

Traffic Exchanges Explained!

This report is brought to you by

[The 5 Super Surf Traffic Exchanges](#)

AND

[Instant Banner Creator](#)

Written by Sunny Suggs!

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Chapter 1 - Introduction to Traffic Exchanges

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 targeted. This isn't to say that the traffic isn't valuable, it's just important to realize 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.

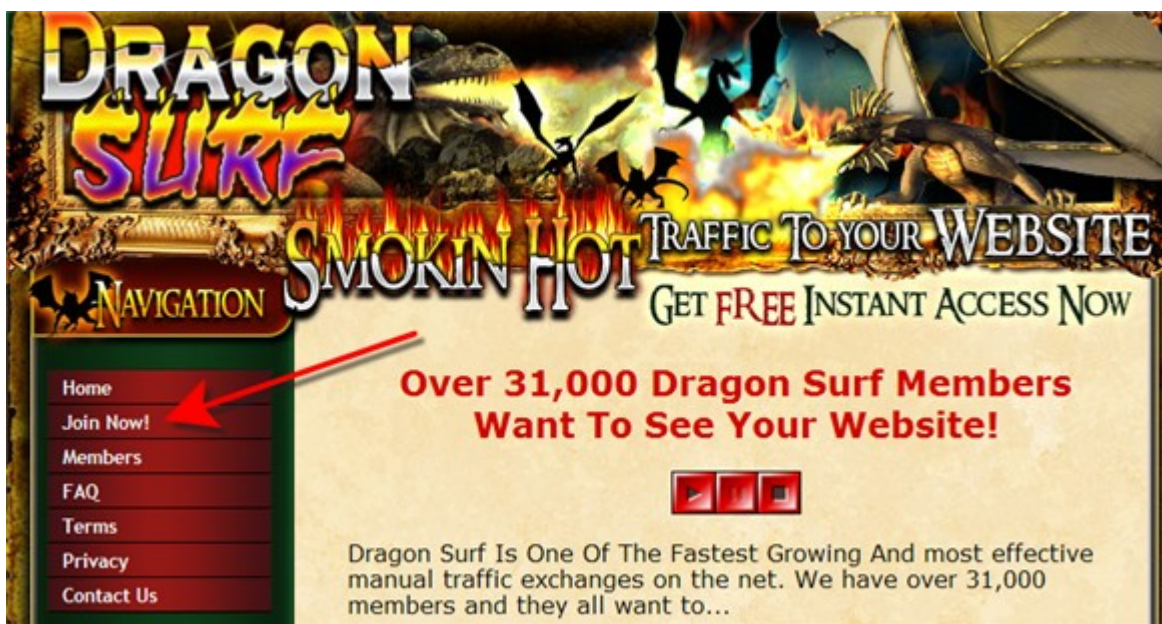
The majority of traffic exchanges are free to join (there are some exceptions, but we'll discuss that later on) and, once you've opened an account with one, it takes just a few moments to get started.

To get the most out of this report, I recommend joining these exchanges so you can follow along with the steps.

Getting Started

Click the link below to enter the Dragon Surf homepage and then select "Join Now!" from the menu to begin your registration.

[Dragon Surf](#)



You'll be taken to this page... where you can enter your information. Be sure to choose a password you'll remember, and provide an email address where you're sure to receive your email promptly. We suggest Gmail, it provides excellent deliverability.

New Member Signup

Choose your username:

First name: Last name:

E-mail address: Confirm E-mail address:

Password: Confirm password:

Your site name: Your site URL:

I agree with the **Dragon Surf Terms of Service** I do not agree

As far as your site goes... we have several pages ready for you to promote. These are what's called "Exchange specific" splash* pages... so be sure to use the right one in the right Traffic Exchange!

You'll need to get these from the "Affiliate Toolbox" Section of [Instant Banner Creator](#)

Step 3: Use these splash pages on traffic exchanges.



Use This Splash Page On Dragon Surf:

<http://instantbannercreator.com/dssplash.php?rid=78> [View It](#)

Use This Splash Page On Traffic-Splash:

<http://instantbannercreator.com/tssplash.php?rid=78> [View It](#)

Use This Splash Page On ILoveHits:

<http://instantbannercreator.com/ilhsplash.php?rid=78> [View It](#)

Use This Splash Page On Advertising Know How:

<http://instantbannercreator.com/akhsplash.php?rid=78> [View It](#)

Use This Splash Page On StartXchange:

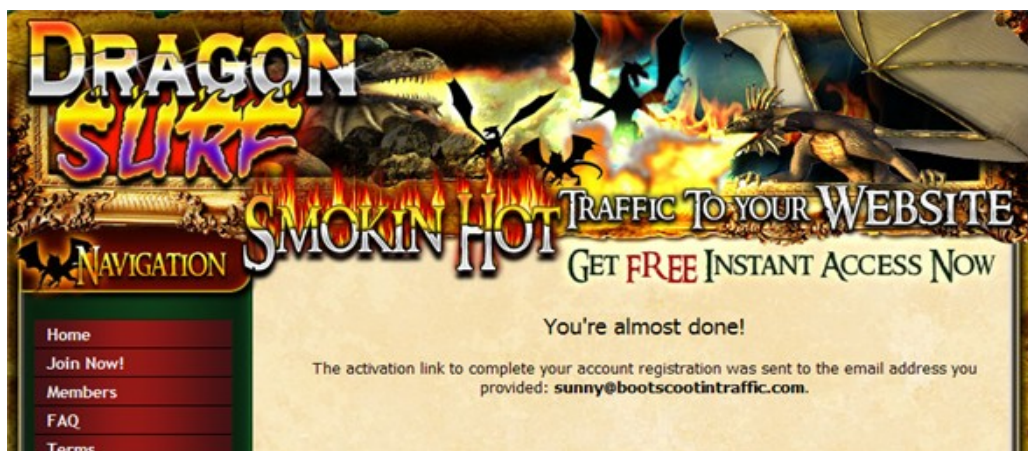
<http://instantbannercreator.com/sxsplash.php?rid=78> [View It](#)

If you forget to fill in any of the blanks on the sign up form, it will prompt you to fill those out. Be sure to indicate that you agree with the Dragonsurf Terms of Service, which you can read by clicking on the red link.

