

TRAFFIC SUCCESS FORMULA

*THE SURFER'S GUIDE TO FREE
TRAFFIC EXCHANGE PROGRAMS*

BY
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Introduction

Please allow me to introduce myself. My name is Jerry Iannucci and I am an Internet marketer. Throughout most of the 90s I worked for one of the first Internet marketing companies doing link building and SEO work for companies who were just starting to make the transition onto the World Wide Web. Today I am self-employed. I work full-time from my home office marketing affiliate programs as well as some of my own websites.

I first discovered free traffic exchange programs five years ago while I was looking for new ways to drive traffic to an affiliate site I was promoting. Traffic exchanges were still very new at this time and they were quite different from the ones we see today. They were poorly designed, not very fun, and you never knew for sure if your site was being seen by real people.

I remember surfing the first traffic exchange I joined pretty hard for about 8 hours a day. I felt like the more I surfed the better my chances were that I would actually make some money.

After about a week of heavy surfing with no sales it got painfully obvious that I wasn't going to make any money this way.

However during the time I spent surfing I was exposed to hundreds of websites that were being promoted by other marketers. I even signed up for a few other traffic programs hoping that maybe they would help me get more traffic.

It was at this time that I realized that if I was joining programs offered by other surfers then traffic exchanges must be working for someone. So what were these people doing that I wasn't?

Traffic exchanges do work if used correctly. If used incorrectly they can be a total waste of time. With the help of this book I would like to share some of the tips and tricks I have learned over the last five years so that you can better take advantage of the huge amount of traffic you can receive from using free traffic exchange programs.

What is a Traffic Exchange?

A traffic exchange is a website that lets you generate traffic to your website by visiting other people's websites. They are generally free to use but most offer various upgrades to help you generate even more traffic.

When you join a traffic exchange the first thing you will be asked is what URL you would like to promote. Once your URL has been validated you can then surf the exchange to earn credits.

Surfing a traffic exchange involves looking at other websites for a set amount of time. As you continue to view websites you earn credits that can be spent to show your website to other members.

You can also earn credits by referring new members to traffic exchanges. When someone joins a traffic exchange from your referral link you will usually earn some bonus credits and also a percentage of the credits that member earns. Having an active traffic exchange downline is an excellent way to generate long-term residual traffic that can grow for years.

There are literally hundreds of different traffic exchange programs operating online. Each traffic exchange offers their own unique twist on how they deliver traffic to your site. Some offer shorter timers or better earning ratios. Some let you play games while you surf or chat with other members. Others offer fast traffic delivery and even ways to earn money while promoting your site.

Traffic exchanges may not be the ideal traffic solution for every website however they have been proven to be an effective form of advertising when used correctly.

Do Traffic Exchanges Work?

Depending on the type of website you are trying to promote there is a good chance that the traffic you receive from traffic exchanges will not be the best way to promote your site. The traffic you receive from using traffic exchanges caters to a very specific audience and is not suitable for all websites.

One of the first things I learned when I started doing Internet marketing was to ask myself two questions before promoting a site.

1. What kind of people would be interested in my site?
2. Where are those people surfing?

If you have a website that is trying to sell tennis rackets you would want to target tennis players. What kinds of sites attract tennis players? Well they sure aren't hanging out on traffic exchanges.

So what kinds of people are using traffic exchanges?

You can get a good idea of who the average traffic exchange surfer is just by looking at some of the sites they are promoting. About half of these people seem to be promoting ways to make money online and the other half are promoting ways to get more traffic. There will always be a few people who are trying to sell tennis rackets but those people don't usually stick around for very long.

All traffic exchange users have one thing in common...

They all want traffic!

So let's talk about the people who are using traffic exchanges to promote ways to make money. These are generally people who are promoting a home business opportunity that pays them to recruit new members. Many of these people start using traffic exchange programs because they are looking for a way to generate free traffic for their affiliate pages.

Since many of the people who use traffic exchanges are only there to promote their own business opportunities it is very difficult to sell to these people. It would be like trying to sell tennis rackets to another tennis racket salesman.

