

# Traffic Exchange Secrets



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## INTRODUCTION

The ability to generate targeted yet free or low cost traffic is crucial for the success of every Internet business. In fact a lack of traffic is the number one complaint of webmasters. But all traffic is not equal. The key to success lies in being able to generate *targeted traffic*. That is, traffic that is interested in what you offer and is ready, willing and able to take action.

Traffic Exchanges will provide you with flow of website visitors almost immediately, although Traffic Exchanges will most likely not be able to send you all of the traffic you need. If used properly along with other forms of promotion, they can help you grow your business at a phenomenal rate.

In this ebook we'll look at several tips for effectively using Traffic Exchanges. If you put these ideas to work for you, we're confident you'll see a significant return on the time spent.

## What Exactly Are Traffic Exchanges?

Traffic Exchange is an online service, where members can get practically immediate visitors to their websites by viewing (surfing) websites of other members. Every time you view another member's web page for a certain period of time (usually 6-20 seconds) your balance of credits increases.

When you receive a credit, your site will be shown to one of the members of the traffic exchange. Every time a member views your web page your credit balance decreases by one credit.

The largest traffic exchanges, for example, [EasyHits4U](#), [WebmasterQuest](#) and [TrafficG](#) provide support of many languages and offer geo-targeting options for members from all countries for free, that is, you can select in which country (countries) your website will be viewed. For example, if you are from Sri Lanka, you can choose to show your websites only to members from Sri Lanka. By the way, they have 1:1 ratio for free members, so you will get 1 visitor for any website viewed by you.

In addition, it's not necessary to have a website to join and participate in a traffic exchange. For example, in [EasyHits4U](#), you can use your profile as a page for surfing and find new friends. Fill in your profile with links to your pages in social websites like Facebook, Twitter, Google+, LinkedIn, if you have pages there. You can also set any referral or affiliate links as a new site in a traffic exchange.

Some websites like the largest traffic exchange [EasyHits4U](#) offer free splash page builders to create a page with your unique URL address. By the way, the Easy Page Builder in [EasyHits4U](#) has over 1,000 free images to use, and free members can create up to 3 free pages. The TEs [WebmasterQuest](#) and [TrafficG](#) offer a free Link Page to promote your own websites, or to place affiliate and referral text ads and banners. [AdBoardz](#) offers a free small adboard for your online ads.

In traffic exchanges, you will have not only instant visitors for your website or referral links, but also unlimited opportunities to find easily and join many free or paid affiliate offers, learn more about online businesses and observe lots of online business patterns.

There are two main types of traffic exchanges – manual exchanges and auto exchanges. In a manual traffic exchange a member views the web page and clicks on a link to proceed to the next web page. An auto traffic exchange can be left running in your web browser and will automatically refresh to a new web page. Both of these methods will bring hits to your website, but in autosurf exchanges surfing is easier and more credits are obtained for the same time.

However, in some auto exchanges a user may leave their computer with the surf open and even fall asleep, so he or she is less likely to read actually what is on your web page, and consequently, less likely to purchase your product, so the results of the autosurf is a bit worse in general.

Nevertheless, most autosurf traffic exchanges like [AutoSurfMax](#) or [Yibbida](#) offer bonuses during the surf to assure that users are staying by the

computer and viewing other members' pages attentively. Most traffic exchanges also offer text and banner advertising and other services. [EasyHits4U](#), LinkReferral and [TrafficG](#) and [Yibbida](#) have free directories, where you can get your website listed.

You will find a current list of the largest and most productive traffic exchanges at the end of this ebook.

## **The Benefits Of Traffic Exchanges**

There are many benefits to participating in Traffic Exchanges:

1. They're a free or inexpensive method of generating targeted traffic to your website.
2. You will start seeing an increase in traffic almost immediately. No waiting for weeks or months to see results, as is often the case with other forms of advertising.
3. They can be a great way to test ad copy for use with other, more expensive forms of advertising such as Pay Per Click campaigns.
4. You can build a "downline" by referring others, which allows you to earn credits more quickly. Over time your traffic can be almost entirely generated by the efforts of others.

5. You'll gain exposure to your competitor's products and services, which will give you some good ideas for promoting your site.

## How Traffic Exchanges Work

Different Traffic Exchanges work in different ways. In general though they all offer a free or paid version, depending on which option you choose you will be eligible to receive a certain number of credits when you surf other member's sites and when you refer people who join.

Almost all of them also allow you to build a downline of members you've referred. Often your downline can extend several levels deep so that as people you refer in turn refer others, you continue to gain more and more credits.

