

*How to Promote Your Website on a Traffic Exchange*



**Brought to you by PromoLotto Traffic Exchange**

**“The Traffic Exchange Built for List Builders,  
by List Builders”**

[www.promolotto.com](http://www.promolotto.com)

Updated 26 June 2011

## *How to Promote Your Website on a Traffic Exchange*

### **Welcome to PromoLotto**

If you are here, you probably have a website of your own, or a referral link or affiliate link, which you want to promote to others. One of the simplest ways to promote online is in a traffic exchange. It is also one of the least expensive. In fact, you can start for free if you want to!

### **What is a Traffic Exchange?**

A traffic exchange is a website where the members agree to view other members websites, in exchange for receiving views to their own site. Members come from all over the world, though the majority are from the USA.

Traffic exchanges use a variety of incentives to keep their surfers interested. You will see prizes, contests and other promotions to keep people surfing regularly and to bring new members in, so that there are always fresh eyes on your promotions.

### **How is Traffic Exchanged?**

Members receive credits for viewing sites. They can exchange those credits for visitors to their own sites. They can also buy credits.

Viewing other members' sites is called surfing. You don't have to run all over the internet to see the other members' sites, they are all viewed within our surfbar frame.

In this ebook we will show you how to add your website and other advertising to a traffic exchange, and how to surf.

It is quite easy.

We will use our traffic exchange, PromoLotto, as the example.

### **How to Join**

If you are not a member of PromoLotto yet, please [click here](#) to join. You are welcome to join as a free member.

On the New Member Signup page you will need to enter your first name, last name and a working email address.

**Tip:** We suggest you open a free [Gmail](#) account for your advertising contacts. It's always good to keep your advertising email separate from your personal email to protect your privacy. Also, Gmail will allow you to keep your emails on

## How to Promote Your Website on a Traffic Exchange

their server and view them online, which saves your resources.

### New Member Signup - Step 1

First name:

Last name:

Email:

Security code:  Enter the 3 black symbols

**eDgw59**

Promo Lotto reserves the right to use member email addresses for the purpose of periodically sending out information relevant to any and all aspects of Promo Lotto membership.

[Your referrer is carolw44]

After you have entered these details, we will send you an email with a validation link. This is to confirm that your email address is correct. If you do not receive the email, you can click on this link <http://www.promolotto.com/resend.php> to have it sent again.

Some email providers will filter out emails from traffic exchanges and never deliver them to your inbox. If you have asked for a resend of your email and not received it, please change to a [Gmail](#) address.

After you click on the validation link you will be asked to enter some more details. We will need the following:

**Username** – create a username for yourself. A username is your unique nickname in our system. The system uses the username to manage your account. A username is good for your privacy.

**Your Website Name** – for your reference

**Your Website URL** – this can be the direct link to your own website or blog, or it can be a referral link or an affiliate link.

## How to Promote Your Website on a Traffic Exchange

### New Member Signup - Step 2

**Thank You**  
Your email has been verified.

Name: **Test User2**

Email: **carolw44.lists@gmail.com**

Choose your username:

Password:

Your site name:

Your site URL:

I agree with the [Promo Lotto Terms of Service](#)  I do not agree

[Your referrer is carolw44]

Sites which are not allowed are listed in our [Terms of Use](#) but in general, we do not allow anything illegal or immoral, “adult” products or services, gambling, hate, HYIPs and randomizers, paid to promote sites, and paid to read email sites.

Other things to watch out for are frame breakers (sites which jump to the top of the page and obscure our surfbar frame (see below), sites which redirect or open other windows, sites which download anything without permission, and sites which require you to click on other windows before you can close the site. (One click is allowed, but no more than that).

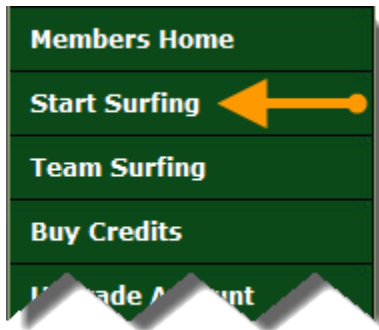
Twitter, MySpace, Facebook, Squidoo and Ning sites do not work here because they are frame breakers. See the section “What to Do If Your Site is Rejected” to get around this problem.

