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Every Internet business must be able to generate targeted traffic to be successful. Targeted traffic equates to visitors that are interested in what you are offering, but even more important, they are ready and able to take action.

The lack of targeted traffic is the number one problem that most webmasters face.

A good Traffic Exchange can provide you with the targeted traffic you need and a good traffic exchange can help you grow your business at a fast rate.

Traffic Exchanges will most likely not be able to send you all of the traffic you need, so you will need to combine them with other forms of promotion in order to achieve optimal success.

In this ebook we'll look at what exactly a traffic exchange is, the benefits of traffic exchanges, how they work and tips for effectively using Traffic Exchanges in your marketing campaigns.

So, What Exactly Are Traffic Exchanges?

Well, in the simplest of terms, a Traffic Exchange is a service you can join which helps you to generate free traffic to your site. Basically, you view other members web pages in exchange for having your own web page viewed.

You receive credits each time you view other members' pages for a set amount of time, usually 10 to 30 seconds, depending on the exchange. You can then spend those credits by having other members view your page.

There are basically two types of traffic exchanges – manual and auto.

A manual exchange requires an individual to view a web page for the pre-determined amount of time and then click on a link to proceed to the next web page.

An auto exchange can be left running in your web browser and will automatically refresh to a new web page without anyone having to click a link.

Both of these methods will bring hits to your website, but the use of a manual exchange is far more likely to bring a visitor who will actually read what is on your web page and possibly take action. The auto exchange user is unlikely to ever view your page as there is little incentive for actually viewing pages.

Two Different Strategies For Using Traffic Exchanges

You will have to determine the most effective way for you to grow your business using Traffic Exchanges. Some webmasters find that they get great results by offering a very inexpensive introductory product, while others use Traffic Exchanges simply to build their mailing list.

Whichever option you choose be sure that you are continuously testing and tracking. Testing is the only true way to know whether you've chosen the right strategy for your business.

Direct Sales Letters Strategy

If you'll be trying to make a sale to Traffic Exchange surfers, it's important to remember that you have a very limited amount of time to catch their attention. So, this isn't the time to offer a high priced product.

Instead choose a product that is inexpensive and so valuable that they can't pass it up. Maybe offer a special report for several dollars as your initial offering, then you can upsell those customers later on your more expensive products.

Be sure to keep your direct sales letter really simple and to the point. Remember, every Traffic Exchange user is busy surfing to gain credits for themselves and they have no desire to read your long sales letter. To get their attention you need to create a page with an attention-grabbing headline and clearly stated benefits. Make sure it's an offer they can't refuse!

Squeeze Page Strategy

For many people the better approach is to use Traffic Exchanges as a source of leads. Instead of trying to sell them something, focus on capturing their contact information so you can contact them again later and introduce them to your products and services.

A name squeeze page is simply a web page that will ask the person to opt-in to some type of a list in order to proceed further. On some squeeze pages, the surfers only options are to opt-in or leave, but you can also give them a way to continue exploring the site without opting in.

The rationale behind using a squeeze page is that most Internet marketers realize that the majority of visitors will not buy from a site on the first visit. This is especially true with Traffic Exchange surfers. So, these marketers make list building their top priority.

If they can just collect the email address, along with permission to follow-up, then they'll get other opportunities to make the sale later.

A name squeeze page, generally, has some enticing bullet points on it, and does a thorough job of describing what you'll be able to access after you enter your data. The key is to make your offer so enticing on the squeeze page that surfers are eager to find out more about your offer.

So What Are The Benefits Of Traffic Exchanges?

There are many benefits to participating in Traffic Exchanges and here are a few:

- 1.They're often a free method of generating targeted traffic to your website.
- 2.You will start seeing an increase in traffic almost immediately.
- 3.They can be a great way to test ad copy for Pay Per Click campaigns.
- 4.You can build a "downline" by referring others, which allows you even more traffic.
- 5.Over time your traffic can be almost entirely generated by the efforts of others.
- 6.You can build a list to market your products to in the future.
- 7.You can recruit affiliates gaining more exposure to your site

How Do Traffic Exchanges Work?

Traffic Exchanges are all different in some way or another. For the most part, they all offer a free or a paid option. Depending on which option you choose, you are eligible to receive a certain number of credits when you surf other member's sites and a certain number of credits when you refer people who join.

Almost all of them allow you to build a downline by referring other members. Often your downline can extend several levels deep so that as people you refer, in turn refer others, you get more and more credits that you can use for yourself.