Then Click “Register Me!”

*What's a splash page? A Splash page is used in Traffic Exchanges because they're fast loading. You have 10 seconds or less to get your message through to the surfer! If you use a slow loading, very long sales page, the surfer will have clicked to the next site before you can even get your proverbial foot in the door.

In Traffic Exchanges, you really have to stick out like a sore thumb. You have to grab attention, and you have to do it fast. That's why these pages are “exchange specific”. You want to identify with your market, and saying “Hey Dragonsurf user!” (with a page showing in [Dragon surf](#)) has been proven to get attention. That's why we suggest you promote these pages, and in these exchanges.



You will then need to go to your email, and get the account activation email. This is very important, because if you're not activated, you can't log in!

This is the email you will see:

Hi Sunny,

Thank you for joining Dragon Surf. Please click the link below to confirm your account.

IMPORTANT: please log in immediately after clicking the link, to complete the sign up process.

CONFIRM BY VISITING THE LINK BELOW:

Superlonglinksentbyaweberthatyou'llneedtoclickonwhenyougetyouremail!

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

When you click the link in the email, you'll see this page:



GET FREE INSTANT ACCESS NOW

Members Login

Thank you for verifying your email address!
You may now log in to your account.

Username or Email:

Password :

Start surfing immediately after login

[Lost Your Password?](#)

Now, you can log in!

The awesome thing about joining a new program, are the great deals you can get for joining. For instance, most of the owners will show you an offer, that you will never ever be shown again. It might be for credits, which you can use to have your site seen by others, without having to surf. Or, it could be for an upgraded membership. Benefits of each offer vary, so be sure to read each offer carefully before you decline.

Once you're in... you have many choices. However, the main thing you want to do is, set up the websites for which you want to receive traffic.



Your Website



On other Traffic Exchanges, this might look different, but the concept is the same. For instance, on [Traffic Splash](#), you'll see this:



And on [StartXchange](#), you'll see this.

[Advertising KnowHow](#) is a little different. It's a List Builder as well as a Traffic Exchange, so you'll need to enter the Traffic Exchange Area first.



Okay, okay... back to what we were doing. Adding websites.

Once you click on the “My Sites” link in [Dragonsurf](#), you'll see this:



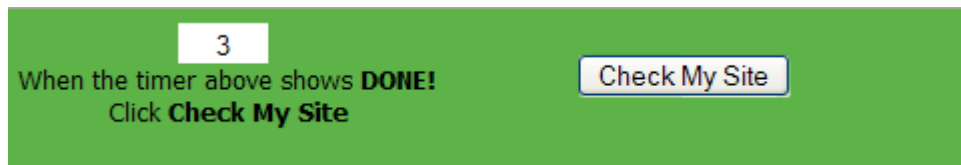
Yes, it looks a little weird since the URL is long, but that's completely okay!

You'll see, it has the Site Name, "Instant Banner Creator", the URL, Hits, AutoAssigned, Credits, CPD and State.

You see that "Click here to verify this site"? Since we just joined, we were not able to check the site, with the HitsConnect site checker, to make sure the site was in compliance with the Terms of Service. Go ahead and click that link, to verify your site.

This process takes your site through some testing, to make sure that it's virus free, and that it doesn't "break frames". The surfing is done within a surfbar, and any website that "pops out" of this, interrupts surfing, and sometimes closes the Traffic Exchange completely for the surfer. Doing this check makes sure that you, and others, have a smooth surfing experience.

You'll see this bar at the top, as you're checking your site:



Once the timer shows "DONE!", click the "Check my Site" button.



Protected by the HitsConnect Site Approval System

Your site is now being checked with the HitsConnect site checker technology!

Return to Members Home
Return to My Sites

PAGE PASSED CHECK

Confirm My Site

Free Bonus For
Dragon Surf Users

Point And Click To Create Your Own Graphics

It's as easy as

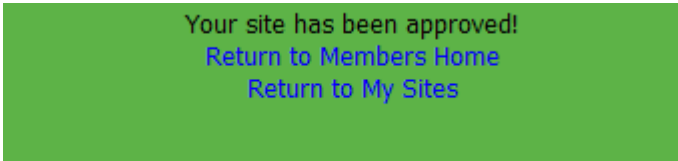
1 2 3

Click for FREE Access!

Instant Banner Creator

Hooray! Our page Passed! Click the “Confirm My Site” button on the right to continue.

Then, yes another step... you'll see this in the green bar above:



Now you have the choice of either returning to your site list to add more websites, or Return to Member's Home. Let's do that.

The next step is to “Activate” your account. Many Traffic Exchanges require you to activate, even if you buy credits to add to your website. It usually only requires you to surf 5 or 10 sites, but it's well worth the time.

Let's Start Surfing!



Just click on “Start Surfing” (again, it will be different in different Traffic Exchanges, but we'll go over that in a minute).

You'll be taken to the surf area. Here you'll see what's called the "Surfbar" which is the green area on the bottom of the page with the banner on it.

This are gives you many options, but what we want to do now, is view the website that's showing, and then we'll move on to the next page. This area also has a banner that's advertised, and a text link. We'll get into these later, but they are a very important part of your advertising.

