



Home Business School Guide to Traffic Exchanges

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INTRODUCTION TO TRAFFIC EXCHANGES

I assume most of the people reading this are quite familiar with using traffic exchanges and are just reading this guide to see what new things they can learn. But if you have never used a traffic exchange before or you know very little about them, then this section is for you. I will take you through the basics of using traffic exchanges so you will become more comfortable with using them.

WHAT IS A TRAFFIC EXCHANGE?

A traffic exchange is an online promotional system which displays your website to other people in exchange for you viewing their websites. The term "traffic" refers to the people who are viewing your website. So you are exchanging website views with other people – hence the name "Traffic Exchanges".

Traffic exchanges are also known as **Hit Exchanges**. When your website is viewed by someone it is known as a **HIT** in traffic exchange terms.

Before your website can be displayed you will need to earn or purchase credits. Each time you view another member's website you earn a credit. When a member views your website you spend a credit.

SURFING SESSIONS

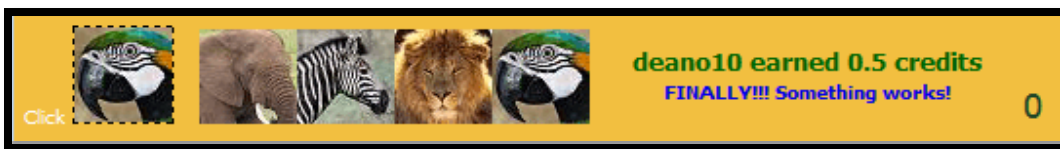
The term used for viewing one website after another is **Surfing**. All members' websites are placed in a giant rotator and displayed one after the other - as long as they have credits assigned to them. Each website will be displayed for a set time period of 5-30 seconds (depending on the exchange) then the exchange will wait for you to click something on the screen before it moves to the next website in the rotator. Just like a slideshow. The person surfing the websites is known as a **Surfer**.

Once the click has been registered, the exchange will award a credit to you. It will then display the next website in its rotator for the set time and wait for you to click again. The time you spend surfing a number of websites on the exchange is called a **Surfing Session**.

There is no limit to the amount of credits you can earn or how many sites you can surf. But it is recommended to set a regular surfing session of around 1-2 hours a day.

SURFBAR

The **Surf bar** is the section of the screen where you click on something to earn credits. This would usually involve clicking on a matching picture or a number. The screenshot below shows the Surf bar from Hit Safari – one of the most popular exchanges there is.



Hit Safari expects you to click on the matching picture, which is the parrot in this case. The "0" in the bottom right hand corner is the countdown timer. As you can see, the timer has reached "0" and Hit Safari is waiting the surfer to click the parrot in order to proceed to the next website.

Notice that it says I have earned 0.5 credits? This is because Hit Safari offers a 2:1 Surf Ratio for free members. I will cover Surf Ratios in lesson three.

Here is a screenshot of Hit Safari in action.



So we have the Surf bar and the **Surfing Frame** (display window) where the websites appear in rotation.

In the Surf bar area you will see **Banner** and **Text Link** ads. This is another feature of exchanges which I will cover later on in lesson two.

Here is another example of a surf bar that asks the surfer to choose a number in order to continue.



AUTO-SURF AND MANUAL SURF

There are two types of exchange: **Auto-Surf** and **Manual-Surf**. Auto-Surf involves displaying websites as a slideshow with no work on your part while Manual-Surf requires you to click something on the screen in order to proceed.

The problem with Auto-Surf is because it displays websites automatically one after the other with no action required, it means people tend not to look at the screen and therefore they don't see your website. For this reason most exchanges are Manual-Surf ones.

FREE AND PAID EXCHANGES

Most exchanges offer free membership while some require a one-off fee. The benefit of paying for a membership is that you know that the other members have paid as well. The debate on this is that people who are members of **Paid Exchanges** don't mind spending their money and are most likely to purchase something from you. It is true that a lot of people are just looking for freebies on the exchanges so a Paid Exchange might be of benefit. Then again there are many more free exchanges than paid ones.

DOWNLINE BUILDERS

Many exchanges have **Downline Builders**. These give you the opportunity to grow downlines in other programs such as other exchanges. They allow you to sign up for these programs and then add your usernames to them. Here is a screenshot from Tezak Traffic Power's Downline Builder.

