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Winning Strategies With Traffic Exchange Programs

By Paul Penafiel

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by: **Paul Penafiel**

Everyone knows what traffic exchange programs are and how their popularity have exploded within the last year. Some of you may have built a massive downline and accumulated hundreds of thousands of free high quality traffic credits sitting in your account, and you don't know what to do with them?

Luckily for you, I've had some free time to interview some top traffic exchange affiliates and program owners and asked them what to do with your free credits?

Here are some of their recommendations. This strategy will only work with traffic exchange that allows you to transfer credits to other members.

Give them to your downline to motivate them to remain active within your organization.

If you run an ezine or newsletter, you can give it away as a contest prize or as a bonus for new subscribers. This will attract a new kind of subscribers which will create a diversity of readers to your newsletter.

Sell it at a discount. Although this strategy will not be popular with program owners and this action might cause your membership to be terminated, so be careful. I don't recommend it myself.

Package it with either your own products/services or another affiliated programs to entice buyers, thus adding value.

Give it away as a gift or as a token of your appreciation to someone that helped you online. Who knows, that person could be a heavy hitter, besides, who's going to turn down a free traffic.

You can barter it. For example in exchange for 500 hits, you could have your signature lines added to someone's ad campaign using a safelist submission service or software such as Safelist Boys on a

weekly basis.

You can exchange your free credits with members from a different traffic exchange program, thus leveraging your time. For example, you can trade your 2,000 Webmasterquest credits with 2,000 Trafficswarm credits. You can find potential trade partners at forums and discussions groups.

Give it away to expand your downline in your favorite traffic exchange program. For example, you can entice your prospect by adding an additional 500 credits on top of their signing bonus when they sign up.

There you have it, there are so many ways you can exchange or giveaway your outstanding traffic exchange credits that you have never thought of before. Take full advantage of them while they last, especially if you are in the receiving end, they will save you a lot of time from hours of surfing.

Aren't internet marketing fun?

Paul Penafiel is a member of Lifestylenetworker, a group of internet marketers where we recommend only the best surf4hits programs to build our list of contacts. For more info, please visit:

The Truth About Traffic Exchange Programs and Guaranteed Traffic

By Dean Phillips

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It's about time someone let the cat out of the bag, regarding traffic exchange programs and guaranteed traffic. I wasn't seeing the truth being written about the subject anywhere, so I decided to take it upon myself to reveal the truth about these programs.

In a nutshell, they don't work. How do I know? Because I tested them. I tested them good and I tested them fairly. While I wasn't really surprised at the results, I was surprised at the depths in which these programs failed.

Oh, you'll get plenty of traffic to be sure. But it's garbage traffic plain and simple. Like the saying says, "garbage in, garbage out!"

For example, I tested the most popular and best known guaranteed traffic program, run by one of the Internet's most famous marketers. I purchased 10,000 pop-under ads for \$99. I then sat back and observed.

Well, it took approximately two weeks for my 10,000 pop–unders to be displayed. And at the end of two weeks I had made zero sales. Nada! Zilch!

I have to admit, even though I wasn't expecting a cash windfall, those results made me realize the quality of traffic was worse than I thought. Much worse.

But I wanted to make sure I was being extra fair, so I purchased 10,000 more pop–under ads from the same company. Again, it took right around two weeks for all my pop–unders to be displayed. And once again I achieved zero sales.

Now I'm no novice when it comes to marketing. I've been in this game for over 25 years, so I know what I'm doing. My offer was strong and my sales letter was a proven winner.

Plus, I was making plenty of sales using other advertising methods.

However, my test further illustrates how important traffic

quality really is. It's not the quantity of traffic that's most important, it's the quality.

My advice: Stay away from guaranteed traffic programs.

My test involving Traffic Exchange Programs (also known as Start Page Rotators) brought me to the same conclusion. (Although these programs are free for the most part and didn't cost me any money.) You'll receive plenty of traffic, but converting that traffic into sales is an entirely different matter. Here's why:

1. There is much more competition for traffic exchange programs. Many new companies have joined the mix meaning that any one traffic exchange program has fewer page views to offer.
2. Many webmasters are members of several traffic exchange programs, meaning they are seeing the same ads over and over again, across the board—thus diluting the overall effectiveness of the programs.
3. Many people have pop–up blocking on their sites making it

increasingly difficult to harvest email addresses using that method.

4. Cheating is very common. Many unscrupulous individuals use software to open hundreds of start pages each day in a variety of traffic exchange programs. Since no one sees the pages, no one buys the products. Also, many individuals sign up for multiple accounts making each page view much less valuable.

My conclusion: Because of rampant cheating and poor conversion ratios, Traffic Exchange Programs just aren't worth the effort.

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