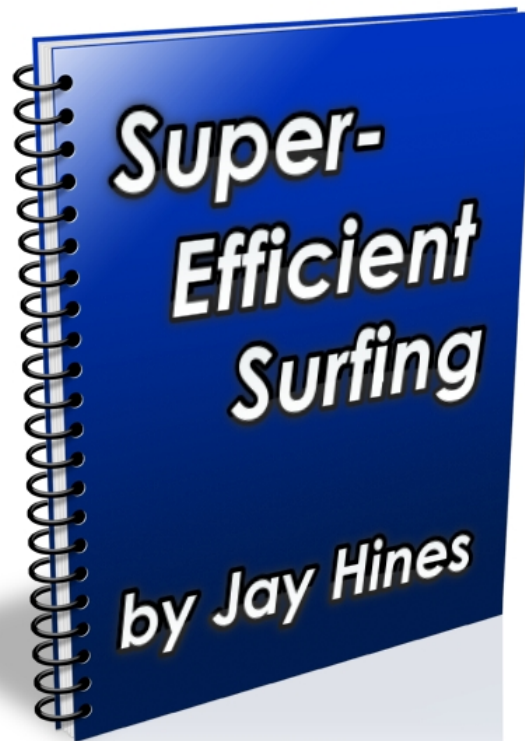


SPECIAL REPORT:

Super-Efficient Surfing

By Jay Hines



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Introduction

It is no secret. Traffic exchanges are an excellent free advertising medium for those interested in internet marketing. They are extremely easy to use, and you can achieve great results!

Ok, so you've surfed the exchanges, but these awesome returns and conversions are starting to sound like a myth. Herein lies the trouble with TEs—they are easy to use, but you have to use them right.

To use TEs the right way, you just need a few simple pointers. In this report, I will present to you all the free tools and information you need to increase your efficiency and turn the time you spend surfing into real results. Finally!

Tip #1: Smart Surfing Mechanics

When trying to increase your efficiency and returns, the most obvious strategy is to find a way to surf smart and maximize the number of credits you get per hour.

First off, you need to be using a tabbed browser, such as Microsoft Internet Explorer 7.0 or Mozilla Firefox. Load around 5 exchanges into your browser, one in each tab, and go from tab to tab, spending a few seconds to view the websites and then click on the surf bar anti-cheat image.

This will increase your credit efficiency dramatically, but there's more! Whatever you do, don't click the tabs to change tabs. You are wasting a HUGE amount of time. Use a shortcut to switch tabs. Use the keyboard shortcut Ctrl-Tab. Now, if you are using that shortcut, you can still shave even more wasted time off of your surfing sessions.

Check out my new free software, [Quick Tab Change](#). I timed myself, and I surf 40% faster than clicking tabs, and 10% faster than using Ctrl-Tab. This software lets you create a one-key shortcut to switch tabs, and you can assign the shortcut to whatever key you want. If you really want to take your credit/time efficiency to the next level,

grab [Quick Tab Change](#) for free and assign the shortcut to an extra mouse button.

Tip #2: Smart Surfing Behaviors

As you are surfing, you will be bombarded with advertising messages. Don't let all of these offers bog you down by having a surfing schedule and retaining your focus.

First of all, keep your head about you as you surf. If you see a page that interests you, by all means explore it or submit your contact details to find out more. Just don't waste your time investigating all of the programs you come across. Many of them are junk. If it looks too good to be true, guess what? IT IS!

Don't lose your focus. Once you have a campaign running, stick to promoting that site. Don't constantly search for something new to promote and jump from program to program. Have a plan, and above all else, stick to it!

If you are struggling with charting your plan, and don't know where to start, take a look at [Affiliate Funnel](#). There you can pick the brains of the most successful TE users and get free training every Saturday in a member's only conference room.

Also, you will never see any results if your efforts are diluted across loads of exchanges. Lord knows there are plenty exchanges out there and you can't be in all of them. Strive to have your ad in constant rotation in a few big exchanges, rather than receive 300 or so odd hits daily from twenty different exchanges. This will increase conversions, building awareness of your offer in the TEs.

