

Get Organized for Traffic Exchange Success



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For
Traffic Exchange
Success

Written by
Carol Walczak

Brought to you by
[Build Your List with Ease](#)
and
[PromoLotto Traffic Exchange](#)

Welcome To The World of Traffic Exchanges!

Traffic Exchanges are a whole new world for most new members. There is a lot to learn, and a lot to manage.

In this ebook we hope to make your life easier by showing you how to get organized in order to make the most of your time, energy and resources.

This ebook should be read together with [How to Promote Your Website on a Traffic Exchange](#), which you can download now by clicking on the link.

Organise Your Computer

There are four things you must have before you get started.

Anti Virus

You should already have an anti virus program installed on your computer, but if you don't, then go and get one now. The traffic exchanges do their best to remove any bad sites, but they can't prevent 100% of them, and you will be visiting more sites now than you ever have before. Antivirus will help to keep your computer safe.

Some highly recommended anti virus programs are Norton, [AVG](#) (has a free version) and Kaspersky. [Avast](#) also has a good free version.

Anti Malware/Anti Spyware

Anti malware is a bit like an anti virus program, but it will find any spyware on your computer. If your computer is slowing down for no reason and you have cleared your cookies and cache, then run a full scan with your anti malware program. It's a good idea to run a quick scan regularly too.

Some anti virus programs come with anti malware as part of the package.

A Better Browser

You may enjoy using Internet Explorer for your personal browsing, but for traffic exchange surfing we suggest you download a current version of [Firefox](#) and use it. (You can still keep the Internet Explorer and use it for your personal stuff.) Firefox will block more threats than IE will, and since it is less popular than IE, it also has less viruses which have been created especially to target it. Google Chrome is pretty good too, and quite fast.



Make sure you clear your cookies and cache regularly. This will help to keep your computer running faster, and also reduce the threat of infection or hacking. Google has an excellent page on [Clearing cache and cookies](#) which will give you directions for all the popular browsers. There is also an excellent [wikiHow article](#) with screenshots.

A List of Your Referral Id's

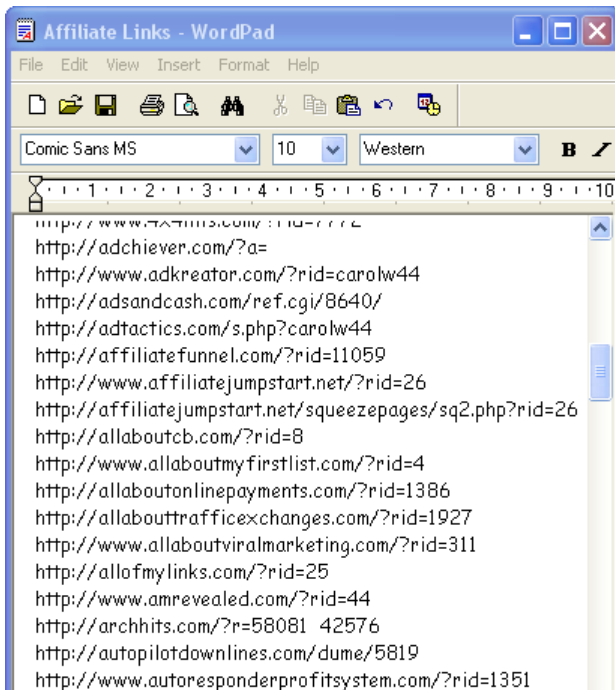
Create a Notepad or Wordpad document now, with all your referral links in it. This will save you a lot of time, because you will have all that information in one place, where you can get to it easily.

Every time you join a new program, add your new referral link to this Notepad document.

Get Organized for Traffic Exchange Success

Hint: When you need to add your referral link anywhere, DON'T type it in, make sure you copy & paste it. You can waste a lot of credits (and miss out on sales) by having an incorrect referral link due to a typo.

Print off your document once in a while, or email yourself a copy to your Gmail account as a backup. This can be very useful if anything happens to your computer.