The screenshot displays a web interface for a Downline Builder. It features three distinct promotional sections, each with a header, a banner image, a description, and a registration link.

- AdKreator:** Header: "AdKreator Clicks:0". Banner: "Do It Yourself Splashpage Kreationen you have to see to believe adKreator Try it Now FREE!". Description: "AdKreator - The professional online graphics designer. Splash pages, lead capture pages, banners, buttons, plus lots more. Nothing to download, no hosting required. [Enter your User name eg tonytezak]". Link: "http://www.adkreator.com/?rid=[id]".
- Affiliate Funnel:** Header: "Affiliate Funnel Clicks:0". Banner: "af affiliate funnel 'Build YOUR Business, Not Someone Else's' CLICK HERE!". Description: "The Downline Builder where you get to pick the programs your referrals see. Great list of resources and tools. [Enter your User number eg 7586]". Link: "http://affiliatefunnel.com/?rid=[id]".
- Quick Tab Change:** Header: "Quick Tab Change Clicks:0". Banner: "Join Free!". Description: "Increase your surfing efficiency by 40% using Quick Tab Change software. [Enter your User number eg 89]". Link: "http://QuickTabChange.com/?rid=[id]".

PROMOTIONAL TOOLS

Exchanges allow you to promote them as affiliate programs. This means that people can join the exchange and become part of your surfing team. Each member of your team can also join the programs in the Downline Builder section, which means you can grow teams in multiple programs.

Each exchange will provide you with a special URL called an **affiliate link** or **referral link**. This is the actual URL (website address) of the exchange with a member's username attached to it. This affiliate link allows the exchange to track who has referred the new member to them and to add that new member in that person's team. You can find this URL in a section of the website that says something along the lines of: Affiliate Toolbox, Promo Tools or Referrals.

The benefit of having a downline team is that you can be rewarded with extra credits each time they surf. You can also earn cash if they decide to buy credits. Building a downline team is highly recommended as this helps towards getting your websites shown more often.

BANNERS AND TEXT ADS

As well as websites you can also promote your banner and text ads on most exchanges. As you are surfing you will notice them appear near the surfbar area. Each time a banner or text ad appears it is called an **impression**. So if you assign 100 impressions to a banner or text ad this means that the

exchange will display it 100 times. You can buy impressions from the exchange and some of them let you earn them whilst surfing.

MEMBER MAILERS

Once you have built a downline you can send messages to them. Some exchanges have a **Member Mailer** feature that allows you to do this. One of the best member mailers belongs to **Tezak Traffic Power** which is one of the most popular exchanges for features. This exchange allows you to mail all your referrals as a free member or **ALL** members as an upgraded member.

I have covered the main basics of the traffic exchange. You will discover that many exchanges use the same engine but with different graphics and you will discover some that have different ways of setting up as well as extra features. Some of them offer an e-book for download which will show you how to use that exchange. I hope I have succeeded in helping you understand traffic exchanges a little better and I hope you benefit from the lessons in this guide.

NOTE: All the affiliate programs featured in the lessons can be found at the end of this guide.

IMPORTANT NOTE: Once you click on a website link on this page you will get a message asking you if you want to connect to this website. **ALWAYS CLICK ALLOW. NEVER CLICK BLOCK.** If you click **BLOCK** then Adobe Reader will not allow you to visit that website ever again. Not even if you reload.

For further information and some great Traffic Exchanges tips I highly recommend you subscribe to Jon Olsen's [Hit Exchange News](#). Jon is highly respected in the TE industry and you can benefit from him.

Dean Sharples (Headmaster)

If you have any questions then email me at: homebizschool@gmail.com

LESSON 01

GETTING STARTED

AFFILIATE PROGRAMS USED IN THIS LESSON:

[TE Command Post](#)

All About Traffic Exchanges

The first most important step to take is to join a selection of exchanges. Making the choice of which ones to join can be overwhelming. Fortunately there are many good websites on the Internet which make these choices easier. These sites rely on public vote or their own research to compile a list of the top ones.

The most important thing to remember is although an exchange uses enough hype to make you believe you will get millions of visitors by next week, you should test the performance of each one you join. There are personal websites that list the best performing exchanges but a lot of them are using that statement as a magnet to get you in their teams. That is why it is best if you compiled your own list of exchanges.