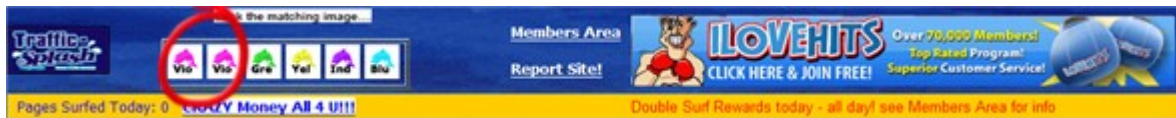
After 10 seconds, (see it counting down?) you'll see a group of pictures. You're to match the picture on the left with one of the chosen ones on the right. This will vary from program to program, and I'll go over those as well.

This is what you'll see... well, without the nice red circles. Click on the image that matches the image on the left.

Tada! You're surfing! Now, keep going as long as you'd like!

Oh oh... I need to tell you about some other surfbars, that are different. Same principle, mostly, but still different.

Traffic Splash:



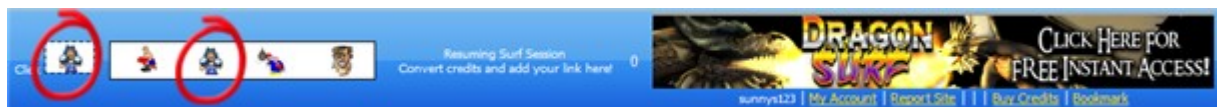
Here, you'd click on either of the 2 dolphins that are the same color, in order to move on to the next page.

Advertising KnowHow -



Here, you'll click on the "Click Here" box.

ILoveHits -



And StartXchange -



Here, you match the 2 shapes that are similar.

As you're surfing, check out what other people have to offer. Sign up, download, whatever you want to do! If you do click something, and your surf session disappears, don't panic! You can just log back in, and start surfing again!

If you see something that you want to look at later, don't bookmark it like you would a normal page, you'll just be bookmarking the Traffic Exchange. Some of the programs have a "Open site" or "bookmark" link, under the banner. Clicking that will save the page for you to look at when you have more time. Or, you can right-click in the center

of the screen and select the “bookmark” or “favorites” option from this menu.

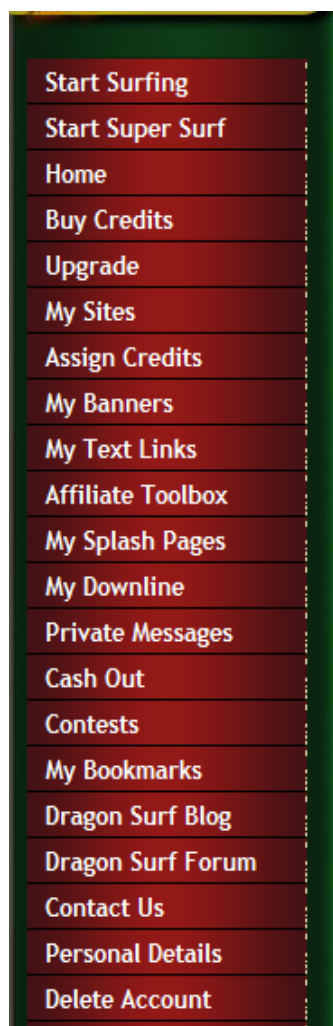
Remember, as you surf, you're earning credits, which means pageviews for your website!

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

Chapter 2 - The Control Panel

Hopefully by now you've got the hang of surfing exchanges and are already seeing traffic coming to your website.

Later on in this report we'll talk about how to plan a surfing schedule and what kind of web pages to promote in the traffic exchanges. But first, you need to familiarize yourself with the rest of the facilities offered by the traffic exchanges.



Again, we'll be using [Dragon Surf](#) as the example, and we'll take a brief look at each of the different menu options and what they are for.

If you are already a member, you may find it useful to log in to [Dragon Surf](#) now so that you refer to it while you read. If you are not yet a member, click the link below.

[Dragon Surf](#)

Start Surfing – That was Chapter 1 =)

Start Super Surf – This is an awesome feature, that I can't possibly go into now, but it will be explained in detail further on.

Home - This button takes you back to the main page of your membership. This page contains a lot of useful statistics.

Buy Credits - This is an excellent option if you want to send a large amount of traffic to webpage over a very

short period of time.

Even if you generally prefer to surf, purchasing credits will allow you to send a stream of traffic to your website far quicker than you could usually manage by yourself.

If you think that you are likely to purchase credits on a regular basis, you should strongly consider...

Upgrade - Upgrading your membership usually requires a monthly subscription (some traffic exchanges will offer a discount if you purchase in bulk) and provides you with a number of benefits.

If you are serious about using traffic exchanges, it makes sense to upgrade in at least some of the programs you use. We'll talk about the merits of this later on but for now, study this page carefully.

My Sites - This page shows the web pages that the exchange is going to send traffic to. Depending on the level of your membership you can add a number of different web pages to this section. Also on this page you can see how many **Hits** have been sent to your website, how many credits have been assigned and whether your URL is currently in rotation.

By clicking on the number under **Auto-Assigned** or **Credits**, you can change the percentage of credits that are automatically assigned or assign more credits out of your stock.

Click around a bit on this page and it will soon become clear how the different functions work. If you haven't yet assigned a website, do this now. If you need more detailed instructions, see part one of this report.

Assign Credits - You might have already seen this page by clicking one of the links in the "My Sites" section. In this section you can assign unused credits to one or more of your websites.


My Banners - While you are surfing, you've probably noticed that banners are displayed in the surf bar. While you are earning credits for visits to your website, you are also earning banner impressions, in some Traffic Exchanges.

In this section you can list your own banner and assign impressions to it in the same way that you can assign credits to your website.