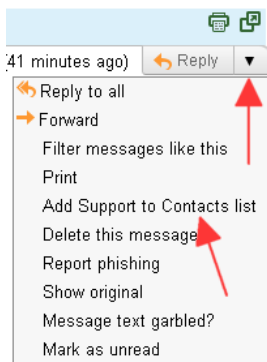
Organize Your Emails

Here are three reasons why you **should not** use your personal email address as your contact email for traffic exchanges and other internet marketing contacts:

- Your personal inbox will end up flooded with non-personal emails and you will hate that.
- A lot of email providers have limits on how many emails they will store, and once you are over the limit they will bounce any more emails until you clean out your inbox. Bounced emails can get your account deleted at some programs.
- Many email providers will filter out emails from traffic exchanges into the junk folder, or worse yet they will not even deliver them.

If you have already used your personal email, don't worry, you can change it at most traffic exchanges by going to the Personal Details or Account area. Once you change it, you will need to confirm the change by clicking on the link in an email they will send to your new email address. If you don't confirm, your email address will stay the same.

The most highly recommended email address for traffic exchange and internet marketing use is at [Gmail](https://www.gmail.com). It is free to use and has a huge capacity. You can access your emails from any computer, and you don't need to download any emails to your own machine, you can read them all online.



When you get an email from a new traffic exchange or other program, add the sender to your contacts in Gmail. You can do this by clicking on the drop down arrow next to Reply in the email, and then clicking on Add <name> to Contacts list. That will usually be enough to stop it going to Spam, but if you are missing an email, do check your Spam and Trash folders, and mark the email as “Not Spam” if you find it.

Organize Your Traffic Exchanges

Login Links and Tabbed Surfing

Bookmark your login links using the Bookmark feature in your browser, or use [Roboform](#) to store them for you. ([Roboform](#) will give you secure one-click login access to most sites. It will also fill forms for you, which is very handy.) Then you will be able to access them instantly.

If you bookmark your logins, put them all into one folder or group, then you can click on that group and open all of them at once in different tabs on your browser.

You can surf 5 to 10 exchanges at once using tabbed surfing. It's accepted practice and not considered cheating. You click on the surf icon at one traffic exchange, then go to the next tab and click on the surf icon there, and so on... The number of tabs you can surf at once depends mainly on your internet connection speed. There's a nifty program called [Quick Tab Change](#) which will speed up your surfing by up to 40%, and you can get it for free.

Firefox has a nice article explaining tabbed browsing [here](#).

Using a Rotator

Rotators can save you a lot of time. A rotator will store all your website links, and then instead of adding your websites individually to each traffic exchange, you add the rotator link.

When you want to change your promotions, you simply change the websites in your rotator, instead of logging in to each traffic exchange and changing them there. The change takes effect instantly, and you don't have to wait for traffic exchange support to verify your new sites at each exchange. (**Note:** Do not use this as a trick to put in sites which have previously been suspended, that could get your rotator blacklisted.)

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You can pick a rotator from your favourite traffic exchange, which usually has the benefit of displaying your referral link for that exchange and may get you some referrals.

Otherwise, you can get a rotator at trck.me. Go to the Links area at trck.me and add a tracker. You can add one or many URLs to each tracker, assign a priority to each URL (or pause it), and see your stats for the day, week, month or total.

Trck.me also has a tracker for all sizes of banners, so you can even use it for thank-you ads. (A thank-you ad is a big banner which you can use on login pages on your site and on confirmation pages with your autoresponder.)

If you need a free alternative to trck.me, try [Affiliate Toolbox](#).

Keeping control of your credits

It's very easy to forget to log in to one exchange or another, and miss out on having your site seen because you forgot to add credits.

This problem is easily fixed by signing up at [TE Command Post](#). They will send you one email a day, telling you how many credits you have at each traffic exchange, and which website links are out of credits. You can also log in at TE Command Post and view the status of your credits on the list in their site. TECP is a fairly new and very welcome tool in the traffic exchange industry.

