

TRAFFIC EXCHANGES

How To Use Them Properly



By Paul Foley

[The Creator of Cash-Sense – The Niche Site Creation Tool](#)

Hi,

My name's Paul Foley, I'm a webmaster and a techy (Project Manager and Developer) – it sounds like the introductions at an AA meeting right, but it's not (we can drink as much as we like and often do).

There are many people online today who are trying to make it in the field of online marketing and surprisingly enough most of them are failing miserably.

But why is this?

The reason that most people fail online is that they simply cannot attract enough traffic to their site and as we all know no traffic = no sales.

With this fact in mind I've written this report to explain, in simple terms (with pictures!), how you can utilize traffic exchanges to get the best possible results.








Disclaimer – and Other Stuff.

This report was originally created by Paul Foley and whilst all efforts have been made to ensure that all information in this report are correct and accurate the author accepts no liability for actions resulting in the use of information contained herein.

Usage

This report is intended to be free unless you've purchased Master Resale Rights in which case you have the right to sell it.

So restrictions –

	You may NOT modify this report in any way
	You may NOT use this report as a series of articles or content for your site
	You may NOT hack my work, put your name all over it and pass it off as your own work
	You may sell the report IF you have Purchased Resale Rights ¹
	You may sell resale rights IF you have purchased Master Resale Rights

If you agree with this disclaimer please carry on, if not don't bother reading further.

On a lighter note, if you're charging people for my work then the least you can do is give me a cut! – if you're charging more than I charged you for Master Resale Rights then perhaps you should be writing sales copy for me. 😊

¹ This also includes selling for zero (giving away as a bonus or signup incentive)

Table of Contents

1.0 INTRODUCTION	5
1.1 HOW DO THEY WORK?	5
1.1.1 <i>Manual Surfing</i>	6
1.1.2 <i>Auto Surfing</i>	6
2.0 HOW TO USE TRAFFIC EXCHANGES EFFECTIVELY	7
2.1 DOWN LINES AND AFFILIATES	7
2.1.1 <i>Implementation</i>	10
2.2 MAKING SALES	10
2.2.1 <i>How Do I Get People To Choose My Ad</i>	12
2.2.2 <i>Targeting and Demographics</i>	13
3.0 SUMMARY	14



1.0 Introduction.

For those of you who are completely new to this you might be wondering why I'm spending time talking about traffic exchanges, there are other ways to get traffic right. Let's address this issue straight off the bat.

The reason that I'm taking the time to tell you about traffic exchanges is that they are a fantastic, free source of traffic – did you get that word **FREE!**

If that's not a sufficient enough reason for you then don't worry, there's more later.

So what are Traffic Exchanges?

As the title suggests a traffic exchange is a system that effectively swaps your time and surfing for traffic to your site.

This is a fantastic advertising medium for a webmaster that might not have an advertising budget or for those who are promoting solely affiliate sales pages.

1.1 How do they work?

When you join a traffic exchange you are told in advance that for every n sites you surf your site will be seen x times (n:x - this is referred to as your surfing ratio), each site that you surf is displayed on a timer (you need to stay on that page until the timer reaches zero in order to get the credit for it).

It should be noted that you can typically join any of the traffic exchanges as either a paying or free member; the surf ratio is lower if you're a free member.

There are two distinct ways that a traffic exchange works,

- a. Manual surfing
- b. Auto Surfing

There are implications to both of these surfing methods that I'll discuss later.

1.1.1 Manual Surfing.

When we join a manual surfing traffic exchange, such as [Traffic Swarm](#), we are required to view (surf) a site in order to get a reward.

In real terms this means that you either select or their system selects an ad (someone else's page), the ad then stays on screen for a pre-determined amount of time – which is usually about 20 seconds.

Once the timer has run down to zero you must perform an operation, so click on the 'Next' button or answer a question (depending on the traffic exchange you're using).

The system will then go to the next ad or allow you to select the next add and you will be credited with the reward for surfing that site.

1.1.2 Auto Surfing

This method of surfing for credits is just like the previously described method with the exception that no action is required on your part, so you could effectively leave your PC running all day accumulating credits.

The ads still stay on screen for about 20 seconds each and you still get credited with the reward for surfing – you just don't have to do anything.



2.0 How to Use Traffic Exchanges Effectively

One of things that you need to know about traffic exchanges is that they are not a sales outlet, they can be but nine times out of ten they are not.

So what can you use them for and how can you use them more effectively?

Consider the following question:

How are you going to make more sales?

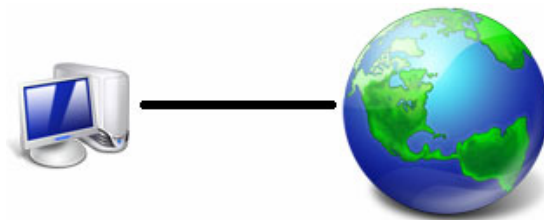
Are you going to beat down everyone's door personally, will you tell everyone about your product once, are you going to talk to them first or just go for the sell?