Some Traffic Exchanges also pay out cash incentives or commissions when the people in your downline upgrade their membership. They also might pay out commissions when people in your downline purchase other forms of advertising that the Traffic Exchange offers, such as banner ads. This gives you several ways to benefit and make income from participating in the Traffic Exchange.

Consider These Features When Deciding Which Traffic Exchange To Join:

1.Credit Ratio – All Traffic Exchanges allow you to earn credits in exchange for viewing other member's web pages. Look for traffic exchanges that provide a good return on the number of credits you receive for each page that you view.

2.Time Limits – When surfing for credits, most traffic exchanges require you to view a site for a minimum amount of time before you actually earn a credit. This is generally somewhere between 10 and 30 seconds. An important point to remember is the longer you have to view a page means the slower you can surf, but it also means that potential customers have to view your pages just as long.

3.Anti Cheat Mechanisms – To ensure that a real person is actually viewing your web site, most Traffic Exchanges use anti cheating mechanisms. Usually, you have to click on a specific graphic such as a number, letter, picture or icon from several in a selection, to proceed to the next site, and repeated failure to do this correctly means account suspension or termination. Look for a Traffic Exchange with a system like this to ensure that your credits are not wasted on cheaters who never view your page.

4.Paid/Pro Memberships – Most Traffic Exchanges offer paid memberships as well as free memberships. Normally a paid membership earns you privileges such as an allocation of credits per month plus an increased number of credits for your own surfing and the surfing of your downline. Most exchanges also allow you to purchase extra credits.

5.Bonuses – Many Traffic Exchanges will give you bonus credits just for signing up, for surfing a certain number of pages, or for winning competitions or sweepstakes. Look for traffic exchanges that provide added bonuses and accumulate credits even faster!

6.Referrals – This is the fastest way to increase your credits. Most Traffic Exchanges provide you with promotional web pages and banners and you can use these materials to recruit your downline. When someone signs up from your promotional web page or banner they are placed in your downline.

What About Referrals and Building Downlines?

In the beginning, it's important that you surf on a regular basis in order to make the Traffic Exchange work for you. A good strategy is to set aside a couple of hours each day. It will seem like a lot of work at first, but you will soon reap the rewards of increased traffic to your site.

Since keeping up a schedule of surfing every day can be time consuming, the best long-term strategy for benefiting from Traffic Exchanges is to build your own downline. Your downline is the group of people that you recruit to join a Traffic Exchange under you.

As the members you've recruited surf, you will receive credits. The more members you recruit into your downline, the more you'll be able to cut back on the amount of time you personally have to surf.

Ideally you'll eventually have a large enough downline that you won't have to surf at all and you'll still be getting lots of targeted traffic.

It's critical that you create a relationship with each member of your downline, since they are so important to your overall strategy. Start by sending all new recruits a personalized welcome email, thanking them for joining and encouraging them to contact you if they have any questions.

This is also a good time to share with the new recruits any tips that have helped you make the most of Traffic Exchanges. And make sure you encourage them to recruit new members.

Since Traffic Exchanges typically offer you credits or commissions for any referrals that your downline makes, it's in your best interest to have them recruit as many people as possible.

15 Tips For Using Traffic Exchanges

1. Track All Your Pages

Tracking can be done by using a paid tracking service, or by using tracking software installed on your server. Whichever option you choose, be sure to look for a solution that will give you as much information as possible. Many will tell you how many clicks you get, how many of the clicks are unique visitors versus return visitors, and where the clicks came from. Some even give you conversion information by telling you which visits actually resulted in sales.

2. Know Your Audience

It is important to remember that everyone using Traffic Exchanges is first and foremost interested in having their own pages seen. Just like you, they all want to drive traffic to their sites and this means that you have to develop creative, eye-catching and interest provoking pages to entice them to take action. Simply using the same affiliate materials as everyone else, will not be effective.

3. Take the time to proofread your copy.

Misspelled words or grammatical errors will turn people off. People will normally lose confidence in anyone that can not spell correctly or uses incorrect grammar.

4. Your Page Has Got To Load Quickly

The time it takes for your page to load is very critical when using Traffic Exchanges. Your page will never be seen if your site takes 10 seconds to load and the exchange rotates the websites every 10 seconds. You want to have your page appear quickly, giving the surfing exchange member enough time to respond to your offer.

5. Use A Simple Splash Page

Rather than sending surfers to your home page, which provides too much information, use a splash page. A Splash Page is a page that does not require any scrolling. It's purpose is to be short and to the point. Typically it consists of a killer headline, a clear list of benefits and a simple call to action. The surfer should never have to look for pertinent information.