Tracking Your Results

You can add your websites to traffic exchanges and simply hope for the best, but it can be useful to do some tracking. This will help you to figure out which promotions are working, and which are not.

Basic Tracking

If you want to know how many views your site has had, and where they

Get Organized for Traffic Exchange Success

came from, you can use the the basic tracker at trck.me or [Affiliate Toolbox](#). You will see how your traffic exchanges are performing, and how many times a link on your blog, website or advertising emails has been clicked.

You simply add the website link you want to a new tracker, then insert the tracker in your website, blog or email. This is especially great for long affiliate links, and the the tracker will cloak your link if you choose, so that your affiliate id cannot be tampered with or removed.

You can add a tag at the end of your tracker link to keep track of where the click came from, for example “email” or “startpage”. Otherwise your tracker will give you the name of the traffic exchange or website in the stats.

Note: Always test your tracker links after you make them. Do this by putting the tracker link in your browser bar and hitting enter. Make sure it is showing the correct site.

Click Tracking

Click tracking tells you how many times someone has actually clicked on your site, not just viewed it. There are two tools which can help you to do that:

trck.me and [Affiliate Toolbox](#) - You can get click tracking with these trackers by adding a small bit of code or a tiny tracking image to your destination web page (the page they end up on when they click your link) or subscription confirmation page, which is great if you actually own the page and can do that.

[VitalViralPro](#) – This program will track clicks on most pages. All you need to do is add your website link to their system, and use the Smart URL which they create for you. They also allow you to promote a banner and text ad, plus do your own branding if you choose. It's well worth the time it takes to set it up.

An Important Note About Trackers

Most trackers will give you extra tracking options which you can select or deselect, including options for click tracking by source, header bars, etc.

Most of the time this is great, but some of the time you may have problems. Always check your links in your tracker, and test the sign up process to make sure that your referral will end up where they should when they click on your links, when your site is in the tracker. If it is not working as it should, deselect the extra options and test again until your site works.

(To test your link in your tracker, copy and paste your tracker URL into the browser bar in your internet browser.)

Also, payment processors (such as Payza) often will not work when the site is in a frame, such as a surfbar or a tracker with a header or cloaking. Make sure your payment pages open in a new tab in those cases.

Organize Your Payment Processors

Most traffic exchanges and related programs use [PayPal](#) and [Payza](#) to make sales and pay cashouts.

These payment processors use your email address as the payment id. Try not to use your personal email address as your PayPal email. There are hundreds of spammers who somehow have access to PayPal email addresses, and over time your personal inbox will fill up with their junk.

It's Your Job to Cancel Your Subscriptions

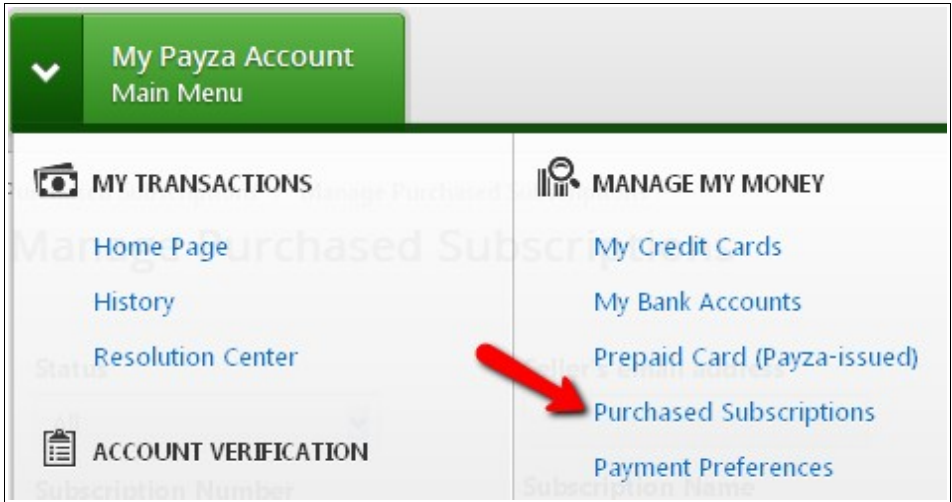
Most traffic exchanges expect you to cancel your own subscriptions at PayPal and AlertPay. Just deleting your account at a particular traffic exchange will not stop the money from coming out of your payment processor. You need to log in to your PayPal or AlertPay and cancel the subscriptions yourself.

