

How to Use Traffic Exchanges by Eric Smith

Introduction: Learn to Create Unlimited Website Traffic!

If you spend a lot of time surfing the Internet trying to find ways to get other people to visit your website, then surfing a traffic exchange is the way to go. Always trading clicks for hits (you look at their website and they look at yours), this no cost or low cost advertising medium is a surefire way to get website visitors.

DEFINITION: Traffic Exchange - a website service where you join up and view other peoples website(s), and in return, those people will look at your website(s). May also be referred to as a click exchange or surf exchange.

These types of websites can be auto-surf or manual surf exchanges...where as the manual surf exchanges deliver more of a direct contact to other users than auto-surf exchanges, which can be run in the background as people do other things on the internet.

Traffic Exchange Tip: The key to using traffic exchanges is to surf (view websites) consistently and often to build advertising credits. When ever you surf, you gain credits to use; and, the more you view, the more credits you earn. Even if you can manage only 20 to 30 minutes a couple of times a week, at least you are putting forth effort to create traffic.

The more experienced you become using traffic exchanges, the easier it will become when you start using more than one exchange at a time. Always schedule time each week to surf and build credits in as many traffic exchanges as you are comfortable operating all at the same time.

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The F.A.C.T.S. to Traffic Exchange Success!

F = FOCUS - use traffic exchanges for one purpose only, advertising. Which means ignoring everyone else's website offers.

A = ATTENTION - pay attention to surfing images, security checks, and bonus links. Which ensures you build credits and don't get banned,.

C = CONSISTENCY - working the traffic exchanges every day - not how much, but how often. Where and when you're clicking makes a difference, too.

T = TRACKING - knowing which group of exchanges are working with what is advertised. Many free services offering link tracking - VERY IMPORTANT TO LEARN!

S = SIMPLE - follow this plan and don't deviate from it. KEEP IT SIMPLE!

These F.A.C.T.S. will help you brand yourself and what you have to offer; and, the most important aspect of all this Internet marketing is repeated recognition. Repeated Recognition will bring you leads, prospects, sign-ups, and then sales!

Are You Clicking into a Black Hole?

Consider When To Use Your Traffic Credits!

At some traffic exchanges, you have an option to set the credit distribution to an automatic mode. This mode will automatically assign hits (clicks) to your listed websites as you are viewing other people's websites...therefore, it is best to know the time-line around the world.

For example, late one night at around 2 a.m., you decide to click at a few exchanges before you go to bed...that is a valid effort to generate traffic on your part...any clicking for traffic is better than no clicking for traffic; however, if you live in California, not many people in the US will see your website when it is shown because of the time-zone differences. To someone in Florida, it is 5 a.m. and probably asleep. So beware of when you are clicking and using automatic assigning of hits...no one may be watching or viewing your website, or if they are they be in another country and not really understand your website.

How to Build Unlimited Free Credits.

Clicking for Credits Without Clicking.

Although clicking and viewing other websites in a traffic exchange is the main reason for its existence. Your use of the exchange is to build as many credits as possible as fast as possible. By yourself, you could possibly amass 120 credits in one hour of clicking (based on a 10 second timer and a 3:1 ratio - you view 3 websites for 1 visitor to your website).

But to be quite honest, after a few weeks of clicking, a person can get quite burned out...even neglecting to use traffic exchanges for extended periods. Although, that is not a recommended business practice, it is a fact every at home business person that uses traffic exchanges must face.

However, there is another way to build credits and continue to gain credits every day without your continued involvement...you clicking away like a maniac, too...this other way to build credits is in referring other people to join and use traffic exchanges as a regular part of their online advertising campaign of their website.

Usually, it is called **TEAM WORK!**

At most traffic exchanges, you get 100 credits for referring a new, active member...the member must join and surf a certain number of websites...then, when that person continues to surf web pages to build credits for themselves, you usually earn 10% of their credits earned. Put it this way, if you refer 100 people to a traffic exchange, you first get 10,000 credits (or, 83 hours worth of clicking yourself). Then, if for example, those 100 members click for 1 hour a day 5 days a week...600 credits a week per person (or, at 10% credits to you, that comes to 6000 credits - 50 hours of clicking).

So, all in all, in one month of referrals using traffic exchanges...you could amass 34,000 credits the first month (283 hours of clicking) and 24,000 credits a month there after (200 hours of clicking)...basically, you do not have to actually click at the traffic exchange anymore.