So how do we pick out the best performing exchanges? By measuring the performance of each one using the **Tracking** method, which will be covered in lesson five. By using tracking you will be able to discover which exchanges are performing best for you. If an exchange is not delivering a minimum of 150 hits to your website per week then you should consider trying others. There is no point building credits in a particular exchange if it delivers traffic too slowly.

Another thing to watch out for is the membership database of each exchange. If an exchange has a lot of members then you have a larger audience for your website. However it is worth mentioning that out of thousands of members, only a few could be surfing at any one time. Also consider that many of these members may have joined the exchange and stopped using it some time ago. Although exchanges give you an option to delete your account, many people just don't bother.

Over time you will have built yourself a list of your favorite exchanges which you will use on a regular basis. However this can take time and patience as you apply the tracking technique to each exchange to measure its performance. If you surf regularly then you will already have a list of exchanges that you are happy with. But if you do some research then you may find more you want to add to your list. Now I will introduce you to an essential tool which will really benefit your use of the exchanges.

TE COMMAND POST

TE Command Post has a selection of useful tools to make management of your exchanges much easier and it is free to join. It allows you to compile a list of exchanges and display them on one page, giving you up to date stats on how many credits you have. This saves you logging into each exchange one by one and checking if your sites have any credits unassigned to them. TE Command Post retrieves the data directly from the exchange and refreshes it each time you log in.

There are also stats available for banner and text impressions. The subjects of assigning credits, banner and text ads will be covered in lesson two.

On this page you see an example of how TE Command Post displays your exchange stats.

			Add A Traffic Exchange	
Traffic Exchange			Unassigned	Assigned
+	Blue-Surf		8.04	7.02
+	Dragon Surf		0.00	0.00
+	HitSafari		20.51	0.78
+	List Surfing		87.00	0.00
+	StartXchange		42.46	7.00
+	Tezak Traffic Power		9.58	55.66
+	Traffic Goldrush		19.74	102.56
+	Traffic Punk		0.00	0.00
+	Traffic Showdown		5.13	151.39
+	Traffic-Splash		5.70	633.39

Looking at these stats I see that I have earned eight credits in Blue Surf (first entry) and I have seven credits already assigned. But if I look at Dragon Surf (second entry) I see I have no credits left at all for that exchange and I will need to go surfing.

If I go down the bottom of the list I see I have earned five credits for Traffic Splash and I have 633 credits assigned, which means I can look forward to 633 visitors to my website.

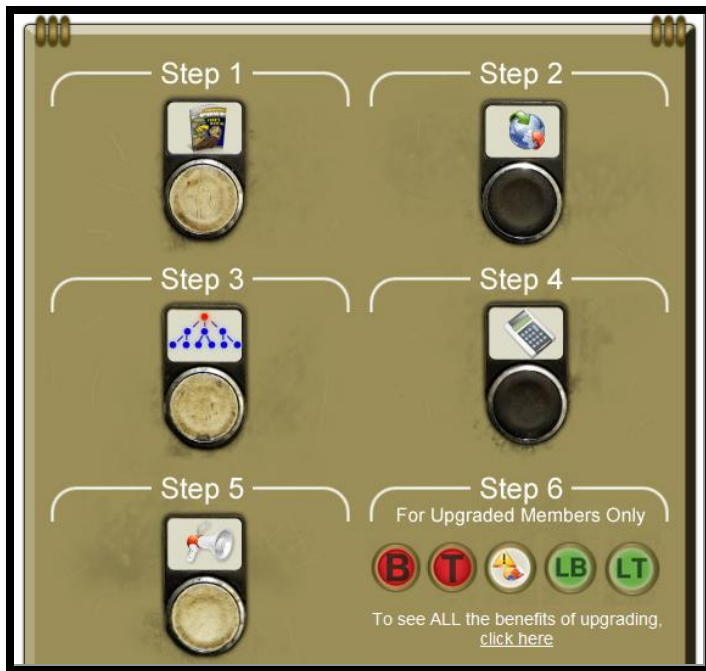
You see how this can be useful. The ability to see at a glance which exchanges are running low on credits so you can go and do some surfing at those exchanges.