In PayPal, click on [Profile](#), then click on **My Money**, and then click on [Update](#) next to My pre-approved payments. You will find a list of all your subscriptions. Click on the name of the merchant and you will be taken to the subscription details, where there will be a Cancel link.



In Payza, click on the big green **Main Menu** button, and then click on [Purchased Subscriptions](#).

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You will see all your subscriptions listed, and the active ones will have **Active** next to them. Click on the word **Cancel** next to your subscription and you will be able to cancel it.

Start Date	Interval	Next Run Date	Status	Trial	Cancel Subscription
9/2012	\$7.77 USD every month(s)	12/9/2012	Active	None	Cancel
9/2012	\$7.00 USD every month(s)	12/9/2012	Active	None	Cancel

Organise Yourself!

If you blundered into the traffic exchanges with no clear idea of what you were here for, and then found yourself fascinated with the potential here, then you may need a bit of help.

Where To Start

You can surf around the exchanges and pick up cash prizes here and there, and a lot of people do that, but the real excitement lies in building your own online business, and building an ongoing income.

Experienced business builders will tell you that you need to build your advertising machine first, and then promote your main business second, usually by promoting it to your list. Why? Because the business opportunities which sell best on traffic exchanges are those which help other marketers to promote their business – by providing website traffic or marketing tools such as autoresponders and splash page makers.

It may seem tempting to do it the other way around, and you can try that, of course...

MySurfBiz

If you want a program which hits all the nails on the head, try [MySurfBiz](#). MySurfBiz builds your downlines in your favorite traffic exchanges and other programs, pays you instant commissions on sales, and builds you a list of active marketers. You can then promote your main business to them. The cost is minimal, and once you have it set up, all you need to do is surf (and write the occasional email).



**Build YOUR List, Downlines
AND PayPal Account**

A Fun Boot Camp for Traffic Exchange Marketers

The [ClickTrackProfit](#) program will introduce you to the important basics such as surfing a variety of traffic exchanges, tracking, splash page making, list building, and creating residual income. It's a boot camp for traffic exchange marketers, and it's done one step at a time so you can absorb the information as you go along. They hand out badges and other fun incentives as you progress to keep you motivated, and they will do their best to educate you and your downline.

How Things Work

Traffic Exchanges

If you don't know much about traffic exchanges then pick up a free copy of [How To Promote Your Website on a Traffic Exchange](#). This will explain the basics to you, and help you with simple things like getting your banners into rotation, traffic exchange strategy, and how to find your banner links in a mess of html code. It will also show you what to do if your website is not accepted into rotation (and why).

You can find a [ranked list](#) of the most popular traffic exchanges at Affiliate Funnel, and a [Top 42 List](#) of most effective traffic exchanges at TEHoopla.

Downline Builders

You will find downline builders inside many traffic exchanges and other programs, and you will also find programs which are built especially as downline builders. ([MySurfBiz](#) has a downline builder which you can customise with your programs.)

Downline builders are great because you can promote all the programs in the downline builder, simply by promoting the downline builder itself. Just make sure you pick one which has mostly programs you want to invest in.

Promoting a downline builder can be as simple as rotating the splash pages in traffic exchanges.

A downline builder allows you to enter your referral id's from other programs. As you promote the downline builder, some of your referrals will sign up to those programs from your referral links in the downline builder.

Most traffic exchanges have a downline builder section in the members area. When you join a program, make sure you enter your referral id's in its

Get Organized for Traffic Exchange Success

downline builder. This should be an easy job with the aid of your Notepad document, and you could be getting the odd referral from that downline builder for years to come.

