

Using & Understanding Traffic Exchanges - Part One -

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Getting Started

Traffic is the lifeblood of any website. Whatever your website is or does, without traffic it will not work.

Traffic exchanges (TEs) were created with the lofty goal of allowing the users to gain a steady stream of traffic to their website without the cost of PPC and without the difficulties of SEO. In this series of reports we're going to consider how to get the most out of TEs and, you'll be pleased to know, it's a lot easier than you might think.

Before we begin, it must be understood that the traffic that TEs generate is relatively untargeted. This isn't to say that the traffic isn't valuable, it's just important to realise that TEs are not a silver bullet.

For maximum effect, TE use should be approached in a very specific way and should only be used as part of a wide spread of different traffic generating techniques.

OK. Now the disclaimer is out of the way, let's begin by considering exactly what a traffic exchange is and how to get started.

What Is A Traffic Exchange?

The philosophy of a traffic exchange is simple:

You visit someone else's website and, in exchange, someone else visits your website.

The traffic exchange provides a simple control panel for performing this function while, at the same time, ensuring that users don't cheat.

Virtually every traffic exchange (and there are many), have their own unique twists and themes, but the basic principle is absolutely the same.

The majority of traffic exchanges are free to join (there are some exceptions, but we'll discuss that in a future article) and, once you've opened an account with one, it takes just a few moments to get started.


We will discuss other traffic exchanges and the variations in a future article, but for the sake of consistency we're going to mainly focus on just one traffic exchange to use as an example.

Your Website

Begin by logging in to the Members Area, scroll to the bottom of the page and then click on "My Websites".

Item	Your links
My Websites	Manage websites - View website stats
Surf link	http://www.powasurf.com/surf.php?userid=902
Referral link	http://www.powasurf.com/?refid=902
Banners & Splash Pages	Click here for referral banners and splash pages
Banner Manager	Click here to Manage your Banners
Sell your credits	Click here to open sell-credits-area
Scroll Link Manager	Click here to Manage your Scroll Text Links in rotation

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Next, type in your web address (URL) and then click on "Add URL".

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[Home](#) [Members](#) [Surf](#) [Downline Builder](#) [Help](#) [Terms](#) [Contact](#) [Buy Traffic](#) [TOP25](#) [Top Daily](#) [Logout](#)

My Websites

Distribution of hits

Each line in the url list below - get equal hits.

Example: Adding a page twice (on 2 lines) and it will have double hits **compared to a page listed only once.**

10 lines get 10% each... 5 lines 20% each etc

...Do some math to get your ideal distribution of hits.

Reset to 0 to maintain even distribution

Click SUM-link if you want to reset Hits to 0 (zero). Otherwise pages with a lot of hits will 'wait' for a new page to reach the same level of hits before starting to get hits again.

Each time you click SUM link the 'Hits' value will be removed and a total sum appear in 'SUM' link.

Pause/Activate/Delete

You can stop a page from rotating if you click the 'Pause' link.

User account and website must be active (Status=1) in order to use this option.

To reactivate a page click the 'Activate' link (link will appear after you have clicked 'Pause' link).

DELETE: When deleting a page it will be removed from the list to a 'deleted urls database' so you will always be able to view your 'page history', url and hits.

