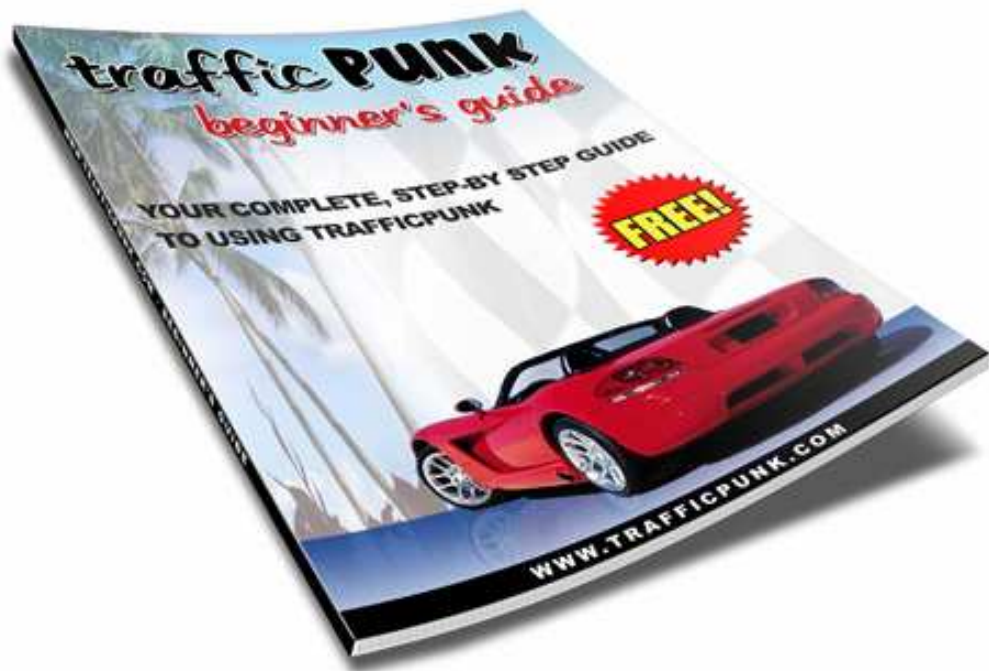


The TrafficPunk Beginner's Guide

Your Complete, Step-by-Step Guide to Using TrafficPunk



by Ryan Hogan

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Chapter 1 – What is a Traffic Exchange?

Synopsis

Traffic Exchanges are a great, free-to-low cost way of generating a steady stream of traffic to your websites.

Many Traffic Exchanges on the internet will vary in terms of theme and design, but the concept of a Traffic Exchange is very simple.

TrafficPunk is what is commonly referred to as a *Manual Traffic Exchange*. This means that the TrafficPunk website requires active participation in order to deliver traffic. This is a good thing, because you are guaranteed to receive traffic from real human beings.

TrafficPunk, like most manual Traffic Exchanges, has anti-cheat measures in place to ensure overall quality.

How it works:

Every time you log into TrafficPunk, you will view websites belonging to other members.

The more you visit other websites within the system, the more visits YOU will get in return.

You can literally generate hundreds if not, thousands of potential prospects to your website or blog!

Cost:

TrafficPunk is a free service and all are welcome to join.

If you do not have time to generate traffic, advertising packages as well as Premium memberships for greater benefits are also available.

Not just websites:

In addition to having your website or blog seen, TrafficPunk also offers the option to advertise your **banner ads** or **text link ads**, which I'll explain in further detail, step by step.

[**Join TrafficPunk**](#)

Let's Begin!

Head on over to the TrafficPunk Homepage and click the Join Now! button to register yourself for free.

Be sure to be on the look out for your confirmation email, as it contains your login information!



