

Free Traffic

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Sample of Content:

For any serious webmaster or affiliate marketer, you know traffic is king. Traffic exchange sites are the most cost effective way to generate targeted traffic to your website or product.

Content:

If you're an online marketer and own a website, you know what free traffic means. You also know there's really no such thing as free. There are free traffic exchanges that allow you to get free traffic to your website or promotion, but you must spend your time surfing through other websites to earn credits. Free traffic exchanges are a great way to get lots of visitors to your site however, so spending an hour a day surfing, is not a lot to ask if you're making sales from your efforts.

Free traffic exchanges are a great marketing tool for a many reasons. The best reason is that you get lots of people looking, and hopefully clicking on your website or promotional pages. But there are hidden benefits to free traffic exchanges you may not have even considered.

Search engines love free traffic exchanges because of all the incoming and outgoing links they generate. Plus the rapidly changing content is another reason the search engines love traffic exchanges. Exchanges that have more content also generate a higher page rank, and therefore more traffic, and increased memberships. The key is to find exchanges that are very active and have lots of members. The more members they have, the more potential customers you get looking at your offer and your chances for sales conversions are that much better. But bigger isn't always better.

Some free traffic exchanges may convert sales like crazy for one person, and be a complete waste of time for another. If everyone were promoting the same website or affiliate program is the same traffic exchange for example, then chances are you would not make many sales. Even if you were promoting the #1 thing on the internet, if everyone promoted the same program, your chances are much lower that someone will purchase through your website or link to make you any money. Also, when people see the same ad over and over again, they get desensitized to it. Don't fall into this trap. It's one thing to try and sell a very popular product/service/ebook etc, but it's another thing when a million other people are trying to do it too. Competition is a good thing, because it validates your market, but too much competition is tough and it's time to move on to something else.

We all know clicking on ads in a free traffic exchange can be very boring, monotonous and can take a lot of time. That's why you need to make the best of your opportunity or you will just be wasting a lot of your time and effort on something that just isn't working. If you have your own niche website, then you already differentiated yourself from the pack. If you are an affiliate marketer, then you need to find products/services that everyone else isn't promoting, especially within that particular traffic exchange.

One way to use free traffic exchanges to your advantage is to join a few at first, and see if your sales pick up. If your sales aren't doing well, then test out a few more. When you do find a few traffic exchanges that appear to be generating sales for you, then narrow those down until you find the one, or two that are working. Now concentrate your efforts on those because they're the ones you want. At least for now anyway. Things may change, so keep an eye on your campaigns and if sales seem to be falling off, then it might be time to change your offer or find another traffic exchange that could pick your profits up again.

As I mentioned, your individual promotion is everything. If you're trying to promote something everyone else is, I don't care what traffic exchange service you're using, your sales conversions are going to be very low, or nothing at all. You cannot always blame the exchange. Sometimes you have to look at yourself and think if you're doing all you can to make sales.

If you're going to use multiple free traffic exchanges, and I recommend that you do, you should get yourself a multi-tab web browser. Many of these browsers are free and run on PCs and MACs. The tabs feature allows you to have one web browser open with multiple tabs each going to a separate website. You could easily put 5 or 6 of your free exchange sites in these tabs, and earn credits for all of them at the same time. So instead of surfing for 1/2 an hour or an hour earning 200 hits for one exchange, you could earn 200 hits for 5 exchanges in the same amount of time. This is a huge time saver and multiplies your earned hits by 5X or 6X.

Getting free traffic to your website is a lot of work. If you don't have the money to spend on full blown PPC (pay-per-click) campaigns like Google AdWords, free traffic exchanges are a great way to get the traffic you need at a very good price. Free!

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