In [Instant Banner Creator](#)'s "Affiliate Toolbox"... you'll see this under "Banners"

Step 8: Add these banners to your site

[Click Here For A Great Free Banner Rotator](#)



The banner features the text "Instant Banner Creator" in large, colorful letters, followed by "Point & Click To Create Your Own Graphics...". To the right, it says "it's as easy as" followed by three numbered circles (1, 2, 3) and a red triangle with "CLICK HERE".

Use this html code in your web page

```
<a href="http://instantbannercreator.com/?rid=78">

</a>
```

This is the banner you can use to advertise [Instant Banner Creator](#) in the Traffic Exchanges.

You have no banners.
You must add a banner to assign impressions and convert credits.

Add New Banner

Banner Name :

Banner URL : - This is the actual banner - No HTML!

Banner Target URL : - This is the site that people go to when they click your banner - No HTML!

In the first field – **Banner Name** – just put a name that will help you identify the banner later on. In our case we'll type **Instant Banner Creator**.

In **Banner URL**, enter the direct address of the banner you want to display. This will usually end in gif, jpg or something similar.

In the Affiliate Toolbox of [Instant Banner Creator](#), it shows you the html code to use on your website. These are the URLs you'll use in the Traffic Exchanges.

```
Use this html code in your web page

<a href="http://instantbannercreator.com/?rid=78">

</a>
```

The **Banner URL** would be the 2nd URL in the box above. It's the actual picture of the banner.

The **Banner Target** URL is where you want the person to go, when they click the banner. In this case, it's the top URL in the box above.



This is how your page will look, when you've successfully added your banner! A common mistake, is to mix up the Banner URL, and the Banner Target URL. If you see that your banner is not showing on this page, you may have switched those 2 boxes.

You'll need to assign impressions to them for them to be shown. Most exchanges have

a "Conversion rate"... say 1 credit = 10 impressions. Some have higher rates. You can also earn impressions while you surf. You will see "You have xx Impressions" under "Assign Impressions."

Choose the banner you want to assign impressions to, and click the button below!

Again, it's going to be different, at the different programs. Here's how [Traffic Splash's](#) looks

My Banners

Step One: Add Your Banner

Please set up your banner advertising below by entering the banner picture in Ad URL, and your website address in Site URL.

Please use 468 x 60 banners (ie 'standard' size) and please use http:// in your url.

Image URL:	Place image URL here (should contain .jpg .gif or similar)	Add
Site URL:	Place URL of site you want to show if above image is clicked	

Pretty straightforward, Image, and site.

Don't forget! With [Instant Banner Creator](#)... you can make your OWN banners! It's really easy to do.. and it comes with a Tutorial JUST like this... and videos!

My Text Links - Also in the Surf Bar, you'll notice text links. This works exactly the same way as the banners, just enter a **Link Name**, the web address you want visitors to go to in **Link URL** and the text you want to display in **The Link Text**.

All new ads or edits will need admin aproval before being displayed.

IBC

Waiting Admin Aproval

Link Name:	IBC
Link URL:	http://instantbannercreat
Link Text:	Point, Click, Done!

SAMPLE: **Point, Click, Done!**

Delete IBC

There's the finished product! You'll add impressions just like you would banner impressions.

The image shows a screenshot of a web interface with two main sections: 'Assign Credits' and 'Assign Impressions'. The 'Assign Credits' section on the left shows 'You have 4.99 credits', a 'Link:' dropdown menu, a 'Credits to Assign:' input field, and an 'Assign Credits' button. Below it, it states '1 Credit = 20 Text Link Imps'. The 'Assign Impressions' section on the right shows 'You have 13 impressions', a 'Text Link:' dropdown menu, an 'Impressions to Assign:' input field, and an 'Assign Impressions' button.

Affiliate Toolbox - If you are looking to refer some members to the traffic exchange, this area will provide you with splash pages, banners and ad copy.

I'd like to stress the importance of never using spam to promote your affiliate link. This is a sure-fire way to have your account deleted by the administrator.

My Splash Pages - This is a very handy extension of the PROMOTE section. Here you can create a customized splash page that promotes the program you're using. With a little imagination you can create something unique and eye-catching.

My Downline – When you refer others to the Traffic Exchanges, they'll be seen when you click this button. In some programs, you can send them Private messages, which is the very next button. You'll be able to see who they are, how many pages they've surfed, and how many credits you've earned from them surfing. Yes! You earn credits, when they surf! You also earn commissions in some programs, when they purchase!

You'll also be able to see if they've referred people, and if they're active or not. A great way to keep your downline active, is to transfer them credits from time to time, with the “Transfer Credits” button.

Private Messages – This area lets you send messages to your upline or your downline.

Cash out – Remember those commissions I was talking about before? Once you earn over a certain amount, usually around 10 of 15 dollars, you're able to Cash out. Just click that button, and follow the instructions. Most programs pay very quickly.

Contests – Very often Traffic Exchanges have contests for referring, or surfing where you could win cash and prizes. Clicking this button will tell you if anything is happening.

My Bookmarks – The “Bookmark this site” link that was in the surfbar earlier, will send the sites you want to see again here. You can view them anytime you want!

Dragonsurf Blog – Of course is the blog!

Dragonsurf Forum – This is where Traffic Exchange users can get together for help, or to find out tips and tricks of using TEs.

Contact Us – Every program will have an area where you can contact the admin. You'll usually get a response in no time!

Delete Account – An irreversible action!

LogOut – To logout.

I appreciate that a lot of this seems really obvious, but it's important that you understand all the different sections before we look at some of the strategies you will want to employ.

Chapter 3 - What to Promote

One of the things you'll quickly come to realize while surfing traffic exchanges is how boring it can become. Don't worry, this feeling is perfectly normal and it's not your fault. The problem lies with the pages people are choosing to promote and, most of the time, it's totally inappropriate.

But really, this is a good thing!

As long as the majority of people are promoting the wrong pages in the wrong way, it just makes it easier for you to stand out from the crowd.