Once you have received your confirmation email, there are two main things you'll need to do next:

1. Login and add the websites you wish to receive traffic delivered to.
2. Activate your account

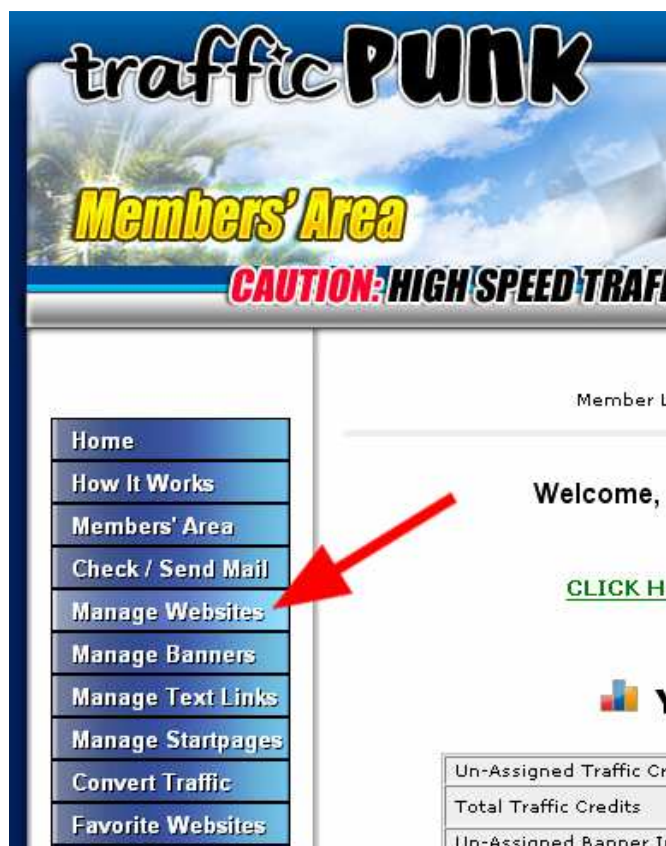
Adding your Websites

Once you have logged in, you will see an area called “the members’ area” which will serve as your back office.

It is in this members’ area that you will have full control over all of your advertising campaigns.

Let’s begin by adding your first website:

In the Members’ Area, Click the button that says “Manage Websites”



You should then see a small box that looks like this:

URL:	<input type="text" value="http://"/>
Category:	<input type="text" value="Advertising"/> <input type="button" value="Add"/>

Type in the address to the website you would like to receive traffic delivered to and click the “add” button.

Once you have clicked the add button, you'll notice that we'll briefly run it through a "site checker". This just insures quality by not allowing websites that contain "framebreaker" code in them.

Acceptable websites:

When adding your websites in TrafficPunk, always be sure to keep the terms of service in mind.

Like most other Traffic Exchanges, TrafficPunk does not allow offensive sites, illegal sites, adult content, sites containing spyware and framebreakers to name a few.

The promotion of "get rich quick schemes", PONZIs, or investment autosurfs are definitely not allowed.

As long as your site doesn't break any of the rules listed in the TOS, they will definitely be accepted. ☺

Ok.. Now that we have that out of the way, here is what you need to do next

Account Activation

To begin viewing other websites and to start generating traffic to your own, simply click the "Click here to start generating traffic" link as shown below:



Now, you must activate your Account:

To activate your account, it is very important that you log in within 7 days and view a minimum of 10 websites.

I'd suggest doing this immediately after joining, so that you don't forget and it's out of the way.

Generating Traffic

You should now be seeing the main console which looks like this:



Console:

While viewing websites, this console may appear randomly at either the top or the bottom of the screen.

The color matching is part of the "anti-cheat" measures in place to ensure a live human is interacting with and viewing member's websites.

If a website interests you, please explore the members' website.

You can also bookmark a site at any time by clicking the "**Add to Favorites**" link right there on the console.

To review your list of favorite sites, simply click on the "**Favorite Websites**" button in the main Members' Area.

