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One thing that people do is use traffic exchanges as a way to drive traffic to their sites. And individuals still ask me all the time if traffic exchanges are a sensible way to drive traffic to their sites. While traffic exchanges are incredibly simple to use you'll realize that many folks do not use them properly. Without the proper information there's no reason for any person to use traffic exchanges, but when used properly they can be advantageous. As you continue to read through this article you will learn what traffic exchanges are all about and the best ways to use them if that is the path you decide to take.

The very first thing you ought to know about traffic exchanges would be that unless you want to spend 12 hours a day surfing or unless you have an enormous down line in the traffic exchanges you will not have very good results. If you want good results from these exchanges you'll have to build a down line and spend about an hour a day surfing the exchanges. However if you simply surf the exchanges for an hour a day and you're not developing a down line you'll most likely be wasting your time.

When your down line surfs the traffic exchanges you will realize that they are earning you credits so you can start getting your site shown more often. The credits which you earn from your down line is not huge, and that's why you have to have a big down line earning you credits. In case you do not possess a down line earning you credits you will be totally wasting your time. So now you need to see why a huge down line is so important, they will help you to market your site for you by earning you thousands of free credits.

Something else that other people do wrong in relation to traffic exchanges would be that they market the wrong type of web page. The kind of page you ought to be advertising in these exchanges are lead capture pages so you'll be able to get peoples email addresses. You are able to do this by offering the folks a free download of an e-book or software program once they join your list. Marketing an Internet site like this will get you a far greater response than if you were to just try to sell something right through the traffic exchanges. I am sure you can see the value of the lead capture page as you'll be able to promote products to these folks on a regular basis by just sending out an email.

If you plan on building a large down line and additionally you plan on surfing at least an hour a day yourself you may find that traffic exchanges can be worth your time. If you choose not to listen to what we have said here and you simply decide to surf the exchanges yourself for traffic, you'll be totally wasting your time. Then when it comes down to it you'll realize that traffic exchanges could be both a good thing and a bad thing at the same time.