## How to Promote Your Website on a Traffic Exchange

### How to Surf

We will start off with surfing, as that is how you will earn credits to show your site, banners and text ads. It will also give you an idea of how your site, banners and text ads will be seen by others.

When you first log in to PromoLotto you will see some upgrade offers. You can buy those, or you can scroll down to the bottom of the offer page and click on the link there to continue. On the next page you will see some Opt-In ads. If you are interested in any, simply click on the box next to the ad and use the Yes, Send Me More Information button at the bottom of the page. Otherwise, click on the No, Not Interested at this Time button.



Once you are in the members area, you will see navigation buttons on the left.

Click on the one which says Start Surfing.

You will be taken to the Surfbar, where you will be able to view sites, banners and text ads.

Below is a view of what the Surf area looks like:

## How to Promote Your Website on a Traffic Exchange

You can see a bar across the top with golden lotto balls, some icons, a member's banner and some text links. Below that is a member's site.

Each site is viewed for 6 seconds, and then you can click on the matching icons to move on to the next site. You will still see the surfbar, but the site below it will change.

### The Surf Bar

The most important things on the surfbar are the Surf Icons. When the surf timer has reached 6 seconds you will see the Surf Icons. (Here you can see tulips, a space, then 3 other icons.) Click on the one which matches the one on the left (in this case, the tulips) to view the next site.

The screenshot shows a traffic exchange interface. At the top is a 'Surf Bar' with a 'Promo Lotto' section on the left displaying numbers 12, 36, 37, 8, 13, 45 and 'You Matched 1 Number'. To the right of the lotto are 'Surf Icons' (tulips, a space, and three other icons). Further right is a member's banner for 'FAST NATURAL PAIN RELIEF...' with a 'Report Site' link. Below the surf bar is a member's website for 'REAL TIME Pain Relief' with a 'Message' icon, a 'Member's Text Ad', a 'Member's Banner', and a 'Your Credits' section. A 'Get out of surf' button is visible on the right. A vertical 'OPEN CHAT' button is on the far right. At the bottom, there is a 'Try our Instant Splash Maker for FREE!' link.

**Lotto Game** – pick your numbers in the members area. Match numbers and win credits!

**Message** – this image will tell you if we are running a special promotion, or you might find our logo here.

**Text Ad** – this is a member's text ad. Your text ads will appear here too. Click on a text ad if you want to go to the site it promotes. It will open in a new window.

**Member Banner** – this is a member's banner. Your banners will appear here too.

## *How to Promote Your Website on a Traffic Exchange*

Click on the banner if you want to check out the site it promotes, it will open in a new window.

**Your Credits** – this shows the total credits which you have available to assign to your websites.

**Members Area** – click on the Members Area link to get out of the surf and go back to your account in the members area.

**Chat** – You can open a small chat window the right of the surf area to chat with other members. It's a nice way to network.

**Report Site** – click on the Report Site link if you come across a site which is not working, has offensive content, etc.

## How to Promote Your Website on a Traffic Exchange

### How to Promote Your Website

In the Members Area, click on the My Websites navigation button.

When you arrive in the My Websites area you will see the site which you entered when you signed up.

Your sites (click your site name to edit):				
Site name	URL	Hits	A-A	Credits CPD State
SWOM Social Network	http://swom.com/?r=72223			

Click on the link to verify the site. You will then see the site checker bar, with your website below it:

Checked by TE Toolbox.  
Grab Your Free Tracker And Rotator

Site Passed All Checks! Return to Members Area

swom Dashboard Open University Find people...

Want to make more money?

1. Promote your biz-op to 50,000+ marketers
2. Earn referral commissions
3. Build your contacts

Swom is the social network connecting marketers all over the world!

Recent members

- ✓ Share and discover marketing secrets
- ✓ Connect with like-minded people
- ✓ Advertise your business opportunities

If the message (see arrow) says “Site Passed All Checks” then click on the Return to Members Area link.

## How to Promote Your Website on a Traffic Exchange

Now you will see that your site is Rotating, and it has 25% assigned to it. This means that as you surf, 25% of your credits will automatically be assigned to your site. You can change the percentage in the Assign Credits area.