My Websites - Add URL

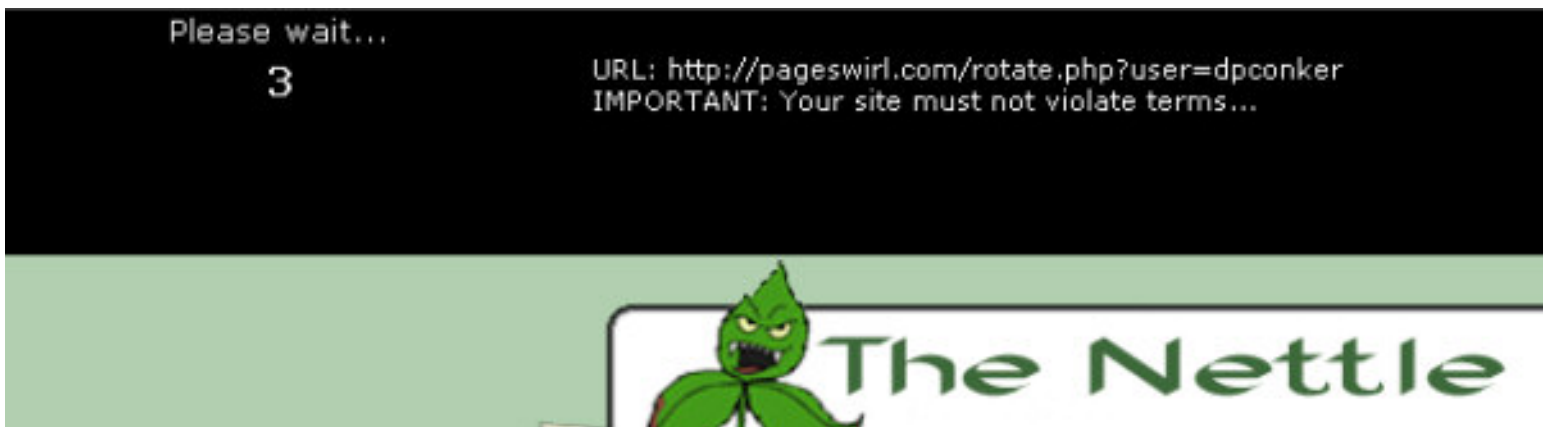
Target URL

You can add the direct URL of your website. But, if you want to send traffic to multiple websites you would do well to use a rotator.

PageSwirl is the approved rotator for many traffic exchanges. By using your PageSwirl link in every TE you join it makes changing the destination of the traffic much, much easier. In future you will only need to make changes to your PageSwirl account to update the flow of traffic across all your TE accounts. Click the link below to join Pageswirl.

[Pageswirl](#)

Once you have entered your web address (or PageSwirl link) you will be asked to verify your website. This is simply a case of waiting for about 5 seconds while the TE checks your website to make sure it doesn't break any rules.



Each TE will have its own rules, but the most common are:

- Maximum of one pop-up.
- No frame-breakers.
- No Adult content.
- No Fly-In-Ads (or any ad that requires a window to be closed before leaving the website)

As long as your website doesn't break any of the above rules it should be accepted without any difficulty.

Start Surfing

The next step is to visit five member sites to activate your account.

Go back to the members area and click on "Surf".

PowaSurf

Home Members **Surf** Downline Builder Help Terms Contact Buy Traffic TOP25 Top Daily Logout

Welcome to your members area, David Congreave

Member details	Status	
Userid	902	[Delete Account]
Name	David Congreave	Click Here
Password	akz1****	Edit password
Email address	david@thenettle.com	Edit email
Status	Active	Pause account

You will be taken to the surfing control panel. The website you are being asked to view will be in the centre of the screen with a control bar at the top and the bottom of the screen.

We will go through all the different aspects of the surfing screen in the next issue so, for now, we'll concentrate on surfing five pages to activate your account.

View the website in the centre of the screen. If it interests you, feel free to explore it, click on it, whatever you feel like. Just one word of warning: If you want to bookmark the website, don't use the "bookmark" option in your browser as it will only bookmark the TE. Instead, right-click in the centre of the screen and select the "bookmark" or "favourites" option from this menu.

In the unlikely event that you lose the surfing control panel, don't panic. Just go back to the TE homepage, log-in again and start over.

Once you've finished looking at the website on display, it's time to move on to the next one. Look for the "cheat protection".

September 8th, 2005 - Two brand while promoting PowaSurf. You ca Splash Pages" page. Just click the in the members area



Cheat Protection

The cheat protection will move randomly so it may be at the top or the bottom of the screen. Once the timer reaches zero, the cheat protection will appear.

To view the next website, just click the image that matches the one on the right. In the above instance, you would click the circled image.

As soon as you click, your visit will be registered and a new website will be loaded. Once you have recorded five visits, your account will be activated and you will start to receive visitors to your website.

That's all for now.

There's lots more to learn and in the next report we'll be talking about things like surf ratios, referrals and banners. In the meanwhile, do some surfing and explore some of the other menu options.

In The Next Issue:

How to work TEs and make them work for you.

To brand your own copy of this PDF, simply:

- go to the PowaSurf Downline Builder
- join PageSwirl,
- join The Nettle,
- add your usernames or IDs.