This isn't to say that it is completely pointless trying to advertise a business opportunity on traffic exchanges. The people who advertise business opportunities on traffic exchanges are known buyers. If they joined one opportunity they might be willing to join another especially if they aren't seeing very good results with their current business. While you may get some results from promoting your business opportunity to these people this isn't generally the best way to use traffic exchanges.

The second group of people who use traffic exchanges are the ones promoting traffic websites. These could be other traffic exchanges, traffic ebooks, or any other web promotion service.

We already know that the people who are viewing your site in traffic exchanges are only there because they want to get free traffic for their site. It makes perfect sense that promoting traffic related products or services to these people would get the best results.

Will traffic exchanges work for your site?

If you are promoting a business opportunity or a way for people to make money online... they can work but it takes a lot of work.

If you are promoting a website that sells tennis rackets... sorry, traffic exchanges will not for you.

If you are promoting something that would interest other Internet marketers, especially something for free... Absolutely, but only if done correctly!

Preparing Your PC

In a 2007 CNET interview Google revealed that it had carried out in-depth research on 4.5 million web sites and found that about one in ten web pages could successfully "drive-by download" a Trojan horse virus onto a visitor's computer.

That's a heck of a lot of dangerous websites. On a good day you can visit a thousand sites using traffic exchanges. When visiting that many sites you are bound to run into some problems.

It's not nearly as bad as it was a few years ago. Most traffic exchange owners work very hard to keep their sites free of these dangers. However, nobody is perfect.

Does that mean your computer is going to get a virus if you use a traffic exchange? Not if you protect yourself first!

These are things that all Internet users need to be aware of. If you are on the Internet today and your computer is not properly protected it is only a matter of time before your computer gets infected with something nasty.

There are plenty of anti-virus programs on the market. I will just share with you the two that I use. If you don't already have something do yourself a favor and download [AVG Free Antivirus](#) and [PC Tools Spyware Doctor](#). Both of these programs are free and should protect you from 99% of the harmful websites out there.

As long your computer is properly protected you shouldn't have to worry about anything terrible happening to your computer while using traffic exchange programs.

Splash Pages

The average traffic exchange user is only surfing so they can earn enough credits to show their own page. They will only be on your site just long enough for the counter to reach zero. If you can't capture their attention in the first few seconds they aren't going to stick around long enough to explore the rest of your site.

One of the reasons people fail with traffic exchanges is because they are promoting the same generic affiliate pages as everybody else. After awhile these pages become almost invisible and are the reason why it feels like traffic exchanges don't work.

If you want to stand out on traffic exchanges you need to do something that is going to set you apart from your competition.

You need a splash page!

A splash page is a very simple webpage designed to catch a surfer's attention. It usually consists of a picture, a few lines of text, and a big "CLICK HERE" link that leads to your main site. The idea is to catch the surfer's attention with the picture, get them interested in your site with the text, and then get them to click your link to get more information from your main site.

Your splash page is what sets you apart from the thousands of other marketers who are using traffic exchanges. Be creative! People will respond to your advertising but you need to get their attention first.

You can make your own splash pages with any basic html editor and host them yourself. An easier solution is to use a site like [Splash Page Maker](#) which will help you create your own splash pages and host them for you on their servers.

If you would like to learn more about splash pages check out Steve Ayling's book "[What a Splash Page Is & Why You Should Use One](#)".

Lead Capture Pages

A lead capture page is very similar to a splash page. A splash page is designed to get your visitors to click a link to visit your site. A lead capture page tries to get your visitor to enter their email address in order to receive more information via email.

Once someone gives you permission to email them you can begin to develop a relationship with them. After awhile it becomes easier to market to these people because they know you and trust you.

The money is in the list! (sorry, I had to say it)

An autoresponder is a marketing tool that allows you to create a lead capture form that you can add to your webpage. When someone enters their email address into this form the autoresponder will automatically begin sending them a series of emails you have written. These emails can be used to promote your offers over a period of months or even years. You can even broadcast emails to your entire list any time you have a new offer for them.