You may wonder how often to surf. It would be easy to tell you to surf as much as you can, but that is completely unrealistic. You need to create a schedule, and this can be a difficult task.

Lucky for you, there is a really neat free tool to help you out with exactly this! Grab Darrell Dean's [Surfing Calculator](#). It will help you automatically calculate an optimal surfing schedule, and it's free to join!

Now you just need to figure out which traffic exchanges are the ones you want to be in.

Tip #3: Surf the Right Exchanges

It is no secret. There are lots of sub-standard traffic exchanges, and you don't want to do business with them. You won't see the slightest results, and you will waste your time and money.

How will you find the best ones?

It's super-easy. Every week, [Affiliate Funnel](#) publishes a list ranking the TEs. Unlike other lists, this one is voted on by the surfers! You will not risk surfing shoddy exchanges if you stick to the highly voted exchanges. Others use them, and are getting superb results and service, as is reflected in the votes.

This list is not published outside of [Affiliate Funnel](#), so you'll have to join up and claim your free membership. You'll want to join for more than the ranker though. They truly are a must-join service for anybody promoting on TEs.

Tip #4: Watch What You Promote

If you promote a generic affiliate site, before reading any further into this book, log into your exchanges and end or put a hold to your campaigns. Quite frankly, you will be lucky to see any, let alone dismal results with a standard affiliate page.

What you need to do is create your own splash page. This will be a unique page that is quick-loading, eyeball-grabbing, curiosity-piquing, and action-demanding. Transitioning over to splash pages from affiliate pages, your results should skyrocket.

Putting your own splash page together can be somewhat difficult. You need to know a little HTML and some basic graphic design to put a surfer-gripping page together. Just make sure you create a compelling page with a stellar headline, stunning graphics, text to instill curiosity, and a clear call to action.

On this page, also consider adding your picture. If people see your picture over and over, they will begin to perceive you as a trustworthy and successful figure, and be more likely to join your business. This is

called branding, and is one of the most important things to accomplish in TEs.

Now, if you want the full scoop on splash pages, be sure to check out a free report by Steve Ayling titled [What A Splash Page is and Why You Should Use One](#).

Tip #5: Follow Up with an Autoresponder

Once you know what a splash page is, and it comes time to make one, you have many options. Your best option is to setup an autoresponder and put in an opt-in form on your page, giving away some kind of freebie or newsletter. This is the most efficient method of converting TE surfers.

This way, once you capture a surfer, you have a chance to build a relationship and expose the users to your programs multiple times until they are convinced and join. Research shows it can take several exposures before someone will react to your offer, so sending correspondence via autoresponder is the perfect way to convert other TE surfers.

You can buy hosting, purchase graphics for your pages, code the squeeze page, and set up an autoresponder to capture leads for about \$40 a month. As far as autoresponders go, I highly recommend [Aweber](#). There you are sure to get both high email deliverability and full customization. For hosting, you have a vast array of choices. Just look for a host with good reliability. Your splash pages aren't too server intensive so you can certainly start out on shared hosting.

Now, for the beginner, this is a boatload of stuff to set-up, and is quite daunting. Luckily, there is a tool out there which will help you make a beautiful splash page complete with a free product to give away and a delivery system, and it costs nothing. I cannot recommend [Instant Squeeze Page Generator](#) enough.

Tip #6: Track Your Results

As a TE surfer, you simply have to track your results. There is no way around it. You do not want to waste time surfing TEs that don't give

you any results, and you don't want to waste time promoting pages that just don't seem to work.

Best of all, once you track your results, you can perform split tests to tweak your splash pages for maximum conversion rate. To receive training and a free tracker account, I personally recommend you look at [Pro Tracker Plus](#). I use that same software, hosted on my own domain, and it is a breeze to perform split tests, track conversions, track sales, and shorten ugly affiliate links in emails.