The screenshot shows a sidebar menu on the left with options: Surfers Bonus, In House Jackpot, 3 Way Jackpot, Slot Machine, My Websites, Assign Credits, and My Banners. The main content area displays "You have 1/3 site(s)" and a table titled "Your sites (click your site name to edit):".

Site name	URL	Hits	A-A	Credits	CPD	State
SWOM Social Network	http://swom.com/?r=72223	0	25%	0	0	Rotating

Below the table is a yellow button labeled "Add a new site here". A message at the bottom states: "Your site(s) have not received any hits this week!".

Click on the **Add a new site here** link if you want to add another site.

It will go through the Verification process, just like your first site did.

**If your site fails** and you can see the problem then remove it or fix it. If you are sure that your site is ok, then leave it and we will check it manually, and send you an email if it is not acceptable.

### How to Delete or Edit a Site

Click on the **Site Name**. You will come to a page like this;

The screenshot shows the "Edit Site Named: SWOM Social Network" page. A sidebar menu on the left includes: Surfers Bonus, In House Jackpot, 3 Way Jackpot, Slot Machine, My Websites, Assign Credits, My Banners, My Text Links, and Opt-In Ads. The main content area features a "Please Note" box with instructions on deleting a site. Below this are input fields for Site Name (SWOM Social Network), Site URL (http://swom.com/?r=72223), Site Status (Rotating), and Credits to use per day (0). At the bottom are buttons for Save, Cancel, and Delete Site.

You can change the details and click on the Save button, or use the Delete button to remove the site.

### If You Can't Delete Your Site

If you can't delete your site, you will need to go to Assign Credits and change its Auto Assign % to zero.

## How to Promote Your Website on a Traffic Exchange

The system won't let you do that if this is your only site, so in that case you will need to go back to My Websites and enter another site first. Then go to Assign Credits, change the Auto Assign on the site you want to remove to zero, and on the new site to 25 (or more).

Then you will be able to delete your old site.

### Assigning Credits to Your Site(s)

Click on the Assign Credits navigation button, and you will end up at a page which looks like this:

**Surfers Bonus**  
**In House Jackpot**  
**3 Way Jackpot**  
**Slot Machine**  
**My Websites**  
**Assign Credits** ←  
**My Banners**  
**My Text Links**  
**Opt-In Ads**  
**Get Aweber**

### Assign Your Credits

You have **85** credits in your account.  
You may assign them to the following site(s):

URL	Current Credits	Assign
http://swom.com/?r=72223	0	<input type="text"/>

[CLICK HERE TO BUY CREDITS](#)

### Auto-Assign Your Credits

**25%** must be auto-assigned  
Currently **25%** is being auto-assigned

Site Name	URL	Auto-Assigned
SWOM Social Network	http://swom.com/?r=72223	<input type="text" value="25"/> %

There are two elements here:

Assign Credits and Auto-Assign Credits.

Assign Credits assigns a certain number of credits to your site(s).

Auto-Assign Credits automatically assigns a percentage of your credits earned directly to your sites. You can set the total auto-assign percentage to anything you like up to 100%, but it cannot be less than 25% total.

### Example:

In the example above, there are 85 credits available. To assign those, enter 85 (or any number below 85) in the Assign box and click on the Assign button. Now you will see that the credits have been assigned to your account:

## How to Promote Your Website on a Traffic Exchange

### Assign Your Credits

You have **0** credit in your account.  
You may assign it to the following site(s):

URL	Current Credits	Assign
http://swom.com/?r=72223	85	<input type="text"/>

[CLICK HERE TO BUY CREDITS](#)

### Moving Credits Between Sites

If you want to move credits from one site to another, you can use the Move Credits box, which is just below the Assign Credits area. Click on the blue down arrows next to the site name to choose which site you want to move credits from or to.

### Move Your Site Credits

Move From Site:  ▼

Amount of Credits:

Move To Site:  ▼

### What to Do If Your Site Is Rejected

If your site is rejected due to frame breaking or excessive exit popups, *you can still promote it*. All you need to do is create a splash page to entice people to your site. See the Recommended Advertising Methods section near the end of this manual for more details.