Professional autoresponders have virtually eliminated the fear of spam complaints when advertising via email. Before a person starts receiving your emails the autoresponder will ask them to confirm that they want to receive your emails. If they ever choose to stop receiving email from you they can easily opt-out by clicking the link that appears at the end of every one of your emails.

Getting people to give you their email address isn't always easy. You will need to offer something of value to them such an online training course or a free ebook (hint hint).

To start building your own list I would suggest going with a professional autoresponder like [Aweber](#). If you need help setting up your autoresponder you can download this free [Aweber ebook](#).

Promoting a lead capture page is the fastest way to build a large list of responsive readers and traffic exchanges are a great way to do it.

Branding Yourself

Having the ability to create your own splash pages gives you an awesome opportunity to brand yourself while promoting your website at the same time.

So what is branding? Basically branding yourself means putting a picture of yourself on your website.

Why would you want to do that?

Branding yourself along with your website is a way to let people know that you are a real person and not just another faceless affiliate link. After awhile other marketers will begin to notice you and hopefully pay more attention to the sites you are promoting. Having your picture on your page is also a way to let people know that you are not afraid to stand behind the site you are promoting.

If you have a chance to put your face on a webpage... do it!

Traffic exchange owners understand the importance of branding. Many traffic exchanges now offer free brandable splash pages that you can use to promote their sites. These are great for getting your face out there while getting some traffic referrals at the same time.

While I don't encourage promoting generic affiliate pages in traffic exchanges if you must then I would suggest promoting them with a brandable URL rotator instead. A brandable URL rotator works just like any other rotator except in addition to displaying your websites it will also show your picture at the top of the page. This lets your visitor know who the page belongs to and hopefully they will pay a little closer attention if they recognize you.

You can get your own free brandable URL rotator from several traffic exchanges such as [Traffic Splash](#) and [Royal Surf](#).

Link Tracking

I don't know about you but I love statistics. I love seeing how many hits my sites get every day, I love seeing how many people are clicking my ads, I love checking to see how many sales I made (that's my favorite), and I love seeing where those sales came from.

No matter where you are advertising on the Internet you should always track your links so that you know which ads work and which ones don't. The easiest way to do this is with a link tracking tool.

A link tracker is a service that allows you to create tracking links for your site. Every time one of your tracking links is clicked the link tracker records the data for you and then redirects the visitor to your site.

To create a new tracking link you simply submit the URL of the webpage you want to keep track of and the link tracker will provide you with a unique URL to promote. By logging into your link tracker account every day you will easily be able to determine which of your advertising campaigns are working and which ones are not.

When making your own splash pages it is a good idea to always use a link tracker for the "CLICK HERE" link. This will allow you to test out different splash pages and see which ones get the most clicks.

Link trackers are also a good way to protect your affiliate links and hide the URL of your site. This means that visitors can't just move their mouse over your link to see what site you are promoting. If they really want to know what you are promoting they will just have to click your link and actually visit your website.

You can get a free link tracker for your site from [ProTrackerPlus](#).

URL Rotators

A rotator is a tool used by Internet marketers who have more than one web site that they want to send traffic to. You can store all of your links inside your rotator and promote them all with one link.

When you send traffic to your URL rotator link your visitors are automatically transported to one of your other web pages. Each time your rotator link is shown it will sequentially display the links you are promoting. Not only is this a great way to promote more than one website but it is also a great way to test out your splash pages to see which ones get the most clicks.

Rotators are also a great way to manage all of your web pages in one place. Even if you only have one website to promote you should still only be promoting your URL rotator in traffic exchanges. Why? You may end up joining 10, 20 or 50 traffic exchanges. What happens if one day you decide to promote a new site? You would have to log back into all of those traffic exchanges, submit your new link, and then start assigning credits to them.

By promoting your URL rotator link instead you can simply log into your rotator, edit your links, and your changes will automatically be reflected across all of your traffic exchanges.