So go out there and start referring members to your traffic exchanges. The trick is to pick one exchange at a time and get 100 active referrals before moving on and getting referrals at another exchange. With a little work, you could be receiving over 250,000 website visitors a month...get to work.

A basic example of how to start building a referral base. Take 5 of the traffic exchanges listed below and become a member. Take the first exchange you joined and find their promotion tools. Look for a referral link to a 'Splash Page.' Take the splash page link and enter it into the 4 other traffic exchanges. Advertise nothing else in these exchanges. Then take the second exchange you joined and find your referral splash page link; put that link into the first exchange you joined. Therefore, all exchanges are advertising only one link.

Each day, open all 5 exchanges at the same time (use your browsers tab mode) and start surfing for credits. Click the first surf bar, then hit the ctrl + tab buttons on your keyboard and the next exchange will appear...click the surf image and then the ctrl + tab buttons again. In one hour of this short 'Super Surf' you can amass 200 views to the first exchange's referral link and 50 views of the second exchange's referral link. Do this an hour a day and your referral base will start to grow. Introduce this technique to those people whom you've referred and your advertising matrix will grow exponentially.

First, it teaches people that you must not only just surf all the time to be successful, but you must do it in a precise way. Second, it will build a long lasting supply of advertising credits for continuous website viewings when you switch to your other website links.

TRUE EXAMPLE

I used the above technique when I first joined ad-ventures4u.com because a 3 to 1 ratio is hard to work with; therefore, I made a quick splash page and started super surfing. I introduced 66 people and got over 90,000 credits (they give 1500 credits per referral) ... **WOW!**

STOP - I've got a quick tip!

Simple is better!

One word that seems to really get attention of surfers in traffic exchanges, especially me, is the word STOP or a STOP sign image. I know when I see that word or the image, it gets my attention and focus away from my clicking routine.

And, right below the word STOP or image, the business offer is placed for immediate action. And for the life of me, I cannot stop paying attention to such techniques in traffic exchanges...I have to RE-FOCUS to get back on track quickly. Definitely try this technique in your traffic exchange efforts to get those less-focused individuals...you might even get me to click your link!

How does it really work, Eric?

The quick points of making traffic exchanges work!

I know not everyone has the time or the money to learn all the techniques of making traffic exchanges a productive part of their advertising plans. Therefore, let me give you a few quick pointers and reminders of how to make this type of advertising produce prospects, leads, and sales for any product or program online.

1. A Numbers Game - Regardless of what traffic exchange owners proclaim, this type of advertising is purely a numbers game and your offer must be visible to be acted on.
2. Use a single page website (called a capture, squeeze, or splash page) which collects contact information from people interested in your offer. Always, only offer information about 1 product on this page.
3. Only Advertise 1 Website, if you do not have money to upgrade to pro levels that offer renewed visitor credits every month, or you haven't built a downline that produces you daily visitors. Listing multiple websites in the exchange will delete your credits faster and leave your message hidden when rule #1 applies...remember, a numbers game.
4. Super Surf - Again, if you don't have money to upgrade or a huge downline, learn to do what some call a Super Surf. This technique involves opening multiple traffic exchanges at the same time and clicking one after the other to build credits in more places at once.

If you take these few tips into account, your work at a traffic exchange will produce what you are looking for...someone to buy what you offer. Your goal here is to interrupt the viewer for a few seconds and get them to give you their contact information and return them to what they were doing. The simpler the question to get this information, the better. The faster the person can get the info without messing up what they are already doing is what is desired. A simple "more info" form which captures their name and email with a simple continue button is all that is required. Simple, simple, simple. Closing the gap and the sale come after this point and is introduced via their email. And, through this email, you'll direct the person to where ever you want them to go.

How I Surf Traffic Exchanges! (Adjusted Kevin Sousa Method)

I do this at least 5 times a week!!

I surf for at least 50 advertising credits in 10 exchanges each day, which creates 500 hits a day to my websites. I do this at least 5 times a week. When you add it all up, it comes to 2,500 hits a week or about 10,000 hits a month to your web. By following the F.A.C.T.S., listed above, you can achieve these results within 1 hour of surfing a day.