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

When deciding which Traffic Exchange program to join, there are several features to consider:

1. **Credit Ratio** – All Traffic Exchanges allow you to earn credits in exchange for viewing other member's web pages. Look for one that provides a good return on the number of credits you receive for each page 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 earn a credit. This is normally somewhere between 10 and 30 seconds. The longer you have to view a page means the slower you can surf, but it also means longer that potential customers view your pages.
3. **Anti Cheat Mechanisms** – To ensure that a real person is viewing your web site most Traffic Exchanges use anti cheating mechanisms. This usually means that instead of clicking a “Next Site” button you have to click on a specific graphic such as a number, letter, picture or coloured icon from a selection of a few, to proceed to the next site. 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. **Referrals** – This is the fastest way to build up your credits. Most Traffic Exchanges provide you with referral pages and banners. 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.
5. **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.

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

## Developing Your Downline

To make Traffic Exchanges work in the beginning, it's important that you surf on a regular basis. A good strategy is to set aside a couple of hours each day. Although it may seem like a lot of work at first, you will soon see 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. This is a group of people that you recruit to join a Traffic Exchange under you.

As the members you've referred surf – and recruit others – you will receive credits. The larger your downline becomes, the more you'll be able to cut back on the amount of time you personally 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.

Since they are so important to your overall strategy, it's critical that you create a relationship with each member of your downline. Start by sending all new recruits a personalized welcome email. Thank them for joining and encourage them to contact you if they have any questions. This is also a good time to share with them any tips that have helped you make the most of Traffic Exchanges.

Don't forget to encourage them to recruit new members. Since Traffic Exchanges typically offer you credits and/or cash for referrals that your downline make, it's in your best interest to have them recruit as many people as possible.

## **10 Tips For Using Traffic Exchanges**

1. **Track Everything** - As with all online marketing efforts, it's critical that you track all traffic generated by Traffic Exchanges.

Tracking can be done using a tracking service which you pay for monthly, or using tracking software which you purchase and install 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 are unique visitors versus return visitors and where they were referred from. Some even give you conversion information by telling you which visits 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. This means that you have to develop creative, eye-catching pages to entice them to take action. Simply using the same affiliate materials everyone else is will not be effective.
3. **Make Sure Your Page Loads Quickly** - Your website design and the time it takes for the website to load are very critical when using Traffic Exchanges. Your page will never be seen if your site takes 15 seconds to load and the exchange rotates the websites every 15 seconds. You want to have at least a 10-second viewing window to give the surfing exchange member time to respond to your offer.
4. **Use Simple Splash Pages** – Rather than sending surfers to your home page, which provides too much information, use a splash page. This is a page that does not require any scrolling. It's purpose is to be short, sweet and to the point. Typically it consists of a killer headline, a clear list of benefits and a simple call to action. You want your visitor to be able to make a quick decision whether to ask for more information or pass on your offering.
5. **Include a Persuasive Call to Action** - Make sure the page has a clear “call to action”. That is, that it clearly tells the customer why 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.

6. **Capture Their Contact Information** – Offer surfers something in exchange for their email address. This gives you permission to contact them later and introduce them to your products and services.
7. **Learn From Others** - As you're surfing, be sure to take note of the pages that catch your attention. Chances are that if they are enticing to you, they are enticing to others. What is it about the page that appeals to you? What made you want to take action? This is very valuable information that you can use to improve your own pages.
8. **Make Your Offer Stand Out** – If you have your own niche website, then you already differentiated yourself from the pack. If you are an affiliate marketer, then you need to find products/services that everyone else isn't already promoting, especially within your particular Traffic Exchange.

Your individual promotion is everything. If you're trying to promote something everyone else is your sales conversions are going to be very low, or nothing at all.

9. **Only Choose Traffic Exchanges that Offer Manual Surfing** – Some people sometimes do not even watch the window when an autosurf is running. If it is a manual surf exchange they have to physically 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 be drawn in by your offer.

**10. Test. Test. Test.** – If you've put in place a good tracking system you'll be able to run tests to find out what effect they have on your results. Try different headlines, graphics and offers to see which ones get the best response.

The most effective way to test is using Split Run Testing. This involves creating two pages that are similar but have one thing different (for example different headlines). You show the two pages equally to your visitors and see which one converts best. There are several scripts available to help you do Split Run Testing very easily.

## **Strategies For Generating Traffic Using Traffic Exchanges**

The most effective way for you to grow your business using Traffic Exchanges will depend on what products and services you're offering. Some webmasters find that they get great results by offering an inexpensive introductory product – while others use Traffic Exchanges simply to build their mailing list.