Don't try to promote too many sites at once! Until you have built up a steady flow of residual traffic it is better to focus on marketing only one or two pages at a time in your rotator.

When it comes to choosing a professional URL rotator there is really only one choice. [PageSwirl](#) will let you rotate up to 5 URLs for free and it is very easy to use. In addition to being a great URL rotator [PageSwirl](#) will also give you access to many other great tools that will help you promote your sites with traffic exchanges.

Downline Builders

One thing that nearly all traffic exchanges have in common is that they will reward you for referring new members to them. This reward usually comes in the form advertising credits that you can use to show your site more often.

Most traffic exchanges will also allow you to earn a percentage of the advertising credits your referrals earn. Sometimes down several levels! These can really add up. With only a few active referrals you can find your downline and traffic credits growing very quickly.

The easiest way to build your traffic exchange downlines is to simply add the referral links they give you to your URL rotator. As long as a percentage of your traffic is always going towards promoting other traffic exchanges you will eventually build up enough referrals so that you won't need to surf as often.

Unfortunately there are just way too many traffic exchanges out there! It would take years to try and build active downlines in all of them. Most people have trouble getting enough traffic to promote just one site. The last thing you need is to spread your traffic out over the referral links of 20 different programs. That's why you need a good downline builder!

A downline builder will help you get referrals in all of your traffic exchange programs. The best part is that you only need to promote one additional link in your rotator.

The way a downline builder works is when you join you will be presented with a list of recommend traffic exchanges to join. You simply join the programs you like and ignore the ones you don't. If you are already a member of a traffic exchange you don't need to join again. Simply insert your current referral link for that exchange.

If you are not a member of a site and you choose not to join you can leave it blank. If you do this your sponsor's referral link will stay on your page and you will not get credit for any sign-ups it generates.

It benefits you to join as many of the programs offered by your downline builder as possible.

Every time a new member joins your downline builder through your referral link they will be presented with the same list of programs to join. If they are already a member of a program they will enter their referral link. If not they will have to sign-up through your link.

Of course if they choose not to sign-up for a program your link will stay on their page. Now when they refer new members to the downline builder those members will be signing up from your link.

One of the problems most downline builders have is that you usually don't have much say in which programs they are promoting. The sites you are presented with were chosen by someone else and might not match the programs you want to promote. That is why [Affiliate Funnel](#) was created.

Affiliate Funnel is a downline builder as well as a personal branding tool. You can use it to build your downlines in all the best traffic exchange programs as well as a number of other excellent marketing programs. What really makes [Affiliate Funnel](#) special is the ability to promote your own programs which will be presented to your downline when they sign-up.

[Affiliate Funnel](#) gives you all the tools you need to promote your site and build downlines in all the top programs. They provide you with a nice selection of splash pages that can be branded with your picture and even give you some lead capture pages that you can use to build your list.

[Affiliate Funnel](#) is free to join but if you can afford to upgrade to a pro membership it is well worth the money for one of the best downline builders out there.

How to Build a Traffic Network

Promoting a downline builder is a great way to build a network of residual traffic to your site. Unfortunately it takes time to do that and most of us have other sites we would rather be sending our traffic to.

The more traffic you send to your downline builder now the more residual traffic you will be able to generate which will benefit you down the road.

One of the best things about marketing with a URL rotator is the ability to control how much traffic you want to devote to building your traffic and how much you want to devote to your other sites.

Let's say you are promoting one site with your [PageSwirl](#) rotator. Your rotator might look like this:

<Slot 1>: Your Site
<Slot 2>: Empty
<Slot 3>: Empty
<Slot 4>: Empty
<Slot 5>: Empty

This means that 100% of your traffic is going to go to your site.

If you wanted to add a downline builder it might look like this:

<Slot 1>: Your Site
<Slot 2>: Downline Builder
<Slot 3>: Empty
<Slot 4>: Empty
<Slot 5>: Empty

In this example 50% of your traffic is going to your site and 50% is going to your downline builder.