Let's start by deciding what you're going to promote.

Generally speaking, it's not a good idea to try and promote a page that is directly trying to sell something to the surfer. Most of the time the surfer is concentrating on earning credits and is not in buying mode. The best you can hope for is to distract the surfer for a few seconds with the lure of information, a freebie or the answer to an intriguing question.

Therefore, your goal should be to get the surfer to either click on your link OR submit their email address.

Try and think of traffic exchanges as a way to generate leads, either to offer your product to at a later date or to build your mailing list. Pages with an Internet Marketing relevance are the most likely to appeal to the surfer, but products and services that are aimed at a very broad audience can also be effective.

Ideally, you should be using the traffic exchanges to – in the long run - promote you and your products, rather than just promoting an affiliate program but, if you must, avoid using the standard splash pages that everyone else is using and go for a custom solution instead (more on that in a moment).

Once you know what you are promoting, then try getting into the head of the surfer. That's the easy part – just start surfing and observe which websites make you stop and read for longer than it takes for the timer to slow down.

Most of the time, you'll observe that the pages that work are the pages that grab your attention - usually due to a strong headline or an eye-catching picture or image.

Whatever you decide to promote, the page that you use must contain one or both of these elements. For maximum effect, keep the rest of your page and your call to action as simple and as straightforward as possible.

If you have some knowledge of HTML or can use web design software, you can design the page yourself. You will find, however, that professionally designed pages are where it's at. Some of them you can actually get free, or a very low cost.

First, I want to remind you of the sites we've made for you to promote Instant Banner Creator.

For [Dragonsurf](#) users – [View Here](#)

For [ILoveHits](#) users - [View Here](#)

For [AdvertisingKnowHow](#) users - [View Here](#)

For [Traffic Splash](#) users - [View Here](#)

For [StartXchange](#) users - [View Here](#)

The splash pages are top of the line, definitely. But what happens when ALL you see are these pages? People will get used to them. Don't worry, we have a solution to that.

The absolute best way to make money online, is by building a list. When you have an eye catching page, and can entice people to give you their names and email addresses, you send them regularly scheduled emails, with an autoresponder. Yes, that sounds very complicated, but it's really not.

In these emails, you build a relationship with the people on your list. They're real people, let them know you are, too. However, the real reason but build the list, is to make money. Sell to them every chance you get.

What do you entice them with? The easiest way is with some sort of product, or ebook... maybe even this one, with your rebranded links!

How do you get their names and email addresses? With a "Squeeze" page... there's an awesome program that will take you through making one, from start to finish. It's called [Instant Squeeze Page Generator](#).

I can't explain it nearly as well as Soren Jordansen, so I suggest you run over to [Internet Marketing Success Formula](#) (it's free) and grab his ebook. It's a step by step manual to list building, and selling. If you do choose to promote this (in your list, of course) you really need to look at that offer he shows you when you first join. Killer commissions have been made thus far, and you can easily get your share!

And... the best of both worlds, [Affiliate Funnel](#) has everything you need to get your business going on the right track.

When you use the methods [Affiliate Funnel](#) recommends, you can literally create an instant money making downline or sell tons of affiliate products just with the push of a button.

As soon as you get your [Affiliate Funnel](#) Membership you are going to get instant access to the the only Downline Builder where you get to pick the programs your referrals see.

With the tools you discover in these programs, you'll definitely be ready to... [SuperSurf!](#)

(Told ya you'd hear about it)

The [5 top Traffic Exchange Owners](#) got together to bring the ultimate surfing experience to Traffic Exchanges. They devised a way for surfers to get extra credits when they surf all 5 of these exchanges at the same time!

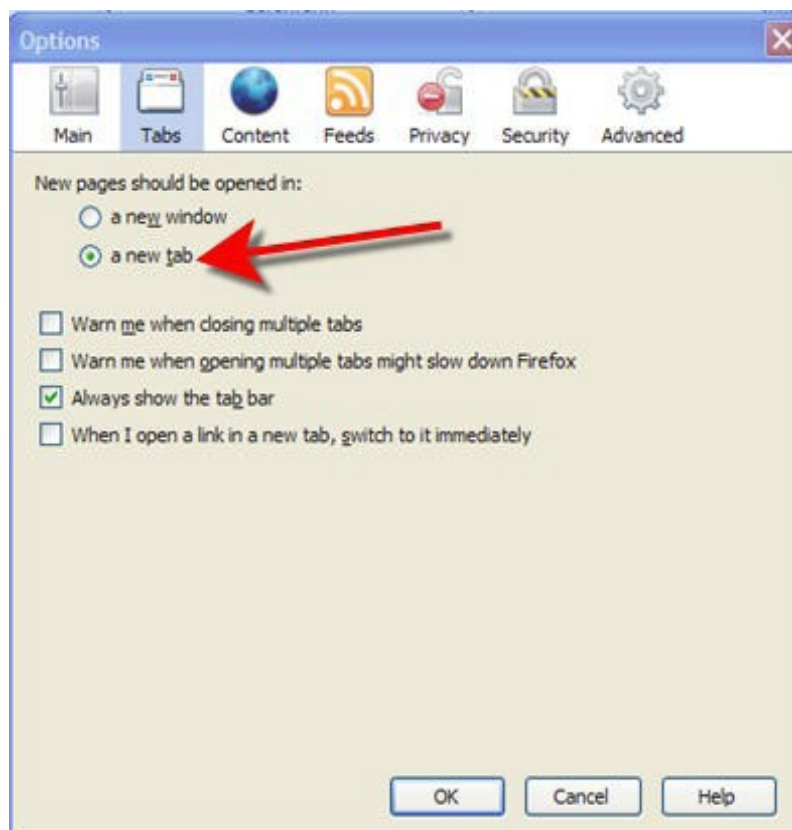
Here's the deal...