These might seem like pretty dumb questions but think about them, are they really that dumb? (If you're in doubt – the answer is 'NO they're not').

Let's think about this from another angle, what do you want to achieve with a traffic exchange given that we have already mentioned that a traffic exchange should not be **YOUR** sales effort.

2.1 Down Lines and Affiliates

Consider the image below.



This is what it looks like when you surf a traffic exchange, there's just you.

So if you view 100 sites you get the reward for 100 sites, lets assume a surf ratio of 1:1 – so for every site you surf your page is displayed once.

So in this example your site will be shown 100 times.

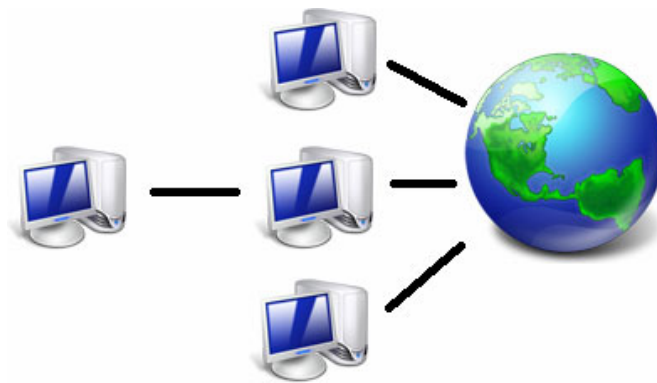
It's still free so it's better than nothing.

There is however a better way.

Typically each traffic exchange will reward you for bringing other people into their system (it's called a referral bonus).

This reward is normally a percentage of whatever your referral surfs.

Consider the example below:



For the purpose of a simple explanation let's assume a reward of 10% of your referrals surfing goes to you and you have three referrals.

So, you surf 100 sites and so do your referrals.

How many times will your site now be seen?

130 Times.

This costs you nothing and you've just gained 30% for doing nothing.

You should also be aware that typically referral bonuses go two levels deep, so 10% of the 10% would be your reward.

The question that you are probably now asking is

'How do I get these people into my down line?'

The answer to this question is actually a lot simpler than you'd imagine.

Answer the following question:

What is everyone who participates in a traffic exchange trying to achieve?

They're trying to get more traffic to their site.

So what do you need to do to get them interested in joining another traffic exchange?

Not much; they already know that there is some value in being in a traffic exchange; they already know what they're going to get out of it so all you need to do is be able to convince them that there is something in it for them if they join the traffic exchange you're using.

You are going to appeal to their sense of greed or self.

And let's be clear, I am not saying that you should lie to people – that behavior **WILL** bite you in the ass at some point down the line.

You're probably now wondering how I achieve this.

Well let me show you how I do this (nothing beats a working example.

Consider the table below:²

Traffic Exchange	Surfed	Signups and Sales
<u>Traffic Swarm</u>	1,800	68 Signups – 3 Sales
<u>True View</u>	1,100	37 Signups – 2 Sales
<u>Traffic G</u>	2,900	35 Signups – 2 Sales

My unsubscribe rate is currently 0.

So what am I doing by showing these statistics?

² These figures relate to January 2007 and it should be noted that they include both the sites I surfed and the 'free' credits I earned via referrals.

I'm showing my personal experience (other people will have potentially done a lot better but these are my results – it's always best to show your own personal results as it establishes credibility with the reader).

More than this I'm demonstrating the results that have been achieved so you can see from this that in the month of January at a bare minimum I extended my mailing list by 140 people – for free, so I'm showing actually attainable results.

I'm showing what anyone can achieve (although obviously the question of the quality of the page you display has not been discussed).

2.1.1 Implementation

So how do you implement this in real terms?

The way to do this is to join several traffic exchanges (preferably as a free member) and place an ad explaining that a web master can get more traffic by using 'somesite' traffic exchange.

In that traffic exchange you will have a referral ID, so just make sure that the ad that they see contains a motivation, a call to action and your link.

So:

Would you like a shed load of traffic – for free?
Come and see how I exploded my mailing list last month
<LINK>

As you can now tell I have little skill in terms of writing compelling copy but you get the idea; you already know what they want so you've just got to say that it's possible to get it (and again, no lying).

2.2 Making Sales

You're probably wondering what I'm about to say right, after all I've already mentioned that traffic exchanges shouldn't be used as a direct sales avenue – and that's the story I'm sticking with.

So if you're not selling how are you making sales?

Consider this, if someone views your webpage through a traffic exchange how much do you know about them? Can you get in touch with them later?

You know practically nothing that your server logs don't tell you and you can't contact them after they've left your page.

So in other words it's a waste. Your site has been seen but in order to reach the same people again you need them to see your site again.

Does that strike you as a good way of doing business?

How about capturing some information about your visitors by using a squeeze page?

If you display a squeeze page your visitor can potentially leave their details (including email address) and if you have their details you can reach out to them at any time – they're not wasted traffic.

So what is a squeeze page?

A 'name squeeze' page is a page that entices people to sign up to your list, you might offer them something by way of incentive or just offer information down the line.