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

## ***Supplementary Advertising Networks***

There are a few supplemental advertising networks that will generate extra visitors to your websites automatically. They work with most traffic exchanges and will increase your advertising exposure by at least 50 percent. They involve displaying a small advertising toolbar while using the traffic exchanges, or text and banner ads of other members. In return, you will earn extra advertising exposure at no extra effort on your part.

Text ad and banner exchanges are a free (but less effective) substitute of paid-to-click advertising, similar to traffic exchanges you will earn credits for showing ads of other members on your website. Just insert a code, and when you surfing in traffic exchanges; and your ad impressions are accumulating easily. If you join [AdsVert](#), you can also use a "floating" ad that is possible with any URL, even your referral or affiliate links

## ***Direct Sales Letters***

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 your \$197 e-course.

Instead choose a product that is inexpensive and so valuable that they can't pass it up. For example you may want to offer a special report for \$9.99 as your initial offering. You can then upsell those customers later on your more expensive products.

Be sure to keep your direct sales letter simple and to the point. Remember, every Traffic Exchange user is busy surfing to gain credits for them self. They do not have the time or the 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!

### ***Name Squeeze Pages***

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 a web page that, when the visitor "lands" on it, he is asked to opt-in to some type of list in order to proceed further. On some squeeze pages, your only options are to opt-in or leave. On others, you are given a method 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 salivating to get it.

## **Conclusion**

One of the absolute best ways to get free - or very cheap - targeted traffic today is by participating in Traffic Exchanges. Having a large community of users, clicking through websites to earn credits is a powerful way to get your offer seen.

Remember, if you put some time and energy into working Traffic Exchanges you'll soon be seeing a steady stream of traffic to your own site. As with all things that are worthwhile it may take a while to create your downline and determine the best offer to make surfers. But in the end it will be well worth it!

## **Thank you for reading this report!**

**As a special thank you I have put together a list of my favourite traffic exchanges sites and most useful resources! Enjoy!**

See our list of the Best Traffic Exchanges at the end of this report. All the largest and oldest manual TE with highest ratios are included in this list. There are many other traffic exchanges, so we do not pretend to rate all of them. Some of the most advertised traffic exchanges have a low surf ratio of 0.3; they are not included in this list. In different TE, the conditions may differ to a large extent.

The surf ratios and other conditions are given here for free members. All traffic exchanges have upgrade options for better exposure of your websites and ads.

## Free Manual Traffic Exchanges

**1. [EasyHits4U](#)** – 1:1 Surf Ratio, up to 15 websites, Geo Targeting for all countries, many languages supported, easy text and banner advertising, Free Link Directory, Easy Splash Page Builder with 1000+ of images to use, Profile Page, 5 Tier Referral Program.

**2. [WebmasterQuest](#)** – 1:1 Surf Ratio, Geographic and Interest Driven Targeting, easy text and banner advertising, Link Page, 5 Level Referral Program.

**3. [TrafficG](#)** – 1:1 Surf Ratio, 12 sec timer, Geographic and Interest Driven Targeting for all countries, 38 languages supported (Tamil from Sri Lanka), 5 Level Referral Program, Free Link Directory.

**4. [LinkReferral](#)** – One of the oldest TE, 0.5 Surf Ratio, 1 website, Free Link Directory with website reviews, Forum.

**5. [HitLink](#)** – 0.5 Surf Ratio up to 1:1 with bonuses, 6 sec timer, Geo and language targeting for all countries (but the traffic is low for smaller countries), credit and cash referral commissions.

**6. [Hit2Hit](#)** – 0.5 Surf Ratio, 6 sec timer, bonuses, credit and cash referral commissions.

## Free Text Ad Exchange

[AdsVert](#) – 2,500 free text impressions after joining, Full Category driven targeting and full Geographic country or region targeting (Sri Lanka is included), "floating" ad is possible with any URL (even with your affiliate link).

## Free Auto Surf Traffic Exchanges

- 1. [247AutoHits](#)** – Surf Ratio of 0.7 or 0.8 (with sound), 15 seconds timer, online since 2006.
- 2. [AutoSurfMax](#)** – 1:1 Surf Ratio, **5,000 free credits** after joining, banner and text ads, large bonuses.
- 3. [Yibbida](#)** – 1:1 Surf Ratio in auto surf and manual surf, 12 sec timer, text and banner advertising, **1000 credits** after registration, large bonuses.
- 4. [Websyndic](#)** – 0.8 Surf Ratio for 15 sec timer, flexible timer (15 to 300 sec), free geo-targeting (for larger countries), video, website or blog
- 5. [SmileyTraffic](#)** – 0.4 Surf Ratio, after surfing 100 pages, get 25 manual and 25 auto surf page views, 2500 banner and 2500 text ad impressions. referral surfing and cash commissions.