

The problem with article submission programs.

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Why automatic article submission software may fail you.
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Most internet business owners understand that one of the best and cheapest ways to market their business is through article submissions. They also may know that manually submitting their article to the hundred or so different article directories can be a huge time consuming effort. They may be tempted to try out article submission programs. Before doing so, though, a business owner needs to first understand the problem with article submission programs.

{bot_wrgoogle}Writing articles is a great way to advertise a business. This is for a couple of reasons. First, it is free to do. There is no cost if the business owner writes their own articles and submission to directories is usually free. Secondly, it makes a business owner seem knowledgeable and like they are willing to share what they know with their customers or potential customers. This is a good selling point that will make the customer feel at ease and feel like they can trust and rely upon the business owner.

Articles can be submitted to directories through a process that involves registering and uploading the article to the directory files. Each article can contain a link that leads readers to the business owner's website. This is how they work as advertising. People read the articles, become interested in learning more and click through to the website.

Article submission software supposedly helps to speed up the submission process. Instead of going to each directory and manually filling out the forms and such, the article submission program does it automatically. There are problems with this idea, though.

First of all, these programs are not at all as easy to use as they may seem. Many contain formatting errors which make it very difficult to upload an article into the program. Secondly, many of them do not even check into duplicate submissions and therefore sometimes may make duplicate submissions to a directory. This hurts the business owner and can actually get them accused of spamming. Lastly, sometimes through the automated process things get mixed up and the link back is deleted or lost. This means the whole idea of using the article for advertising is lost. It is pointless to even go through the submission process at all when this happens, thus making the article submission programs basically worthless.

Article submission programs may make the whole process quicker, but it is just not as efficient or effective as manually submitting articles. There really is no reason to submit articles to all the directories. By choosing the most popular directories a business owner should do just fine. There are about 5 or 6 popular directories and that will not take too long for a business owner to sign up and submit articles.

