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# Foreword

Having constant traffic to any website is the one element that is going to either make or break a site. Without traffic flow any website no matter how good it's content or how diversified its services the site would be useless. So read this.



## ***Terrific Traffic Exchange***

Using Traffic Exchange Correctly

# Chapter 1:

## *Traffic Exchange Basics*

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### Synopsis

Understanding the importance of traffic exchange and the ways to make it work to the advantage of any site is important indeed.



## **The Basics**

Traffic exchanges first and foremost were designed to create the conditions where users were able to gain a steady stream of traffic to their own websites without any costs incurred. This was also supposed to facilitate the avoidance of having to deal with difficult search engines.

Traffic exchanges are generally geared towards a target audience and not really at random. Thus it is important to note that it is not a sure fix for any website problems.

Simply put traffic exchange is where one visitor is exchanged for another through visits made to linked sites. There is a control system in place to ensure all the linked parties' share the visitors and that no one site retains visitors without the intention of sharing.

Almost every traffic exchange exercise adheres to their own individual and unique styles and themes but all serve the same basic principle that is exactly the same.

Most traffic exchanges are done on a no charge basis; however there are some exceptions and it is up to the individual to weigh the merits of using the paid traffic exchanges. There are many sites online that provide the assistance of free traffic exchange.

As most traffic exchanges have various different categories that are addressed, as can be posted about products or services available. This is a feature that could prove to be useful in targeting prospective clients that might be interested in the matters posted.





# Chapter 2:

## *The Benefits Of Traffic Exchange*

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### Synopsis

The important and main reason for using traffic exchange is to add more traffic to the individual's already existing site. Without as much traffic as possible to the site it is definitely a fact that the said site will not be very successful. Thus there are many benefits to enlisting the extra help of traffic exchange to ensure the success of any site.



## **What Is Good**

One of these benefits is in the fact that very few sites are bothered to find out exactly what is being offered by the site the exchange is made with.

Thus there is no need to divulge in depth information of the said site nor is there a need to explain anything about what is being featured on the site. Hence there is no need to register the home page or any webpage with specific details laid out in a traffic exchange exercise.

The simple steps to follow to encourage the traffic exchange process are also benefits to its users. Registering a squeeze page or flash page to capture prospects offering anything related to driving traffic to the site is simple enough to follow.

In doing so there is the possibility of establishing mutual relationships where website owners can help each other by driving traffic between themselves.

Traffic exchange programs that hosts forums or functions as a community of members also has benefits. These become a resource for the best communication between fellow website owners where an exchange of ideas, problem solving and concerns can be addressed. It also provides the platform for further improvements to be made to existing sites.

There is also the benefit of receiving offers that links to other ads. These links direct the ads to the page and when clicked on these can provide a corresponding number of credits. All this is done because of the benefit of having and using the traffic exchange tool.



# Chapter 3:

## *How To Use Traffic Exchange Correctly*

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### Synopsis

Traffic exchange as a tool can be either very effective or prove to be just another very competitive arena. For most people it is foremost a tool to harness and direct as much traffic as possible to their sites. It is also a tool to use when trying to climb the ladder in the search engines' ratings.



## **Get A Handle On It**

As with any other marketing tool that is currently being used to garner as many visitors to a specific site, traffic exchange is somewhat a better option than others.

However it should also be noted that this same traffic exchange is also being used by many others for the same purpose. Therefore there is a need to understand and use this tool effectively and this is done by surfing several exchanges at the same time.

There are several other tools that can assist in doing this. Storing these tabs will also allow for the launching exercise to be done all at the same time. Some of the tools that could be wisely used are as follows:

- Exchange name – the name of the traffic exchange
- Referral URL – the URL chosen to be used as referral
- Startpage/login URL – traffic exchanges that allows searches without having to login.
- Username – ID or username
- Password – password chose to access site
- Schedule – list login days and assigned credits of each site

Treating the traffic exchange exercise with some level of seriousness is important for the success of the business progress. Spending a minimum of an hour a day surfing will get the required exposure to

others. Surfing a lot to get credits or purchase credits should be done during this time. Also referring others to sites will also ensure added credits and higher surf ratios. Keeping the effective use of traffic exchange should always be the focus when using this tool.



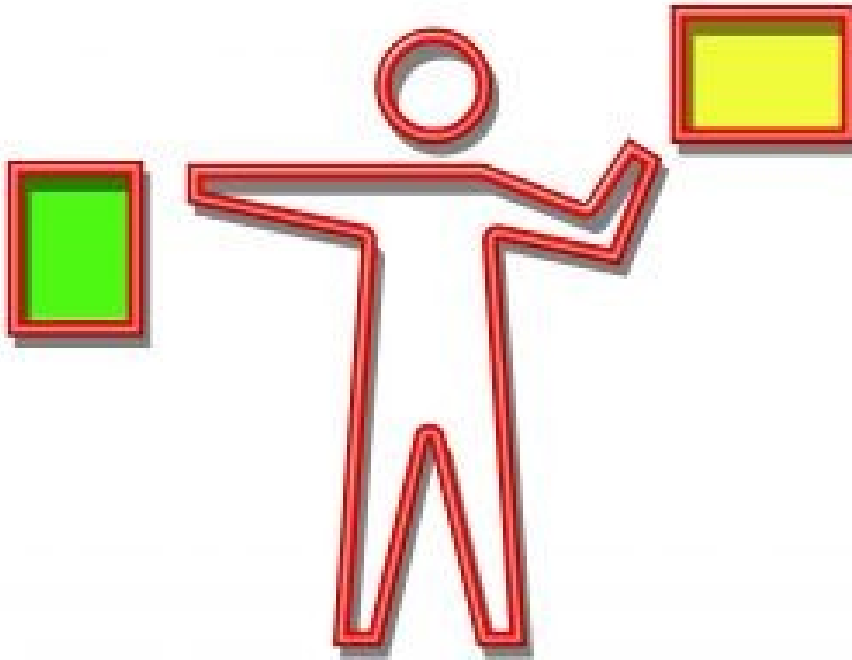
# Chapter 4:

