Ebook Edit Pro is available at <http://www.ebookedit.com> (Top of the line - highly recommended for re-branding and viral marketing)

EbookCreator Version 2.0 is available at <http://www.123webmarketing.com/> (Very easy to use, highly recommended – My experience is that this compiler provides for excellent operation on all versions of Windows(TM) i.e. Win95/98/2000/ME/NT/XP). For fast compilation of ebooks this is a favourite.

EbookGenerator is available at <http://www.ebookgenerator.com/> (This is still my favourite! This ebook compiler does provide excellent features with regard to re-branding. This is with specific reference to the inclusion of the ClickBank affiliate nickname in the About Box!)

The following ebook compilers currently are not sold with a re-branding facility:

E-ditor Pro <http://www.e-ditorial.com> (Version 2.5 is excellent. It is a new version of the previous edition, i.e. E-ditor Pro Version 2.0 and the previous very popular E-ditor Pro Version 1.0. Use Internet Explorer 5.5!).

ProCompiler <http://www.i-ebook.com/> (A favourite for fast compilation of ebooks.)

Ebook Creator LT at <http://www.bridgeniche.com/> (A good start for the newbie. A number of ebooks are included with the purchase of this ebook compiler!)

Ebook Creator LT is a simplified version of Ebook Creator Version 2.0 and/or ProcCompiler.

EXE ebook compilers and problems

Sometimes it works! – Sometimes it does not work!

Some ebooks compiled using a specific ebook compiler software do open and operate perfectly using some specific versions of Windows™.

In some cases the exact same ebook opens nicely under Windows 95/98 but do give an I/O 32 error when using Windows NT/XP™.

In some cases the exact same ebook opens nicely under WindowsXP™ but do give a problem when using Windows95/98™.

The internal workings of the different ebook compilers and the browser software, I.E. Internet Explorer™ versions 4.0 to 6 .0 are a mystery to me!

Google.Com and PDF

It is very useful to enter PDF together with other keywords at the search engine Google.com, i.e. [PDF keyword1 keyword2 etc.]

When hunting down information this is a big plus! The title of the PDF document is also provided – A real good heading and a short abstract following the heading is a must in all documents!

Google.Com do give a display in HTML of documents originally created in PDF. This allow for a fast scan of the specific document.

It is also useful to use DOC as a keyword, i.e. [DOC keyword1 keyword2...]

Word processors and documents

It is convenient to use a standard format for documents. Some users do use Word™ and others use WordPerfect™ or some other format. A major frustration is to receive a document in a format for which no software exists on my PC. To solve this problem a decision is to be taken. A suggestion is to distribute all documents in Portable Document Format (PDF) irrespective of the word processor that was used to create the document. The Adobe® Reader® is currently available for free at <http://www.adobe.com/products/acrobat/readstep2.html>. I often update the Adobe® Reader® by installing it from a CD that is sold with some magazines.

In some cases it is convenient to distribute information in a text file. This is very important when instructions are given on what software is to be used to display a document or how to operate with some specific software. It may also be convenient to distribute this kind of information using a HTML file. NotePad as well as Internet Explorer are currently freeware. I often update the Internet Explorer by installing it from a CD that is sold with some magazines (Currently I use Internet Explorer 5.5 for Windows 98 and Internet Explorer 6 for Windows XP™ (Home Edition)).

I do not use a Mac... computer. However, documents in PDF can be read on the Mac's.

The idea of an ebook library

It is convenient to create an ebook/ document library with all or at least most of the documents available in PDF.

This library may be made available on the Internet or an Intranet. The library may be free for all or access may be organized by using a user identity and password system.

Using a password system associated with specific documents may also be used to protect some of the documents included in the library.

Distribution of documents by email

It is convenient to distribute documents by email. To attach a PDF document to an email is easy. Many Internet Service Providers allow this practice.

To attach a document in executable (EXE) format to an email is easy. The transmission of such an email to the end receiver may be impossible. Many Internet Service Providers do not allow for this practice. Make it available for download from a website. The link to the document may be provided in the email.

Conclusion

Use the best tools for the job on hand.
Investigate and do make an appropriate decision.

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The author is not engaged in providing legal, accounting, medical and/or professional advice. If and whenever applicable readers/users are urged to seek the services of competent professionals.

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