Important Note:

If you receive an "invalid click" error while viewing websites here are some known causes and solutions:

1. You have more than one TrafficPunk console window open at a time. Make sure that you only have one TrafficPunk session open at a time. (This is an anti-cheat measure.)
2. Your browser is out of date. Make sure that if you use Firefox or Internet Explorer, that your browsers are updated to the latest possible version. TrafficPunk is fully compatible with both browsers but for best results, I recommend the latest version of Internet Explorer 7.0
3. Firewall settings. If you are using a security program such as Zone Alarm or Norton Internet Security it's no problem. Just make sure that www.trafficpunk.com is set to "allow" or is in your ok sites list. Doing so will not increase security risks whatsoever. You're just allowing the TrafficPunk domain name to be fully functional so you won't receive errors when clicking.
4. Make sure that you have your browser cookies fully enabled.

Chapter 2 – The Members' Area

Getting around

Now that you have added a website and have activated your account let's go a little more in depth about the members' area and what all those buttons are used for.

Manage Websites:

We've already touched on this area briefly when you added your first site, but here's another little tip I'd like to share with you:

In the "Manage Websites" area, it indicates whether "**auto-assigning**" is turned off or on.

What this means is that you can have your traffic assigned automatically as your surfing with the console.

If you would like to accumulate traffic to assign to your websites at a later time, simply turn the auto-assign feature to "off".

Assigning traffic to your websites:

To assign traffic credits to your websites, simply click on the "**Assign**" button that appears right beneath your URL on the "Manage Websites" page. You will be taken to an area that will appear like the one below:



Assign Traffic Credits

You currently have **3510.80** Traffic Credits you can assign to your sites.
Please enter below how many of them you wish to assign to:
<http://www.beginnerslistformula.com/splash1.php?rid=13>

Once you have entered your websites, you'll see on the manage websites page how many views your sites have received as well as how many will be delivered.

Manage Banners:

Banner Advertisements are displayed throughout the TrafficPunk website and on the console.

This works exactly like managing websites, except for one key difference: Banners require impressions to be assigned to them.

First, let's go ahead and add a banner we'd like to advertise.

Link to .jpg or .gif:	<input type="text" value="http://mysite.com/myad.gif"/>	<input type="button" value="Add"/>
Link to website:	<input type="text" value="http://mysite.com"/>	

In the image above, you'll want to be sure that you have a link to the actual banner graphic. Normally, the banner graphic is a .gif or .jpg file which is the actual advertisement.

The "Link to website" portion is where you specify where a person will go when the banner ad is clicked on.

This can be your own homepage or an affiliate website you belong to.

Enter the information and click the "Add" button when finished.

All banners must be approved by the administrator before being accepted into rotation.

This just ensures that nothing offensive or inappropriate gets by.

Assigning Impressions to Banners:

To advertise banner advertisements, you will need to assign impressions.

To accumulate banner impressions you can do two things:

1. Convert your website traffic into banner impressions.
2. Purchase Banner Impressions from the "Purchase Traffic" area.

Convert Traffic:

To convert Your website traffic into Banner impressions or Text Link impressions, click on the "Convert Traffic" button.

In this area, you can convert your advertisements to be seen however you wish.

Manage Text Links:

Managing Text Link ads works the exact same way as managing your banner ads except you'll need to assign text link impressions to the links you designate.

Check/Send Mail:

You can send private messages to your Direct Referrals as well as send SOLO Ads with your offers to the entire membership!
A very cool feature!

Manage StartPages:

A very cool feature at TrafficPunk, which allows anyone to basically rent the "site of the week spot" and generate thousands of low-cost hits.
You can have your website displayed as the first one members see when they log into TrafficPunk!
Highly recommended!

Paid Memberships:

The Premium memberships offer a wider range of benefits to the members and is on a subscription basis.
Have a look at this area and you will see the many differences and advantages there are to being a premium member.

Purchase Traffic:

This is an excellent option if you do not have time to generate traffic and would like to receive a large amount of traffic to your website in a small amount of time.
Even if you generally prefer to generate your own by surfing, purchasing traffic will keep the stream of traffic to your site constant.

Downline Builder:

In this area, you'll see some of the hottest programs online listed.
It is highly recommended that you join them if you haven't done so already.
If you are already a member of the listed programs, fill in your referral IDs in the box and click the 'Update' button.
Whenever you refer someone to TrafficPunk who visits that downline builder and joins one of those programs with your ID, you will receive a referral in those programs!