With your free [Pro Tracker Plus](#) account, to track your TE traffic simply create a campaign that links to your splash page. Next, for each TE, create a subcampaign, and set the subcampaign tracking link as the URL you promote in that exchange. Put the conversions tracking code on you thank you pages, and then you will have a complete tracking solution for free.

Your stats page should look something like this after you toy with the display settings.

Campaigns	Raw Clicks	Unique Clicks	Actions	Sales	CTA	CTS	Revenue
• afte2	8	5	0	0	0%	0%	\$0
clickvoyager	1,165	838	0	0	0%	0%	\$0
dragonsurf	105	80	0	0	0%	0%	\$0
fasteasytraffic	85	56	0	0	0%	0%	\$0
hitsafari	11	11	0	0	0%	0%	\$0
ilovehits	54	45	0	0	0%	0%	\$0
maxtrafficpro	27	21	0	0	0%	0%	\$0
trafficsplash	241	180	1	0	0.41%	0%	\$0
Total	1,696	1,236	1	0	0.06%	0%	\$0

(example data – not actual representation of mentioned TEs)

In this case, you see that for this page, for that day, conversions were extremely low, and that ClickVoyager was delivering hits quite well but did not seem to be converting for me. Without this tracking data, I would not necessarily know which TEs were performing, and that I should retool this low-performing splash page.

Tracking your results will hugely increase your efficiency. With tracking data, you can maximize your conversions by using only pages that work and surfing only TEs that give you results.

Tip #7: Surf Less!

This might sound silly, but the most efficient way to use TEs is to not surf them at all, or surf them less.

With tracking data on an exchange, you can then purchase credits intelligently. If you are converting 1 in 125 visitors to a splash page at exchange Q, and you average about \$.90 in revenue per lead you capture, then you can calculate that you are making $(\$0.90/\text{lead}) \times (1 \text{ lead}/125 \text{ visitors}) = \0.0072 per visitor at exchange Q.

If exchange Q sells credits for, say \$10 per 2000 credits, then you know you pay \$.005 per visitor. Because you have done the tracking, you know that you can make about \$.0022 per visitor, and should by all means purchase the credits.

Why surf for credits when you can make money buying them?

If you are looking for a good deal on credits, just check your emails. Two-for-one promotions are run all the time, and you seldom need purchase credits at full price.

Also, consider upgrading in any exchanges that get you excellent results. Most upgrades are very reasonable, and the increased surf ratio and monthly credits will greatly help your efficiency!

Not surfing at all by purchasing credits or simply upgrading is THE most efficient surfing method. Just remember that unless you track your results you won't be able to make educated purchases.

About the Author

Jay Hines has been online for more than three years, and over that period of time, he has grown into an expert at using traffic exchanges and safelists as efficiently as possible.

He now offers his exclusive free software, [Quick Tab Change](#), to all TE users who like he, want to make the most of the time they spend surfing traffic exchanges, without shelling out hundreds of dollars on expensive books and software.

Congratulations! You're On Your Way to Becoming a Super-Efficient Surfer

Remember to rebrand this report for free at
[Quick Tab Change](#)

Recap of Recommended Resources:

- [Pro Tracker Plus](#)
 - Free split-testing and conversions tracking
- [Instant Squeeze Page Generator](#)
 - Generate your own free squeeze pages complete with a giveaway product hosted on their servers
- [Quick Tab Change](#)
 - Increase the speed with which you surf the TEs for free
- [Affiliate Funnel](#)
 - Access TE rankings for free
 - Formulate the perfect strategy for succeeding on TEs with the help of TE experts in the Saturday conferences
- [Surfing Calculator](#)
 - Develop your own optimized personal surfing schedule – free to join
- [What A Splash Page is and Why You Should Use One](#)
 - Free report reveals the ins and outs of splash pages
- [Aweber](#)
 - The premier autoresponder. This is the only tool mentioned in the report you cannot get for free.