It consists of [Advertising Know How](#), [ILoveHits](#), [Dragon Surf](#), [Traffic Splash](#), and [StartXchange](#).

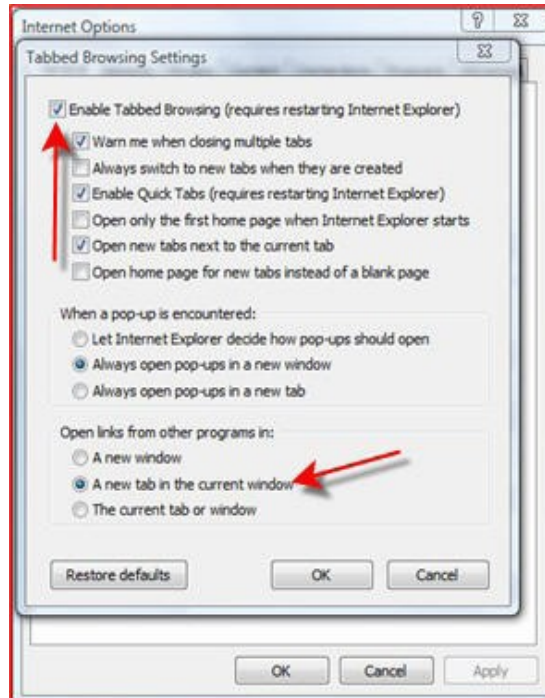
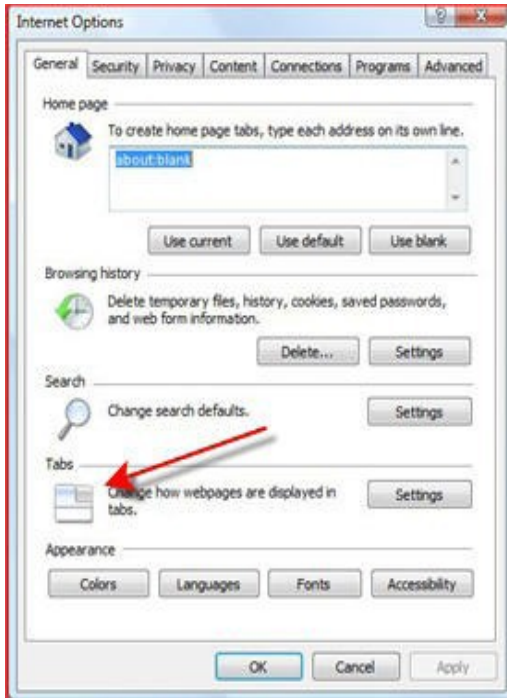
When you take advantage of Super Surf, you'll receive a minimum of a 10% bonus on top of the usual credits you earn from surfing. Follow a regular surfing schedule, and you'll see those credits really go to work for you!

First, make sure you're browser's set up to use multiple tabs. In Firefox, choose "Tools" from the top menu bar, then click "Options", and you'll see this window.

Make sure "a new tab" is chosen, and then click "OK".



In Internet Explorer, choose “Tools” and “Internet Options”. In the first picture, you’ll see “Tabs”. Click the “Settings” button, and you’ll see a window that is shown here in the 2nd image. Make sure you have “Enable Tabbed Browsing” checked, and choose “A new tab in the current window”.

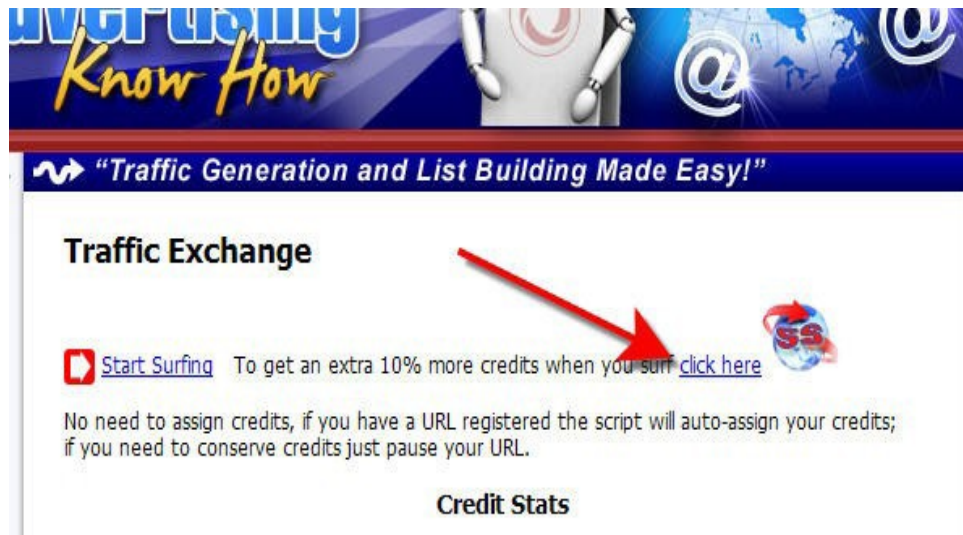


Getting started with Supersurf

The best way to get this started, is to go into the member’s area of any of the 5 exchanges, and look for the link that says “Get an extra 10% more credits”.

An advertisement for 'Advertising Know How'. It features a photo of Robert Pudley, Site Owner, on the left. A red arrow points from the 'Traffic Exchange' link in the navigation menu to the 'Advertising Know How' text. The navigation menu includes 'Account', 'List Builder', 'Traffic Exchange', 'Start Surfing', and 'Submit Articles'. To the right, there is a 'Welcome, Sunny Sugg:' message and a text box containing instructions about a script code for subscribers.

