

How to get High–Quality TARGETED Traffic from StartPage Exchanges!

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**By Michael Hopkins**

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Promoting your website via Start Page Exchanges is a bit like holding up a sign at the airport – lots of people see you but nobody cares.

Basically, with Start Page Exchanges, you set your browser home page to display a special URL given to you when you join the Exchange and other members do the same. Their websites show up as your browser home page and your website shows up as theirs.

This guarantees extra hits to your website, but the quality of the traffic isn't the best. There's little or no targeting so your message rarely reaches the right people.

Furthermore, Start Page Exchanges are closed systems. In other words, your site is only being promoted to those people who are ACTIVELY using the system. The same surfer will probably see your website several times over.

Fortunately, with a little bit of work, you can devise a Start Page Exchange strategy that will get several systems working simultaneously and bringing in high–quality, targeted traffic – not just from members of the exchange itself, but from right across the Internet. Here's how it works...

**STEP 1 – GET YOUR PAGE RIGHT...**

Develop a web page especially for the Start Page Exchanges. This can be a page from your website (if it's a real attention grabber) or it can be something separate altogether. The important thing is that this page has got to scream "LOOK AT ME!"

Remember, the only people who use Start Page Exchanges are webmasters. If your own product or service isn't of interest to webmasters, it will be a hard sell. Find a product or service that has a good affiliate program and that's geared towards the needs of webmasters. Promote that product via your Start Page Exchange page. Try to offer something for free – an e–book, a demo, a free trial, or whatever. Many of the better affiliate programs will give you free stuff to promote. The ClickBank MarketPlace is a good place to start looking: <http://clickbank.com/marketplace/>

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By way of example, take a peek at the page I use on the Start Page Exchanges:

<http://www.bizzydays.com/47k/>

Now that you've got an attention–grabbing page that's geared towards webmasters, let's move on...

### STEP 2 – DOUBLE THE TRAFFIC...

This is where we add some extra elements to the page that brings in lots of extra traffic from outside the exchanges.

If you looked at my example page and then closed it, you'll have noticed that a separate window then

opened in the background. That Window was 'delivered' by ExitExchange:

<http://www.bizzydays.com/resources/exitexchange.htm>.

By joining ExitExchange (for free) and placing their code on my Start Page Exchange page, I get my website displayed to a surfer elsewhere on the Internet for every two times my Start Page Exchange page is visited.

Furthermore, ExitExchange offers targeting, so I can be sure that my website is being shown to people who are interested in what I've got to offer.

In my Start Page Exchange page I've also place an exchange banner at the bottom. Again, for every two times my Start Page Exchange page is visited, my banner is displayed on a book–related website.

These two steps have hugely increased the amount of traffic my Start Page Exchanges generate AND it brings in high–quality TARGETED traffic.

But it doesn't stop there! Let's move on to the next step...

### STEP 3 – AUTOMATE IT...

Now that you've set up your Start Page Exchange page to maximize the return from each page display, it's time to maximize the amount of actual page displays you get.

Now, I'm sure you don't want to spend hours clicking through Start Page Exchange pages to generate hits, which is why you'll be glad to hear there's an easier way.

Simply download a copy of the "Fully Automatic Hits Generator", follow the simple steps and you'll generate tons of Start Page Exchange page displays automatically.

This simple automated system ebook will generate Start Page Exchange hits for you every day -- and the amount of daily hits you get will actually increase exponentially!

That means you'll be getting more exposure across a range of Start Page Exchanges, more displays of

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your website to a targeted market and, if you want, more banner displays across a range of websites.

To download a free copy of the "Fully Automatic Hits Generator" click here:

[http://www.bizzydays.com/free/my\\_hits.exe](http://www.bizzydays.com/free/my_hits.exe).

And there you have it!

A simple strategy that will transform Start Page Exchanges from low-quality, work-intensive promotional efforts into high-quality, fully-automated, targeted traffic generators.

Get started right now and within days your business will feel the difference!

### **Utilize Those Traffic Exchanges.**

#### **By Anna-Marie Stewart Venton**

I've had people come to me and say "Traffic Exchanges are useless, and I don't have time to click anyway", or they'll say "There are too many of them, and I find it all overwhelming"

Here's what I say: Ok, the traffic may not be 100% targeted visitors, but somebody, somewhere just MIGHT like your product, affiliate program, salespage etc.

The more traffic you get, the more likely you are to actually find those people. First of all, whatever you do, don't just jump onto any old traffic exchange, read it thoroughly, make sure you get at LEAST a 2:1 credit ratio, which basically means: you visit 2 websites, in exchange for one visitor to YOUR chosen website.

Next, join 4 or 5 good traffic exchanges,. Read everything you can about using the program, so you know you won't be breaking the rules.

Now on to the hard work bit: Lets call the chosen exchanges A, B, C, D and E. Pull up notepad, copy/paste your referral links to the 5 programs into it (ctrl+c to copy, ctrl+v to paste). Do the same with your surfing links, (sometimes known as startpage links), and make sure you DON'T confuse the two.

You need to plug each Traffic Exchange into the other to create a circle. (example: where it asks for website put program A into program B, B into C, C into D, D into E, and finally E into A)

So now, each traffic exchange is promoting one of the others. The reason for this is to build your downlines in the various exchanges. Why work hard for traffic if you can get others to work for you?

Ok, next step can be tedious, but if you've chosen the right traffic exchanges, it can be kinda fun too. Open the 5 programs, using your Surf/Startpage link.

Click away at all 5 of them vigorously, say at least 30 minutes per day, for maybe 3 weeks. This SHOULD start building your downlines in the various exchanges. If it doesn't work at first, keep trying

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until it does. The key here is to never give up.

Once you have a good enough downline (in YOUR opinion), and your downlines are creating traffic for you, log back into the programs, change the website link to whichever program it is you REALLY want to promote.

Don't expect your downline to build ALL of your traffic, you may still have to "click" yourself for a while, but with time, that will change. In my favourite programs, my downlines are getting me 1000 pageviews per day.

That's 5000 pageviews, on average, per day for free, and I rarely click at all any more. Maybe every

once in a while just to keep my accounts active, depending on the programs rules.

Give it a try, and as I said before: Don't give up! Have Fun!

Anna-Marie Stewart Venton

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Anna-Marie Stewart Venton has been involved with online marketing for the past 4 years. She has done some extensive research and now feels able to help others with useful hints, tips and info. Hence the birth of "Not Just Another Ezine", her weekly online publication.

Utilize Those Traffic Exchanges.

**HOW MUCH ARE YOU PAYING FOR TARGETED WEBSITE VISITORS?**

Link Exchanges

How To Get More Traffic To Your Website Using Traffic Exchanges

How to Generate Loads Of Free Traffic To Your Website!

Fax Reaper Pro Software

Email Spider Software

Power Profits Autoresponder Course

Traffic Explosion  
Article Cash



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