## *Making Money With Traffic Exchange*

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### Synopsis

Understanding the fundamentals of the reasons behind why people opt to use traffic exchanges is paramount to deciding if it is suitable or viable for use to the particular individual.



## **The Ins and Outs**

One needs to understand that the individual who use traffic exchanges are really not that interested in purchasing anything from the site. Their main interests are to direct and generate traffic to their own sites to make more money for themselves.

Therefore is the interest is still very much to use traffic exchange then the attention should be to focus on building a list of subscribers. In doing this there is a possibility of marketing to get their attention because of the repetitive factor. This will then create the opportunity to sell or encourage the chances of making a successful sale.

Taking the time to build a referral base is another option that can generate money through traffic exchange. There is a certain percentage of earning that can be derived from the referrals' for traffic exchange earned form surfing.

The larger the amount of referrals the larger amount of free credits given this then converts to the advertising percentage going up for the individual's website.

Using traffic exchange sites that are actively going to generate income is also worth considering. Simply surfing to get credit may not always work to one's advantage especially when there is money being spent on upgrades and other tools.



Coming highly recommended is the site called Traffic Exchange Profits. Though the principal is similar, this site does provide for a comfortable and actual realized earning base. There are also other sites like Traffic Splash and Traffic Witch which also gives realized earning margins.

All these sites provide some degree of earning that can be quite lucrative if done systematically and correctly.



# Chapter 5:

## *About Unique Hits*

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### Synopsis

You'll frequently see traffic exchanges touting that they deliver unique hits. What are unique hits?



## **The Traffic**

Every time someone visits your web page, the visit is known as a hit. If that individual only visits one time, the hit is said to be unique.

Traffic exchanges commonly count unique hits over a 24 hour period of time. This means if an individual travels to your web page once each day for 7 days, you'll have incurred seven unique hits.

In the same way, if seven different individuals travel to your web page in one day, you'll have incurred seven unique hits.

You may decide that if someone does not react to your web page, what is the point of showing it to them over again...

Studies have demonstrated that it requires on average 7 to 10 views of an advertisement before an individual will respond enough to take notice of the advertisement.

So if a traffic exchange has a thousand members, it will take 7 to 10000 views of your page to get everyone intrigued enough to read your page.

Keep in mind that is interested enough to study your page, not sign up or join up.

Your sign up rate hinges upon your advertisement copy.

There's a different point to keep in mind, not everyone surfs the same exchange each day. So if a surfer notes your page but is impatient and clicks for the following page too rapidly, you want that individual to have the chance to see your page again and shortly.

This will not occur with an exchange with an elevated unique hit rate.

The opposite is likewise true; you do not want all your hard earned credits used up by displaying your page to the same individual repeatedly.

There's no "golden rule" but any exchange (with anti-cheat measures) with a unique hit rate to a lesser degree than 25% is likely not worth languishing your time on.

Auto exchanges and manual exchanges without anti-cheat criteria have very low unique hit rates and that's why individuals cheat. Who wishes to sit surfing for hours clearing credits when there is little chance of individuals viewing your page, or if they do see your page, they're going to view it repeatedly.

# Chapter 6:

## *What To Watch Out For*

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### Synopsis

In almost every traffic exchange site there is a FAQ section or Help section. This should be thoroughly understood because failing to study this will cause the new traffic exchange not to be able to adequately add their website to the program or how to earn credits.



## **What To Pay Attention To**

These are both fundamental elements to being able to garner the desired earnings. Disregarding these processes would eventually leave the new surfer wanting to make money this way in dire straits.

Avoid the mistake of not using a splash site to enlist and hold more web traffic. As the average surfer only spends a few seconds clicking on sites the splash page would help to attraction the attention of the surfer.

However keeping the splash page attention grabbing and short is the key to ensuring the surfer's willingness to stay on the site.

Avoid opening one tab at a time for traffic exchanges. This is definitely a waste of valuable recourses and time and in turn will not bring in the required revenue to make the business successful.

Learning to use tools to open several tabs at any one time should be exercised. If the time frame set for each run is about 15 seconds than opening one tab at a time is not going to be very viable thus after doing the basic math, one would realize that there is a need to be able to run several tabs concurrently.

Another mistake to avoid is doing the surf exercise individually without using the referral tools to help expand the traffic exchange ratios.

This is not only a serious folly but also simply just a waste of time and effort as using referrals can be very advantageous.



# Wrapping Up

Some individual starting out on the internet business tool to garner some sort of business usually turns to traffic exchanges as their first foray into this field.

However this may not always produce what it seems to promote, thus understanding some of the pitfalls will allow an individual to avoid making unnecessary and costly mistakes. Hopefully this book has given you a new starting point. So get going today!





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