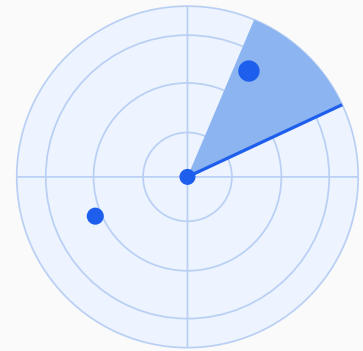




FOR SOFTWARE VENDORS

Help buyers understand your software.



Practical articles and product comparisons for UK businesses choosing software.

23

software profiles

7

software categories

7

comparison guides

Initial catalogue, researched from official product sources. SoftwareRadar is new; audience reach and performance figures are not yet established.

THREE WAYS TO TELL YOUR PRODUCT STORY

01 Category explainer

Explain a buyer problem, who your product suits and where it fits. Ground claims in product evidence and practical examples.

02 Product walkthrough

Show a real workflow with supplied screenshots or a demo. Cover setup, capabilities, limitations and useful next steps.

03 Commercial comparison

Compare agreed products against a clear use case and decision criteria, with sources, trade-offs and practical buying questions.

Every project is quoted on request.

Scope, fee, deliverables and timing are agreed before work begins.
No guaranteed search traffic, leads or revenue.



A CLEAR PROCESS

From brief to publication.

Build a useful resource for buyers, from an agreed topic to a researched article and relevant next steps.

1 Tell us the buyer problem

Share your product, intended audience, proposed topic and official sources. Include relevant pricing, documentation or demo access.

2 Agree the scope and fee

Set the format, deliverables, review scope, publication timing and fee in writing. The proposal defines what will be produced.

3 Review the evidence and draft

We review product evidence, prepare a draft and agree revisions. Sponsor review checks factual accuracy within the agreed scope.

4 Publish the agreed article

Publish with the approved sources and product details. Comparisons explain the criteria, differences and relevant plan limits.

PROJECT TERMS

Useful, accurate content.

Agree the audience, topic and deliverables before work begins.

Use product documentation, supplied demos and verified examples.

Advertisement features identify the advertiser; paid links are qualified.

Free listing requests and factual corrections remain available.

Optional free [listing badge](#). It signifies a directory listing, not an award or endorsement.

START WITH A PRODUCT AND A BUYER PROBLEM

Request a content proposal.

Send your product URL, target audience and topic idea. We will discuss fit and provide a quote for the agreed scope.

Discuss a project

softwareradar.co.uk/advertise/