

Title:

Traffic Exchanges - Do They Work For You?

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679

Summary:

Traffic exchanges, also known as hit exchanges and start exchanges, are a very simple means of

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Article Body:

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Most exchanges are free to join but many have a ^pro upgrade~ option where you can get a b

Traffic exchanges are much maligned ~ there are many who will tell you that they don't wor

Whilst this is almost certainly true it does not necessarily mean that they will not be in

For example, if you have an e-zine newsletter aimed at online marketers, then traffic exch

One of the most common mistakes is to sign up for an affiliate scheme and then use the sta

However, just by following the guidelines below you can use traffic exchanges to build you

1. Don't use the standard page that came with your affiliate programme.

It has too much information and will confuse viewers.

There are probably many other people advertising this page.

2. Use a specially designed gateway page unique to you.

Keep it clean and uncluttered

Focus on benefits.

Five or six bullet points only.

Stand out from the crowd.

3. Use a pop-up or pop-in for emphasis.

4. Give away a free bonus for signing up.

A free e-book.

A free report.

A free newsletter.

5. Collect e-mail addresses for follow up.

Feed them into an autoresponder.

Put them into your newsletter list.

6. Customise your gateway page for the exchange you're using.

Have a special message for your visitor ~

^Traffic Swarm user bonus .~

"Webmaster Quest bonus..."

7. Monitor your results and don't waste time with exchanges that don't deliver.

8. Don't persevere with an unproductive campaign for too long. Let your campaign run for 4

9. Advertise on a number of different exchanges to ensure a wide range of visitors.

Don't waste hours every day clicking on traffic exchanges ~ they are only one method for g

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