SETTING UP EXCHANGES

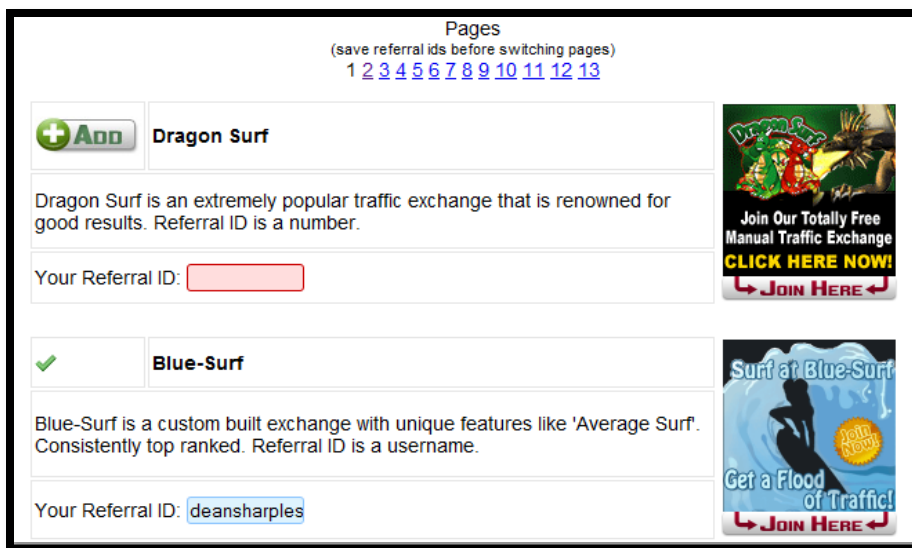
We will now add up to ten exchanges to TE Command Post by joining ones we are not a member of and adding our referral IDs. Note: you can join as many exchanges as you like but only display ten at a time as a free member, however the more you join the more referrals you can get, meaning money and credits for you. If you are already a member of TE Command Post then login to your account.



Once you enter the member's area you will see a panel which will take you step by step through setting everything up.



I recommend you download the user manual in **Step One** for later reading. Now click on the **Step Two** button to start setting up the exchanges. The following screen appears which allows you to select the exchanges you want.



On the right hand side you see a small banner for each exchange. If you are not a member of any exchange you can click on this banner which will take you to the sign up form for that exchange. Once you join you should get your membership details in your email along with a referral ID. The referral ID would either be a number or a username.

Once you have your referral ID enter it into the box that says **Your Referral ID:** for that exchange then click the **ADD** button. The **ADD** button will become a tick to show that the exchange has been added. In the screenshot above I have entered my referral ID "deansharples" for Blue Surf which is now on my list of exchanges.

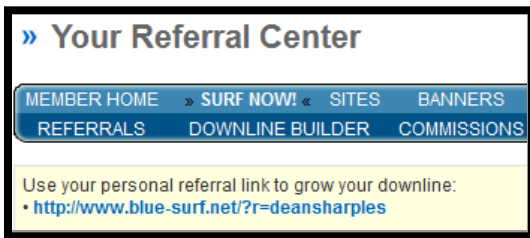
If your referral ID is not found in your email then you can find it when you log into the exchange. Look under any section that says: Referrals, Affiliate Tools, Promo Tools or anything similar and you should be given a URL which will have your referral ID at the end.

Remember: a referral URL is also referred to as a **Referral Link** or **Affiliate Link**. To help you locate the correct IDs I will show you how to find them in Blue Surf and Dragon Surf as an example.

1. Log into Blue Surf. I am assuming you are already a member.
2. From the menu bar displayed below. Click on **REFERRALS**



You are now in the Referral Center where you will be able to see your referral link.



Notice that my username is "deansharples" and is found at the end of the referral link. You will obviously see your own username at the end of the link. Now let's try Dragon Surf.

1. Log into Dragon Surf. Again I am assuming you are already a member.
2. From the menu on the left. Click on **Affiliate Toolbox**.



At the end of the affiliate link is the number "66501". This is the referral ID we need for Dragon Surf. As I said before, your referral ID can be either a username or number.

Go back to TE Command Post and carry on setting up the rest of the exchanges. You can search for exchanges by entering its name in the search box or just go through the list. Once you have entered your referral IDs for all the exchanges on each page, make sure you click the **Save Referral IDs** button at the bottom of the screen before going onto the next page.

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