

# Traffic Exchange Tactics

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### Traffic Exchange Tactics

Generating targeted yet low cost traffic is crucial for the success of every Internet business. In fact a lack of traffic is the number one cause of failure for 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.

A good Traffic Exchange will provide you with this targeted traffic. And 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?**

In simple terms, a Traffic Exchange is a service you can join to generate free traffic to your site. How it works is you view other members web pages in exchange for having your own web page viewed. Every time you view another member's web page for a period of time (for example 20 seconds) your balance of credits increases. Every time a member views your web page for the same period of time your credit balance decreases.

There are two main types of traffic exchanges – manual exchanges and auto exchanges. A manual exchange requires a real human being to view the web page and 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.

Although both of these methods will bring hits to your website, the use of a manual exchange is far more likely to bring a visitor who will actually read what is on your web page. The auto exchange user who leaves their computer on all night, surfing web pages while they sleep is unlikely to buy your product.

### **The Benefits Of Traffic Exchanges**

There are many benefits to participating in Traffic Exchanges:

1. They're an inexpensive - often free - 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 more quickly earn credits. 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 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.
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** - Most people 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 your continuously testing and tracking. That's the only true way to know whether you've chosen the right strategy for your business.

#### ***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!

## **Related Resources**

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