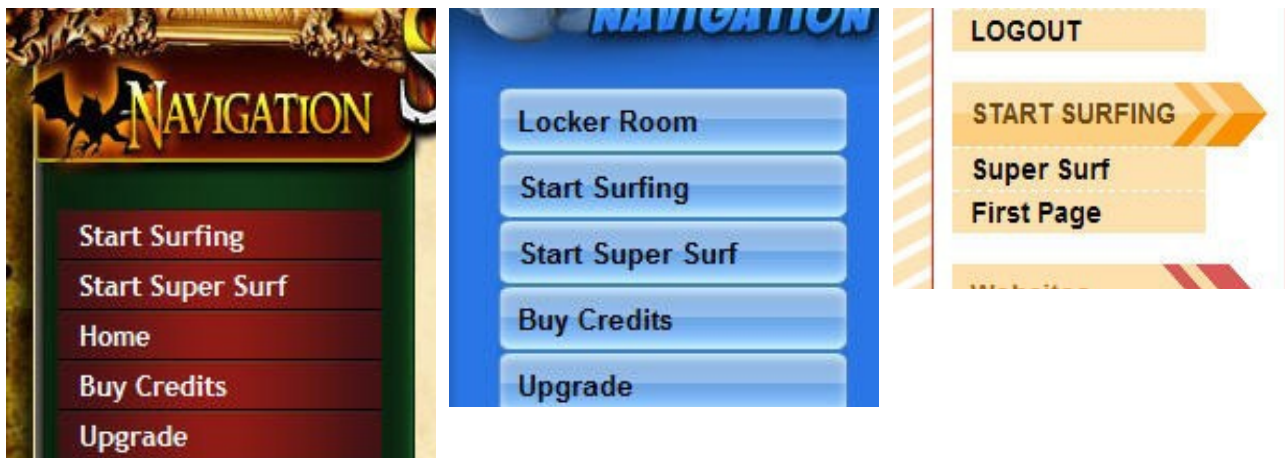
This is how it looks in [Advertising Know How](#).



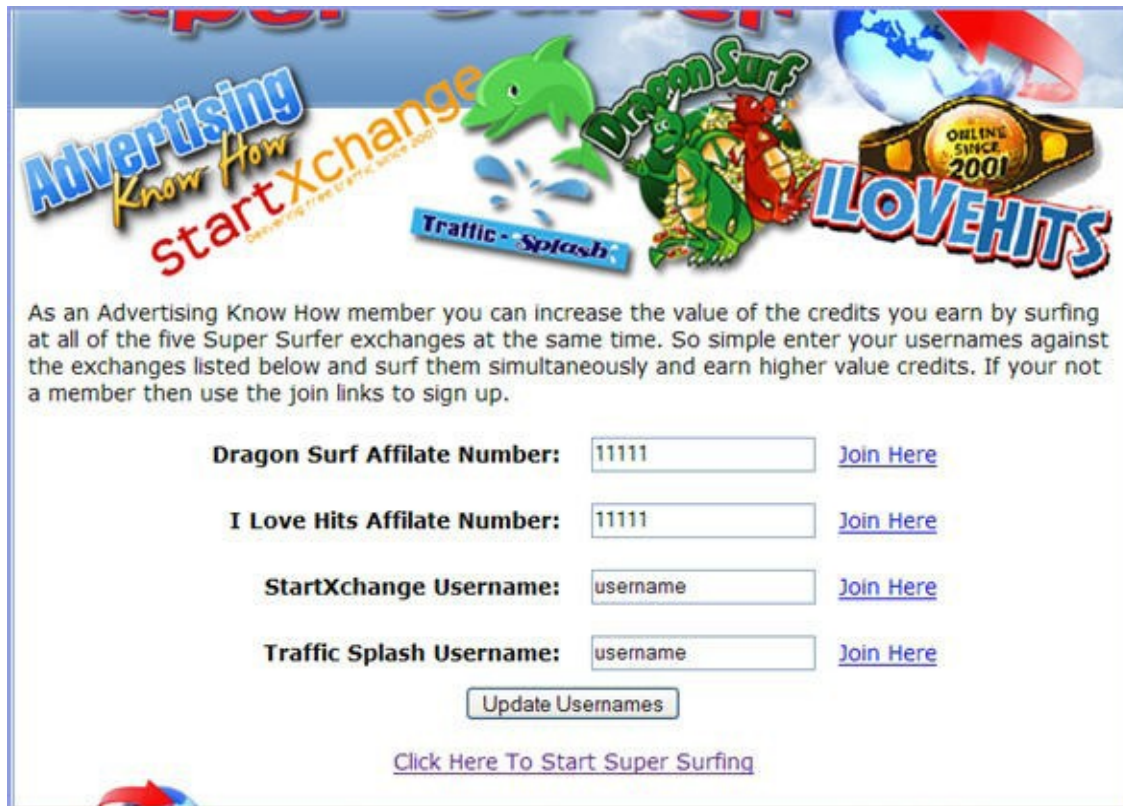
You'll find this area on the [I Love Hits](#), [Dragon Surf](#), [Traffic Splash](#), and [StartXchange](#) member's area page.



Also, [Dragon Surf](#), [I Love Hits](#) and [StartXchange](#) have buttons on the sidebar.



Any those links will bring you to this page. Here, you enter your Affiliate Number, or username, depending on the program, into the main database, so it can keep track of your surfing. ([Dragon Surf](#) and [I Love Hits](#) are numbers the rest are usernames).



Advertising Know How
startXchange
Traffic Splash
Dragon Surf
I LOVE HITS
ONLINE SINCE 2001

As an Advertising Know How member you can increase the value of the credits you earn by surfing at all of the five Super Surfer exchanges at the same time. So simple enter your usernames against the exchanges listed below and surf them simultaneously and earn higher value credits. If your not a member then use the join links to sign up.