Note: Some downline builders will ask you to enter your whole referral link (e.g. <http://yourwebsite.com/?rid=12345>) and others will want only the referral id (12345 or a username). Make sure you read the instructions or follow the cues!

Rebrandable Ebooks

Rebrandable ebooks are like a super downline builder. You can rebrand them with your referral links, so that anyone who reads them and wants to join the recommended resources will join from your links. In addition to that, anyone who joins the ebook site below you will see your links in their copy of the ebook until they rebrand it.

Usually you will need to upgrade in order to rebrand, but it's a worthwhile investment if you like the ebook and the site, and if the topic matches up with the things you are interested in promoting.

You can find over a dozen good internet marketing ebooks (and download them without signing up to the individual ebook sites) at [TE Reports](#). Check them out, read and learn, and then invest in the ones you think are best for you.

Rebranded ebooks are usually given away as gifts, or as incentives to get people to join your email list.

List Building

Promoting downline builders and rebranded ebooks is potentially better than promoting single sites, since you have the opportunity to get multiple signups from every person who joins your downline builder or ebook site.

List building is potentially even better, because you can promote to the people on your list over and over, as long as you keep them interested and

Get Organized for Traffic Exchange Success

they keep reading your emails. It's the holy grail of internet marketing, and a skill which you can take outside of the traffic exchanges and apply to any product you want to promote online, anywhere.

If you have the desire to build your list, you can learn how to do it.

If list building seems a huge challenge to you, then read [Build Your List With Ease](#), which will give you everything you need to get started, including full step-by-step instructions, a free autoresponder, squeeze pages and emails. Once you have learned the basics, you will be able to use any list building program with confidence.

Another excellent book on list building is [Autoresponder Profit System](#) by Jerry Ianucci.

Safelists/List Builders

Email marketing can work very well side by side with traffic exchange marketing, and many traffic exchange marketers do both. Safelists and List Builders allow you to email to their members without being a spammer, as all members have agreed to receive these emails. To learn all about safelisting, and how to organize yourself as a safelist marketer, grab a free copy of [Safelist Marketing Tactics](#).

Conclusion

I hope this ebook has given you a better understanding of the traffic exchange marketing world, and that it will help you to to make the most of the potential here.

Wishing you success,
Carol Walczak



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About

Carol Walczak is the owner/author of Build Your List with Ease, and co-owner of PromoLotto Traffic Exchange and MySurfBiz.

She has done customer support for Traffic Taxis, Traffic Wonderland, and the Kinder-Rash group (including Traffic Splash and Tezak Traffic Power), and TE Toolbox.

Rebrand This Ebook With Your Links

All members of PromoLotto and Build Your List with Ease can rebrand this ebook with their referral links for free. You will find a rebrand link in the members area of both sites.

You can join either of these programs here:

[Build Your List with Ease](#) (Rebrand link is in the Bonuses section)

[PromoLotto Traffic Exchange](#) (Rebrand link is in the Ebook Library)

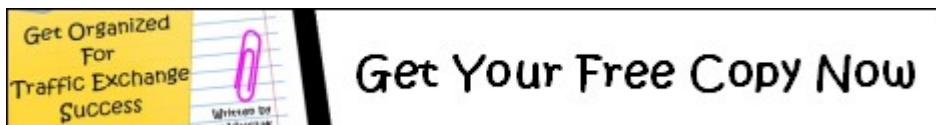
Promo Tools

Upload this image to [AdKreator](#) to make a splash page to give away your copy of Get Organized. Just add your autoresponder code or website link, or edit it any way you like.



<http://getorganizedforsuccess.com/images/squeeze.png>

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<http://getorganizedforsuccess/images/468x60.png>



<http://getorganizedforsuccess/image/s/loginad.png>



<http://getorganizedforsuccess/image/s/125x125.png> and
<http://getorganizedforsuccess/image/s/250x250.png>



<http://getorganizedforsuccess/image/s/250x250book.png>

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Additional Resources

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