That's great but what if you don't want to spend half of your credits on promoting a downline builder? Pro members at [PageSwirl](#) can assign percentages to how much traffic they want to devote to each slot on their rotator. That makes it easy but let's say we are sticking with the free membership.

To control how much traffic each of your pages receives you can enter it into more than one of your rotator slots.

<Slot 1>: Your Site
<Slot 2>: Your Site
<Slot 3>: Your Site
<Slot 4>: Downline Builder
<Slot 5>: Downline Builder

In this example 60% of your traffic would go to your site and 40% would go to your downline builder.

You can add your site more or less often depending on how much traffic you want to devote to your downline builder.

Did you know it is also possible to promote a rotator within a rotator?

Some traffic exchanges don't like this because it makes it really hard for them to track down sites that violate their rules. Do not attempt this unless you are positive that none of your pages violate the terms of any of the traffic exchanges you are using.

By using one of the free brandable rotators offered by sites like [Traffic Splash](#) and [Royal Surf](#) you can do some pretty cool tricks with your traffic without taking too much away from your main site.

Let's say you are using [Affiliate Funnel](#) as your primary downline builder. AF has about a dozen different splash pages and lead capture pages you can use to build your downlines. So which one should you promote?

With a second URL rotator you can rotate all of your [Affiliate Funnel](#) referral links while only taking up one slot in your main rotator.

Here's how it would look:

Rotator #1

<Slot 1>: Your Site

<Slot 2>: Your Site

<Slot 3>: Your Site

<Slot 4>: Your Site

<Slot 5>: Rotator #2

Rotator #2

<Slot 1>: Downline Builder link #1

<Slot 2>: Downline Builder link #2

<Slot 3>: Downline Builder link #3

In this example your main site is being shown 80% of the time and your second rotator is being shown 20% of the time. Each time your second rotator is loaded it will show one of the three downline builder pages that you chose to promote. This is a great way to try out different splash pages to see which ones convert the best.

Another use for a second rotator is to promote all of your traffic exchange referral links. Just visit all the traffic exchanges you are a member of and locate your referral links. Load all your referral links into one of your free rotators and put that rotator into one of the free slots on your main rotator. This will help you pick up some extra traffic exchange referrals and if you are promoting an exchange that offers a brandable splash page you will be branding yourself at the same time.

There are many creative uses for a URL rotator. The important thing to remember is that you should always be sending at least some of your traffic to a downline builder or some other program that is going to help you get some traffic exchange referrals.

It takes time to build a large traffic network. If you devote some time to growing your network now you can potentially grow your network into an endless stream of residual traffic that you can use to fuel your sites for many years.

Which Are The Best Traffic Exchanges?

The first site you should look at when considering what traffic exchanges to join should be [Traffic Hoopla](#). [Traffic Hoopla](#) publishes their rankings for the top traffic exchanges every week.

One of the nice things about the [Traffic Hoopla](#) rankings page is that thousands of other surfers are using this information to determine which traffic exchanges they are going to surf every week. The top ranked exchanges on [Traffic Hoopla](#) usually attract the most surfers which means more unique visitors coming to your site.

If you decide you want to try some different traffic exchanges there are a few things you should consider. First you want to try and determine how popular an exchange is. Some traffic exchanges will tell you exactly how many users they have while others you will just need to get a feel for it. A brand new exchange may promise to deliver thousands of hits to your site but if all those hits are coming from the same five people it isn't going to do you a lot of good.

When using traffic exchanges try to pay attention to how often you see the same pages being promoted. If you start to notice the same four pages being shown over and over again it's a good bet that there aren't many people using that exchange.

You also want to be aware of how fast your credits are being used up. If you assign 100 credits to your site on Monday and on Wednesday there are still 90 left, you probably shouldn't bother trying to earn more credits on that exchange for awhile. Credits are useless if they aren't being used.

The most important thing is to test your traffic exchanges with your link trackers. If you find that one exchange is getting better results than another then you will know to surf the good exchange more and the bad exchange less.