6. Include a Very Persuasive Call to Action

Your page should clearly tell the customer what they should do next. Whether that's join your newsletter, request your free ebook or take some other action, it should be obvious to the surfer what they are to do.

7. You Must Test

Try different headlines, graphics and even different offers to see which ones get the best results. If you have a good tracking system in place, you'll easily be able to find out what gives you the desired results.

One of the more effective ways to test is using Split Testing. This involves creating two pages that are similar but have one thing different, like maybe different headlines. You show both pages equally to your visitors and see which one gives the best results. There are several scripts available to help you do Split Testing very easily. For tracking and split test rotators, check out [ProTrackerPlus](#)

8. Capture The Surfers Contact Information

This will give you permission to contact the surfer later and introduce them to your products and services. It helps to offer surfers something in exchange for their email address. Get some great ideas for opt-in splash pages at [OptInDesign](#)

9. Learn From Other Members

As you're surfing, be sure to take note of the other members' pages that catch your attention. If they are enticing to you, they are probably enticing to others. Take note of what appeals to you about their page. What made you want to read the offer and maybe take action? This information is very valuable and you can use it to improve your own pages.

10. Use Exchanges With A Longer Count Down

It only makes sense that the longer someone has to look at a page, the more likely they are to actually read it. Yes, it will take you longer to earn credits, but the improved results could be huge. And if you use banners, a traffic exchange with longer view times works better because people are more likely to click on your banner, given the longer view time per page.

11. Make Your Offer Stand Out Above the Rest

If you have your own niche website, then you have probably already differentiated yourself from the others. If you are an affiliate marketer, then you will need to find products or services that everyone else isn't already promoting, especially within the particular Traffic Exchange you are participating in.

Your individual promotion is of utmost importance. If you're trying to promote something that everyone else is already promoting, then your sales conversions are going to be minimal at best, and maybe none at all.

12. Only Choose Traffic Exchanges that Offer Manual Surfing

It is a fact that most people do not even watch the window when an autosurf is running. If it is a manual surf exchange they have to watch the pages in order to go to the next site. This gives you the best opportunity for them to actually see your site and then take the action you want them to.

13. Spread Your Surfing Across Several Exchanges

Many traffic exchanges have a small amount of members that are very active. This means that at any one time, there might not be a lot of people surfing, so join several exchanges to get the most benefit from your efforts.

14. Surf Several Exchanges At Once

One of the easiest ways to click up a really large number of credits is to surf several traffic exchanges at once. Use a tabbed browser to surf each different traffic exchange. Mozilla Firefox is an extremely good surfing browser. It allows you to have many "tabs" or separate windows open and includes anti virus protection. You can even get [Mozilla Firefox with the Google Toolbar](#) installed!

15. Upgrade On Your Favorite Traffic Exchanges

You earn more credits and some traffic exchanges offer commissions on anyone that upgrades in your downline. Depending on the exchange, you can upgrade for anywhere from \$5 to \$30 per month. Upgrading is totally up to you, but if you can afford it, the payoff can be well worth it.

To Sum It Up

Every Internet business must be able to generate targeted traffic to be successful and Traffic Exchanges can definitely help with your targeted traffic quest.

Traffic Exchanges will most likely not be able to send you all of the traffic you need, so you will need to combine them with other forms of promotion in order to achieve optimal success.

There are basically two types of traffic exchanges – manual and auto exchanges. It is a fact that most people do not even watch the window when an autosurf is running. If it is a manual surf exchange they have to watch the pages in order to go to the next site, so manual traffic exchanges are the way to go.

We have covered different strategies to use, features to look for when choosing a traffic exchange and tips to make your traffic exchange endeavor successful. Use this information to start your traffic exchange campaign, and with just a little time and effort, you'll soon be seeing a steady stream of traffic to your own site.

It may take a while, but in the end it will be well worth it!

To Your Success!

Recommended Traffic Exchanges & Resources

[TrueViewTraffic](#)

[HitSafari](#)

[WebmasterQuest](#)

[TrafficSwarm](#)

[PageSwirl](#)

[ProTrackerPlus](#)

[Hits2u](#)

[Firefox with Google Toolbar](#)

P.S. Squeeze pages are the single most powerful list-building strategy ever devised. Just put a squeeze page in front of your sales page and watch your list build itself on autopilot. This tactic is great for traffic exchanges.

Now you can [download the superb Instant Squeeze Page Maker](#) absolutely free. Creating your own squeeze pages is an absolute breeze with this quality software.

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