## How to Promote Your Banners

In the members area, click on the My Banners navigation button. You will come to a page like this:

View Our Quick-Start Guide / New Messages: (1)

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!**

**Banner Name:** Name your banner whatever you like, for your own reference only.

**Banner URL:** This is the direct link to the banner image on your website, at PhotoBucket, or wherever your image is stored on the internet. For this example we are using a banner from the Instant Splash site. All banners must be 468 wide x 60 high.

**Banner Target URL:** This is the link to the website you want people to see when they click on your banner.

Click on the **Add Banner** button to add your banner.

### **What to do if your banner details are in HTML**

Sometimes your banner code will look something like this:

```
<a href='http://instantsplash.com/signup/carolw44' target=_blank><img src='http://instantsplash.com/images/white_2_468x60.png' border=0></a>
```

You can't enter the HTML in our banner area, so you will need to copy your links out of the HTML. Your Banner URL will usually follow the `<img src='` part of the code, and the Banner Target URL will be after the `<a href='` part, so your banner links will be as highlighted below:

```
<a href='http://instantsplash.com/signup/carolw44' target=_blank><img src='http://instantsplash.com/images/white_2_468x60.png' border=0></a>
```

So the Banner Target URL from this HTML code is

## How to Promote Your Website on a Traffic Exchange

<http://instantsplash.com/signup/carolw44>

and the Banner URL from this HTML code is

[http://instantsplash.com/images/white\\_2\\_468x60.png](http://instantsplash.com/images/white_2_468x60.png)

After you have added the banner, you should see it displayed, like this:

The screenshot displays the 'Instant Splash' dashboard. At the top, a green header reads 'Instant Splash'. Below it, the text 'FREE Instant Splash Maker' is prominently displayed in black and red. A status bar indicates 'Instant Splash is Active'. There are two buttons: 'Delete Instant Splash' and 'Reset Stats'. The configuration section includes three input fields: 'Banner Name' (Instant Splash), 'Banner Target' (http://instantsplash.com/signup/carolw44), and 'Banner URL' (http://instantsplash.com/images/white\_2). To the right, statistics are shown: 'Banner Shown: 0', 'Clicks: 0', 'CTR: 0 %', and 'Imps Remain: 0'. An 'Edit Instant Splash' button is located below the configuration fields. Below the main dashboard are two side-by-side panels. The left panel, titled 'Assign Credits', shows 'You have 0 credits' and a dropdown menu for 'Banner' set to 'Instant Splas'. Below it is a 'Credits to Assign' input field and an 'Assign Credits' button. The right panel, titled 'Assign Impressions', shows 'You have 0 impressions' and a similar 'Banner' dropdown. Below it is an 'Impressions to Assign' input field and an 'Assign Impressions' button.

### **Trouble Shooting**

Don't see your banner? Check that you haven't swapped the Banner URL with the Banner Target URL. That is the most common error.

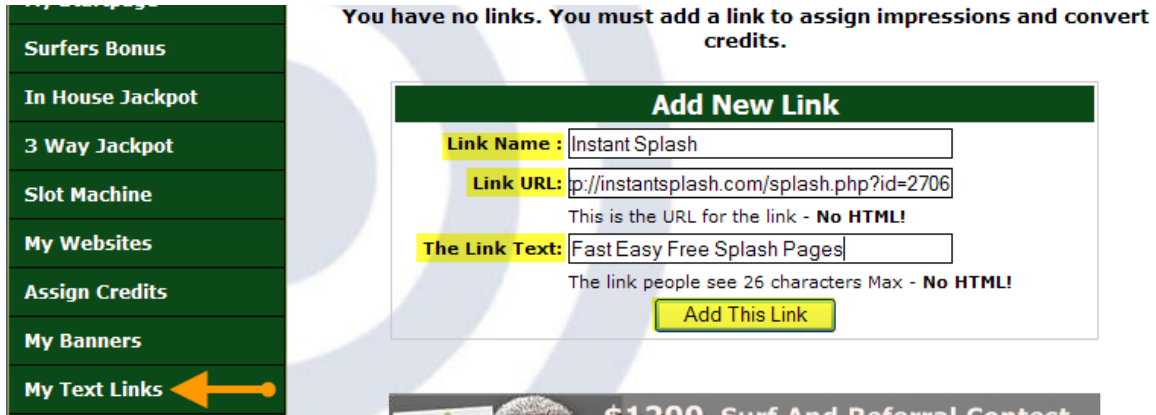
Check your Banner URL carefully using the left and right arrows on your keyboard so you can see the whole URL. Make sure you haven't added any HTML or other characters which do not belong there.