The great thing about traffic exchanges is that they are free to join which means you never have to worry about being a member of too many.

Using Traffic Exchanges

Now that we have all the theory out of the way we can get down to actually using traffic exchanges to generate some traffic.

Make sure when you join a new traffic exchange that you always add the link for your URL rotator. This will make it easier if you ever want to change the sites you are promoting on that exchange.

Once your site has been approved you are ready to start earning credits. You do this with the "Surf Now" link in your member's area.

When surfing a traffic exchange you will be shown other people's websites for a set amount of time. When the timer runs out you will be asked to click a number or match a shape in order to earn credit. This is just to make sure that you are a real person and not a piece of software that automatically clicks links. By verifying that you are indeed a real person you will know that only real people will be seeing your site as well.

It is important to pay attention to the sites that you see. Most traffic exchanges will occasionally present you with security pages to make sure you are actually looking at the pages you are seeing. These pages will often give you bonus credits as a reward for good surfing so pay attention.

It is also important to watch the pages that are being promoted so that you can better understand what your competition is doing. Every time you notice a particularly good splash page you should stop and really examine it. It's a good idea to jot down a few notes about well designed splash pages so that you can get some ideas for your own pages.

While it is important to pay attention to the sites you are seeing in traffic exchanges it is acceptable to surf more than one traffic exchange at a time. With a tabbed browser such as IE or Firefox you can have several different traffic exchanges running in different tabs at the same time.

It is recommended that you do not surf more than 5 exchanges at the same time. Any more than that and you are not able to give your attention to the sites you are seeing. You do want other surfers to take the time to look at your site, right? You should give them the same respect by looking at theirs.

Having too many traffic exchanges running at once is also a good way to crash your browser. It's better to stick to a smaller group of exchanges which will still let you rack up a mountain of credits in only a fraction of the time it would take using one exchange.

In addition to showing your web page to other members many traffic exchanges will allow you to convert your advertising credits into banner or text ad impressions. These types of ads usually don't work as well as showing your whole page but depending on the exchange ratio you can generate quite a few impressions that will assure your ads stay in rotation 24 hours a day.

Another easy way to get traffic exchange referrals is to use a free banner rotator such as [IntelliBanners](#). A banner rotator works just like a URL rotator except you can use it to store all the banners ads that traffic exchanges offer to help you get referrals. Once you have added all your banner ads to your banner rotator you can then promote it using the credits you receive from the traffic exchanges. This will let you show all your traffic exchange banners equally across all your exchanges and let you keep track of which ones get the most clicks.

Every traffic exchange is different so it is important for you take the time to explore all ways you can use them to your advantage.

Just keep surfing! Every click gets you one step closer to your goal.

Surfing Schedule

The amount of time you want to spend earning credits on traffic exchanges is entirely up to you. I will say you probably need to devote at least an hour a day to surfing if you want to earn enough credits to see any real results.

While it is possible to join hundreds of traffic exchanges it is better to stick with a smaller group of 10 to 20 exchanges so you are not spreading your efforts out over too many sites. That may seem like a lot of sites but it is a lot easier to manage than you think. Just keep a bookmark folder with all the traffic exchanges you are a member of. When you are ready to surf just open your bookmarks and pick out five. Every time you sit down to surf pick out a different set of five sites. This will help you to keep a steady flow of traffic coming into your sites from all the best exchanges.

Choosing the traffic exchanges you want to use is a matter of taste but if you find that you are getting better results from one exchange then by all means try to surf that exchange more often. Also, when you log into a traffic exchange always assign any credits you might have to your site before you start surfing. If you notice you still have credits assigned from another surf session it might be a good idea to choose another exchange to surf that day.

Many traffic exchanges send out regular newsletters to their members. While your first instinct might be to delete these you can actually really help yourself out by reading some of these emails. Traffic exchange owners are competing for your business and they will often offer specials to get you to use their site. Sometimes they offer better surf ratios or reward you for surfing a set number of sites in a day. It's possible to win thousands of credits while promoting your site just for using the right exchanges at the right time.