I won't speak extensively about name squeeze pages here as there will be a report especially on creating name squeeze pages coming out shortly, suffice to say that if you want to see an example of a name squeeze page have a look here.

[Name Squeeze Example Page](#)

But this still hasn't answered the question of how are you selling.

Have you ever joined a mailing list, you get many hundreds of mails from them over the life of the subscription.

What do they do every time they send you a mail?

They build their relationship with you, build brand awareness and from time to time try to sell you something.

There is an old saying that *'the money is in the list'*, it is.

So how do you maximize your name squeeze page results?

Simply use an auto responder (they validate the email addresses, log IP addresses etc).

I personally recommend [Aweber](#) as they have the highest delivery rate and are seen as the industry leader – they're also quite cheap.

The reason that you use an auto responder, especially a really reputable one is to combat allegations of spam and to effectively automate part of your relationship building process, but again this will be part of the name squeeze report that I release later.

Another concept you might wish to consider is that of offering an incentive to people to join your list, i.e. what's in it for them if they leave you their details – but again this will be covered in a subsequent report.

2.2.1 How Do I Get People To Choose My Ad

If we consider manual surfing then for services such as [Traffic Swarm](#) there is the notion that the surfer chooses which ad they click on (to display it), so how do you entice people to choose your ad over the other ads on offer?

I've already mentioned that you shouldn't be trying to make direct sales with traffic exchanges but instead get signups to your list.

So in order to get them to your name squeeze page you should be writing something that makes the reader curious:

Consider the following example:

'Keys, Snow Tyres for Sale'

Not very compelling is it. How about this instead:

'Want to Stop Quicker in the Snow?'

Now anyone who drives would be more curious about the second ad than the first and so more inclined to come and take a look.

And that's what it's all about. You can't sell yourself properly in a couple of lines (unless you're offering something for free) but once you get someone to your page you have a greater opportunity to steer them in the direction you want them to go in, to entice them further and to get their details.

The secret to writing a compelling ad is that it should make the reader curious, it should promote a benefit not a feature and if possible the call to action should mention something that makes the reader believe the offer is time limited or somehow temporarily special.

2.2.2 Targeting and Demographics

Just a quick note on this subject although it is of course important.

Each traffic exchange will be good for some areas and not so good for others, for instance the three that I have referenced are good for internet marketing, webmasters in general and business opportunities.

Other traffic exchanges will be better for different areas, so for example if you are marketing 'dog toys' you would not use Traffic G (but on the flip side if you're marketing home business opportunities it would be one of your first choices).

So how do you know what each traffic exchange is good for?

Put simply you join and surf.

Some of the exchanges ask you for an area of interest most don't. If the exchange does not ask you which subject area you are interested in it means they have a reasonably small demographic, you'll soon understand what the demographic is by observing the adverts that are displayed.

So how does this help you?

You will already know what your niche is and you already know who your target audience is (your key demographic) so if the traffic exchange you try doesn't cater to that demographic just move on, in other words by ascertaining the traffic exchange's key demographic you will either find a worth while place to advertise or move on to somewhere else.

And finally on this subject the question may have occurred to you ‘Why would these people be interested in buying from me – they’re just interested in having their site exposed so that I can buy from them.’

To a certain extent this is true – but – they are interested in your niche, they are therefore targeted traffic and surprisingly enough they are also more likely to take a look at your site then you’d think (which gives you the opportunity to entice them).



3.0 Summary

In this brief examination of my strategy to maximize results from traffic exchanges we’ve seen that:

- a. You should not try and make sales from traffic exchanges directly
- b. You should try and attract as many referrals as possible
- c. You can leverage the efforts of others
- d. You should use the traffic exchange to attract signups
- e. You should use an auto responder for processing signups

This has been a very simple look at a working strategy but the key points have been covered, you now know enough to be able to go to the traffic exchanges and make them work for you.

The only things that perhaps you don’t know are how to write effective copy or how to create a page that really screams ‘quality’ – but these things come with time.

You should also be aware that your traffic exchange pages should not remain static, you should instead experiment and refine, this then ensures that your pages get better and better rather than older and older.

You should also be aware that in the opening pages I made reference to the quality difference between auto surf programs and manual surf programs.

Auto surf programs have a lower hit rate (display to action) but still have a part to play in traffic generation.

You'll also note that during this entire report I've only really mentioned three traffic exchanges:

[Traffic Swarm](#)

[True View](#)

[Traffic G](#)

This is simply because these are the three that I've experienced consistently reasonable results with and one of the things that you should be aware of in this type of market is that you really should not recommend anything that you're not happy with yourself.

This is also the reason that I have only mentioned [Aweber](#) and not any of the other auto responders (I've tried a couple and [Aweber](#) is by far the best thus far).

If you've enjoyed reading this then please let me know. I'll also be creating another couple of reports over the next month or so – so keep your eyes peeled.

If you'd like to contact me about this report or securing resale rights to a subsequent report please go to the following page:

[Contact Me](#)