Still can't find the problem? [Contact Us](#) and we will have a look for you.

## How to Promote Your Website on a Traffic Exchange

### How to Create a Text Ad

Click on the My Text Links navigation button and you will end up at a page like this:



The screenshot shows a dashboard with a green sidebar on the left containing navigation buttons: Surfers Bonus, In House Jackpot, 3 Way Jackpot, Slot Machine, My Websites, Assign Credits, My Banners, and My Text Links (highlighted with an orange arrow). The main content area has a message: "You have no links. You must add a link to assign impressions and convert credits." Below this is a form titled "Add New Link" with three input fields: "Link Name" (Instant Splash), "Link URL" (p://instantsplash.com/splash.php?id=2706), and "The Link Text" (Fast Easy Free Splash Pages). A yellow "Add This Link" button is at the bottom of the form. A footer banner at the bottom of the page reads "\$1200 Surf And Referral Contest".

Enter details as follows:

**Link Name:** for your reference only

**Link URL:** this is the link to the website you want people to see when they click on your text ad. Make sure you enter the http://

**The Link Text:** enter a 26 character text ad here.

Then click on the **Add This Link** button and voila! You will see your text link added. Now click on the sample to make sure it is working (see image, next page).

## How to Promote Your Website on a Traffic Exchange

You can assign credits or impressions, or move impressions from one text link to

The screenshot displays the 'Instant Splash' management interface. At the top, a green header reads 'Instant Splash'. Below it, a status bar indicates 'Instant Splash is Active'. There are two buttons: 'Delete Instant Splash' and 'Reset Stats'. The main section contains form fields for 'Link Name' (Instant Splash), 'Link URL' (http://instantsplash.com/splash.php?id=4), and 'Link Text' (Fast Easy Free Splash Pages). A 'SAMPLE:' section shows 'Fast Easy Free Splash Pages' highlighted in yellow, with an 'Edit Instant Splash' button below it. To the right, a statistics box shows 'Links Shown: 0', 'Clicks: 0', 'CTR: 0 %', and 'Imps Remain: 0'. Below this are two panels: 'Assign Credits' (You have 0 credits) and 'Assign Impressions' (You have 0 impressions). The 'Assign Credits' panel has a 'Link:' dropdown set to 'Instant Splas', a 'Credits to Assign:' input field, and an 'Assign Credits' button. The 'Assign Impressions' panel has a 'Text Link:' dropdown set to 'Instant Splas', an 'Impressions to Assign:' input field, and an 'Assign Impressions' button. At the bottom, a partially visible bar shows 'Credits: 20 Text Link Imps'.

another, just as you would with banner ads.

## **Recommended Advertising Methods**

Simply adding your web page or blog to the surf can work, especially if your site is unique. But what if you're not the only one promoting the same thing? In that case, you need to get smart to make your advertising stand out from the rest.

You will also need to be use these methods if your site breaks frames or is otherwise not acceptable on traffic exchanges.

### ***Splash Pages***

A splash page is a simple page which loads quickly, is completely visible without scrolling, and has one or two main points and a graphic. It's meant to capture the surfer's attention. If they like what you are offering they will click on the link you provide which takes them to your main site (which should open in a new tab).

Some sites will provide you with a splash page. If not, you can easily make your own at [Instant Splash](#) or [TE Toolbox](#). Here is an example from Instant Splash:

**Try The Easiest Splash Maker For FREE!**

**MAKE SPLASH PAGES LIKE THIS IN SECONDS**

- Brand YOURSELF
- Use our Mini-Responders
- Grow your OWN list on autopilot!