To really maximize your traffic you should try Darrell Dean's surfing calculator. The calculator will allow you create a surfing schedule to earn the most credits in the least amount of time. You can access the surfing calculator by joining Darrell's site [Surfing For Success](#).

Give Your Traffic a Boost

Traffic exchanges are a great way to generate free traffic for your sites but building a large traffic network takes time and can involve many hours of clicking. If you have a few dollars in your PayPal account it's possible to speed things up by using some of the paid services that traffic exchanges offer.

The easiest way to do this is by purchasing credit packages. It isn't hard to compare prices to find out which exchanges are offering the best values. You should also pay attention to the newsletters traffic exchange owners send out. They sometimes offer great credit deals that can really give your traffic a huge boost.

Another option is to use a traffic co-op. These are sites that purchase huge credit packages from traffic exchanges at a reduced price. They can then use this traffic to promote your page in one of their special URL rotators. This is a great way to take advantage of reduced advertising costs and get your site shown on dozens of different traffic exchanges. Some of the more popular traffic co-ops are [TE Blaster](#), [Coop-Hits](#) and the one offered by [PageSwirl](#).

If you have the time a great way to earn a huge amount of credits is to buy a paid upgrade on a traffic exchange. A paid membership gives you many advantages over a free membership including the ability to earn more credits for every site you view.

A paid membership on a traffic exchange is only good if you have the time to surf. Once you upgrade you will want to surf that exchange as often as possible to really get your money's worth. With a little work it's possible to earn enough credits with your upgraded membership to keep traffic flowing to your sites for months at a time.

It is a good idea to really study a traffic exchange before you decide to upgrade to a paid membership. Try surfing the exchange really hard for a few days as a free member. If your credits don't get used up very quickly you might want to stick to being a free member.

Upgrading on too many exchanges can get really expensive. I have found it's better to limit your upgrades to at most one a week.

A paid upgrade on a traffic exchange usually last for 30 days. That's a lot of time to earn a lot of credits. By the time your paid membership has expired you should have earned enough credits on that exchange to keep traffic flowing to your site for quite a while.

By limiting your paid upgrades to one a week you would always have four upgrades going at the same time. Each week another paid upgrade would expire and you could consider upgrading at another site. If you do it right you can always keep a steady flow of traffic coming in from all the top traffic exchanges this way.

Here's a little tip. When you have decided that you want to upgrade at a traffic exchange avoid logging into that exchange for a few days. Some exchanges will make you a "one time offer" when you login if you haven't been there recently. These offers can sometimes get you a reduced price on an upgraded membership and save you a few bucks on something you were already planning to buy.

If you can't afford a paid membership in a traffic exchange then by all means stick to free surfing. You will get results but what you save in money will end up costing you time.

If you can afford to invest a few dollars into your advertising campaigns traffic exchanges can be a great way to market your sites without spending an arm and a leg.

Recommended Resources

[Splash Page Maker](#) – ID: 666
Create your own splash pages

[Aweber](#) – ID: 223805
Professional autoresponder service

[Traffic Splash](#) – user: housedawg
Free traffic exchange with brandable URL rotator

[Royal Surf](#) – ID: 18
Free traffic exchange with brandable URL rotator

[ProTrackerPlus](#) – ID: 1362
Free link tracker

[PageSwirl](#) – user: housedawg
Professional URL rotator and advertising co-op

[Affiliate Funnel](#) – ID: 6698
Top downline builder

[Traffic Hoopla](#) – ID: 2893
Top ranked traffic exchange programs

[IntelliBanners](#) – ID: 36
Banner ad rotator

[Surfing For Success](#) – ID: 504
Surfing calculator

[TE Blaster](#) – ID: 1104
Advertising co-op

[Coop-Hits](#) – ID: 4407
Traffic exchange advertising co-op

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I hope you have enjoyed the Traffic Success Formula.

Best of luck with all of your marketing endeavors!

Sincerely,

Jerry Iannucci

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