Google eLert Gadget, A Revolution in Spam Free, Information Rich Communication

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Press Release Summary: Developed in conjunction with Google Desktop, eLert Gadget aims to deliver the 'Best of Both Worlds'; to allow web users the freedom to explore the Internet in a Spam free environment, whilst allowing publishers to get their essential information across and remain highly profitable.

Press Release Body: The clever people behind **eLert Gadget** have recently developed a platform offering premium content, blogs, podcasts, video and pictures delivered through **Google Desktop**. The first advantage of this over conventional communication channels is there are already millions of people subscribing to the software.

eLert Gadget is being offered as an 'Agrimailer', a new generation, hybrid between a super-efficient, neat RSS aggregator (reader) that enables publishers to make money from their content, and a simple elert mailer that delivers essential, quality content seamlessly through to that huge audience.

The **eLert Gadget** website is promoting the fact that 'eLerts are the new way to get information out, widen an audience, increase page rank and SEO exposure and monetize a site'.

Bold promises. So how do they achieve all that?

Well opening the wider audience to publishers seems to be the first milestone. Many web sites have embraced the ever more popular RSS technology.

It is possible to generate an RSS eLert by simply registering at the website and entering the url. The feed is then added to the directory (eLibrary) for **Google Desktop** users to browse and subscribe to.

Then there's the claim that publishers can monetize their information. Currently, **eLert Gadget** users can add their Google Adsense and Kontera code to their eLerts which is proving a boon to eLert information providers.

It is even possible to publish and monetize blogs, podcasts and video as elerts and the millions of google Desktop users seem to be highly receptive to this.

This amazing tool is even able to handle feeds converted at Google's Feedburner site. Publishers convert their urls to a Feedburner RSS feed and add it to **eLert Gadget**.

There are tens of millions of Google Desktop users who enjoy all the benefits and features it offers. Although Google have also added the ability to add extra features to their desktop, creating a Google Gadget to integrate with the desktop was either the domain of clever programmers or costly web developers.

The breakthrough at **eLert Gadget** is that publishers are able to manually send elerts directly through **eLert Gadget** via the publisher's admin area. It's a simple task to type in the info and submit where **Google eLert Gadget** users instantly receive the elert on their desktop.

All of the elerts are entered into the eLibrary where users can browse and subscribe to eLerts of Interest. This gives publishers access to a wide audience.

eLert Gadget appears to be ticking all the right boxes for publishers and subscribers alike. The real beauty of the system is that subscribers have total control over the information they receive. Spammers simply cannot send unsolicited mail to **eLert gadget** users.

It appears that it is not a question of 'if' **Google eLert Gadge**t will change the face of information delivery but, 'how quickly?'

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