**TRY INSTANT SPLASH - FOR FREE**



### ***Squeeze Pages***

A squeeze page is like a splash page, except that instead of displaying a link to click, it collects email addresses from interested surfers. Usually you will offer a free gift in exchange for their email address. You then deliver a link to the gift in your first email, and you can use the following emails to promote your business.

It is best to use an autoresponder to handle your marketing emails. An

## How to Promote Your Website on a Traffic Exchange

autoresponder will automatically collect the email addresses entered into your squeeze page, and send them the emails which you have set up.

Some programs will provide you with a squeeze page. You can make your own for free at [TE Toolbox](#), or when you upgrade at [Instant Splash](#). If you have your own website you can also code your own.

Here is an example of a squeeze page:



Carol Walczak

# Set Up Your List In 4 Easy Steps!

**LEARN HOW TO:**

- Set up free autoresponder
- Set up free squeeze page
- Write and enter emails
- Promote!

Sign up and receive a free copy of *Build Your List with Ease*

Name

Email

Your details will be treated with respect and you can opt out at any time.



## *How to Promote Your Website on a Traffic Exchange*

### **Traffic Exchange Strategy**

Here are some basic strategies to help you get the most out of your traffic exchange advertising:

Aim to make sure that your ads rotate 24 hours a day, 7 days a week. The theory is that people need to see an ad about 7 times before they will click on it, so make sure your ads are being seen regularly in your traffic exchanges.

One way to get more credits without surfing for them is to refer other members. It's also a good way to earn commissions. And of course, you can buy credits as well.

Remember to assign your credits to your websites, banners and text links. If you can't keep track of them all, sign up at [TE Command Post](#). They will send you a daily email listing all your traffic exchanges, and telling you which of your websites, banners and texts are out of credits, and where you have unassigned credits.

Enter your website as many times as you can. If a traffic exchange has 2000 sites in rotation and you enter yours once, it will be seen once for every 2000 sites surfed. If you enter that same site 5 times, it will be seen once for every 400 sites surfed, which is much better! Free members can enter their site up to 5 times at PromoLotto, upgraded members can have even more.

Get smart – use a rotator for your websites and banners. A rotator holds all your website links and displays them at random. You use a rotator by adding the rotator url to your traffic exchange, instead of your individual website links. The banner rotator works the same way. If you are promoting more than one thing, rotators can save you a lot of time. If you want to change your promotions, you can change your website links in the rotator, instead of having to go to each traffic exchange to change them there. You can use a simple rotator such as the one at PromoLotto, which will also display your PromoLotto referral link. (You will find it in the Promo Tools section.) Or you can use a smart rotator such as the one at [TE Toolbox](#), which will track how many hits you have had to your sites, by traffic source. It will also allow you to use subrotators, which are very handy if you want to promote only your main site at some traffic exchanges, and a broader selection of sites at exchanges where you have more credits.

## *How to Promote Your Website on a Traffic Exchange*

### **Useful Tools**

[Instant Splash](#) – the fastest, easiest splash page maker.

[TE Toolbox](#) – complete set of tools for the traffic exchange marketer – everything from image hosting and a splash page maker to rotators and tracker links. Join free.

[TE Command Post](#) – excellent tool for managing your traffic exchange credits, and more.

[TrafficWave Autoresponder](#) – create unlimited lists, with unlimited subscribers, for only \$17.97 per month. 30 Day free trial. Highly recommended.

[Build Your List with Ease](#) – learn how to set up your email contact list in easy steps using free resources. Free ebook.

### **More Traffic Exchanges**

You can find a list of the current Top 5 most popular (and largest) traffic exchanges on the [Affiliate Funnel Ranker](#).

### **Rebrand This Ebook With Your Links Today!**

Join PromoLotto Traffic Exchange [here](#) then look for the rebrand link in the PROMO TOOLS section of the members area.

Need a place to host your rebranded copy? [Instant Bonus Page](#) will host it for free, and give you a professional download page to link to for your subscribers. Here is a link to a sample page: <http://www.hereisyourdownload.com/bylwe>

**You can give this ebook away to build your list or your downlines in the recommended programs.**

**You may not sell it or alter it in any way.**

© Carol Walczak 2010-2011