Dragon Surf Affiliate Number: [Join Here](#)

I Love Hits Affiliate Number: [Join Here](#)

StartXchange Username: [Join Here](#)

Traffic Splash Username: [Join Here](#)

[Click Here To Start Super Surfing](#)

Once those are entered, click the button that says, "Update Usernames". This will store those names forever and ever. Okay, maybe not that long, but you get the picture.

Advertising Know How startXchange
Traffic-Splash
I LOVE HITS

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Then, click the link that says, "Click here to Start Super Surfing"!!

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What will happen now is, all 5 Traffic Exchanges will open up into tabs in your browser.



Then, you'll need to log in to each exchange.

Start surfing, like you usually do! Don't be alarmed on the first run-through of the pages, that you can't see any "evidence" of the SuperSurf working. The database needs to know that you're surfing in ALL the programs before it starts. Once it DOES start, you'll see these indicators:

[Advertising KnowHow](#)



[Dragon Surf](#)



[Traffic Splash](#)



[I Love Hits](#)



[StartXchange](#)



Then surf, surf, surf! Since you are getting more credits for your time, you'll be well able to take that time to check out other people's pages, which is the whole reason Traffic Exchanges exist.

The SuperSurf WILL time out after 2 minutes, but that's okay! Just as soon as you click on that 5th correct image... it starts RIGHT back up! Automagically!

Chapter 4 - Ethics and Cheating

The behavior you employ while surfing may seem trivial in comparison to the business of receiving traffic, but the two go very much hand in hand. For the traffic you receive to have any value, it is important that as many surfers as possible adopt the correct surfing etiquette.

The owner of the traffic exchange will put certain safeguards in place to try and prevent outright cheating but, for the most part, the manner in which you surf is up to you.

At this point I should point out that surfing etiquette is the subject of much debate in the TE community and there is no absolute agreement on what constitutes acceptable and unacceptable behavior. In this report I will endeavor to offer some guidelines, but just be aware that these are my opinions and you should still take the responsibility to make your own decisions in this area.

An easy way to draw your own conclusions is the “Golden Rule” principle. Essentially, this means to examine your own behavior while surfing and ask yourself if you would be happy with other surfers adopting this conduct whilst viewing YOUR web page.

If you adopt the attitude and behavior that you want other surfers to display while visiting your web page, then it is likely that you are on the right track.

Distractions

What is going on in the background while you surf? Do you listen to music, watch TV, instant message your friends?

Because surfing can become dull very quickly, it is easy to begin multi-tasking and your attention on the pages you are supposed to be viewing can wane.

I believe it is unreasonable to shut out everything else while surfing but, the pages that appear should take up the MAJORITY of your attention. Background music is fine, but watching TV, playing on your mobile phone and instant messaging your friends is out of order.

If you couldn't hold a polite conversation while you are doing it, then it's not an acceptable activity to carry on while you are surfing.

Attention

How much attention do you give to each page that appears?

Initially this is easy but, the more you see the same pages repeatedly, it becomes easy to shut off mentally. Another problem occurs when a page gets a little bit of your attention but, before you've finished reading, the timer hits zero and you instinctively click away.

It helps to remember that there is another surfer out there who is working hard to get you to view his page. So show it as much respect as you can muster.

Another trick is to bookmark interesting pages, rather than trying to take it all in during the 20-30 second window that the timer suggests. When a page catches your eye, simply right-click on the main window, select “Bookmark” or “Add to Favorites” and add it to a folder that you name “Look Later”.

Once you've finished surfing, open the folder and take all the time you want to examine each page.

Just remember not to use the bookmark function from the browser menu, as this will only bookmark the traffic exchange and not the page you are viewing. You must use the “right-click” technique for this to work correctly.

Tabbed Browsing

This term is often used to describe the common practice of surfing more than one traffic exchange at the same time. Possibly one of the most controversial aspects of traffic exchange surfing, this issue divides users right down the middle.

Supporters of this technique argue that they are still viewing each web page and it allows them to generate more traffic without breaking the terms and conditions.

Opponents argue that the surfer is not viewing every page for the full length of time and that this is only one small step away from cheating.

Because of the delicate nature of this argument, I’m going to refrain from offering an opinion. Except to say that tabbed browsing is NOT necessary to earn traffic and if you decide against it, this does NOT mean that you won’t be successful in using TEs.

However, if you decide to go down this route, I would recommend the following steps:
Never load more than 5 TEs at any one time.
Be sure to still view EVERY web page carefully.
Never open the same TE in two different browser windows.
Never use software that claims to surf automatically.

Cheating

It should go without saying that cheating traffic exchanges is not acceptable and will likely lead to your account being banned.

An easy way to measure if a technique or software tool is acceptable is simply to ask whether it eliminates the need for you to view every single web page. If it does, then it is cheating.

In the final chapter of this report I will reveal the tools and resources that you can use without breaching surfing etiquette.

Chapter 5 - Recommended Resources

So if you didn't understand traffic exchanges and how to use them before, by now you should have a pretty good idea.

And remember, among those that use and enjoy traffic exchanges, most do not have a fraction of the knowledge that you have acquired from this report. Not only do you have the understanding, you also have the edge in getting the best results.

But that knowledge is useless unless you put it into practice. To fail to make traffic exchanges part of your marketing arsenal, is to miss out on a valuable source of free and low-cost traffic.

So to conclude, let's summarize the resources you need to fully utilize this advertising.

Traffic Exchanges

There are literally hundreds of these available and opinion is always divided as to which are the most effective and the most worthy of your time. Here, however, are the top Five:

[Dragon Surf](#)

[I Love Hits](#)

[Traffic-Splash](#)

[Advertising Know How](#)

[StartXchange](#)

Other Tools

[Instant Banner Creator](#)

[Affiliate Funnel](#)

[Instant Squeeze Page Generator](#)

[Internet Marketing Success Formula](#)