When you can auto-assign credits to your accounts - I figure out a combination that sets 80% of credits earned on auto-assign to use immediately and 20% of credits to be saved to use on manual assign. Now, the credits I save in the manual assign, I convert those credits evenly between banner impressions and textlink impressions. This will give you the full spectrum of the free advertising offered on traffic exchanges. To note, banners are primarily used as a branding tool for you and your offer; the same with the textlink ads. If you have personalized banners, I have learned get a few more clicks than a standard banner provided by most websites.

Note: I feel, if you can get a flashy banner with your image on it, you will build an even stronger brand image over regular TE marketer's banners. Textlink ads I have not much luck with, but I do use the links for search engine ranking and indexing of my websites (back-links). I try to never leave a free advertising opportunity go unused.

Before You Get Started...

Nice Gestures to Learn to Help Traffic Exchange Owners!

Here I will record some things you should do as a member of any traffic exchange, free or upgraded member:

#1 - Properly report when certain websites break frames of the surf bar and interrupt your surfing experience. It always helps to be an extra set of eyes and find sites that unfairly ruin the advertising experience. Some even leading to sites that install malware or adware on your computer with out you knowing it...now-a-days they call it cross scripting. Anyway, the proper way to report an offending site is to copy the offending website address in your web browser, then you can paste it into the comment section in the reporting form...I think every site has a button or link to report bad sites. This technique and nice gesture can be used for sites with 404 errors or excessive pop-up technology as well...be sure to read your traffic exchange policies on rules to be sure of what you are reporting.

#2 - Promote the traffic exchange and at least get a few referrals for the owner. It will benefit everyone involved by bringing new people into rotation and build a stronger advertising medium. Ctreating, again, benefits to everyone from owners to free users...even people just passing by and checking the site out. Word of mouth is the least you can do if the exchange is delivering results for you...pass on the good word...all businesses survive on this type of marketing.

Manual Traffic Exchange List:

Website counters beware...

Go get something to drink, change into some comfortable clothes, sit down into your favorite chair, and let's stir up some FREE website traffic.!

1. [Traffic-Splash](#) - 87,266+ Members.
2. [Hit 2 Hit](#) - 58,498+ Members.
3. [StartXchange](#) - 71,249+ Members.
4. [TezakTrafficPower](#) - 21,120+ Members.
5. [TrafficSwarm](#) - 400,000+ Members.
6. [WebBizInsider](#) - 130,000+ Members.
7. [PegasusTraffic](#) – 6,312+ Members.
8. [HitMagik](#) – 18,020+ Members.
9. [TrafficCrypt](#) – 5,346 + Members.
10. [PayItForwardTraffic](#) – 8,194+ Members.

*** WARNING * If your website(s) contain google ads, your google account will get cancelled for using T.E.s!**

Auto-Surf After-Thought!

The Power Behind 'Worthless' Auto-Surf Traffic!

Never under-estimate the power of automatic surf traffic exchanges because of the multiple advertising areas available for being a member. The thing that hurts the reputation of auto-surf exchanges is the myth that 'people just run the auto exchange in the background and go and do other things, never really looking at the websites delivered; thus, rendering the time spent at the automatic surf exchange worthless'.

Unfortunately, this is the strong myth facing auto-surf exchange owners and users; yet again, it is only a myth and can easily be broken.

Auto traffic exchanges absolutely do work, if you approach the exchange in the right way and knew all the advertising points of introduction. An exchange can be utilized just by being a member; because of the fact that if the auto-surf exchanges didn't work, then how can one explain the numerous auto-surf exchanges operating on the Internet today. These exchanges still exist and have for many years. To give you an example, the traffic exchange called AutoHits.dk has been online since 2001 and has around 17,847 unique visitors a day (stats by Starbrain.com), which displays to anyone that automatic surf traffic exchanges work.

Let's examine exactly how the auto-surf exchanges work when the users most definitely run it in the background while doing other things. I do this by defining the multiple points of advertising offered while the auto-surf bar is in use:

Your site can be visible when:

1. Users log into the site.
2. Users start the surf bar.
3. Users click a validation check point.
4. Users correct the screen from frame breaker.
5. Users leave surf bar to check credit balance.
6. Users leave surf bar for website maintenance.
7. Users closing the surf bar.

Therefore, every navigation option at the auto-surf exchange used by members becomes an opportunity for an advertising point for your website link. Enough said. Auto-Surf exchanges work, too!!

The End!

Good Luck and Start Clicking,
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All the Best!
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P.S. Don't forget to read my first ebook [“How to Use Free Advertising Forums!”](#)