Promotional Banners:

If you are looking to refer some members to the TrafficPunk, this area will provide banner graphics that you can use.
You can get bonus traffic from the traffic generated by your direct referrals!

Upload Photo:

Make your name and face known while promoting TrafficPunk!
The member photos appear on some of the TrafficPunk splashpages which you'll see a complete list of in the Members' Area.
This is a great way to brand yourself in other Traffic Exchanges.
If you're shy, no problem, just leave this portion blank.

Referrals:

Referrals to TrafficPunk are on 1 level only. This is known as "Direct Referrals" To refer you can use any of the tools provided, including splashpages and banners. Your Direct Referrals are all listed in this area.

Contests:

From time to time, TrafficPunk holds some exciting contests in which all members are free to participate.

This is the section to check for the details of all contests such as prizes and when they take place.



Chapter 3 – Strategies

Getting the most out of Traffic Exchanges

Standing Out From the Crowd:

Sometimes, when surfing in the Traffic Exchanges, the process may seem a little boring looking at many of the same sites multiple times.

This is completely understandable.

This presents us with a unique opportunity!

Instead of promoting a generic affiliate page, why not stand out from the crowd somehow instead?

This is actually very easily done and since many still aren't doing it yet, it will serve to your advantage!

If you are not good at graphic design, designing web pages or are on a tight budget, don't worry! I'm going to show you some free and low cost ways to get ahead in the game and blow away your competition!

Splash Pages:

What the heck are they?

Splash pages are small, fast loading web pages with bold, catchy headlines or graphics designed with a sole purpose:

To capture the attention of the surfer.

As a rule of thumb, you want to highlight the key points of what you're promoting by using a few bullet points you'd like to highlight or by keeping the info "short and sweet".

Ideally, it should also be "above the fold" as well; meaning that a visitor does not have to scroll to read any of the information.

Everything should fit "smack-dab" in the center of the window.

Just short, sweet ad copy, great bullet points and an attention-grabbing headline can get you a much higher response rate than by promoting generic affiliate pages or index pages alone.

Need help? Make your own in just a couple of mouse clicks!

At [Splash Page Maker](#), you can quickly and easily make your own splash pages by just clicking a few boxes!

It includes a huge graphics library of images to choose from, provides excellent templates and even includes the hosting!

Lead Capture aka "squeeze Pages":

Have you ever heard the expression, "The fortune is in the followup"? One of the best strategies used today in the Traffic Exchanges is to create lead capture or "squeeze pages".

LCPs are similar to splash pages except that the LCP is designed for a much different purpose:

To collect the name and email address of the surfer.

In general, it's not a good idea to promote a page telling surfers straight out, to "buy something". Instead, it's always better to present the benefits of what it is you have to offer and how it will help your potential prospect solve a particular problem.

How do you capture their name and email address?

One way to accomplish this is by offering people a free gift or some sort of benefits if they join your newsletter or mailing list.

The list building strategy is the most effective, because you can use the opportunity to build a relationship with returning customers through a follow up process.

[Instant Squeeze Page generator](#) offers everything you need to make squeezepages, includes hosting and even products you can give away to your subscribers!... All for FREE!

Auto responders

If you are taking the squeeze page approach, remember that you will need to follow up with your prospects to build that relationship.

This will require an autoresponder.

The autoresponder I use and recommend is [Aweber](#).

It is recognized perhaps as one of the absolute best autoresponders available for Internet Marketers.

On a final note, if promoting with squeezepages isn't for you, then you should definitely be using splashpages in the Traffic Exchanges.

Ad Tracking

Knowing which splashpages/squeezepages work and which ones do not, is very important to your bottom line.

Also, it can be quite surprising at times to find that some work differently in different Traffic exchanges.

The audiences in the Traffic Exchanges can vary quite a bit depending on what it is you are promoting and how you are promoting it.

[TrackThatAd](#) is a free service you can use to help maximize your advertising in this area.

They also offer some amazing benefits for their upgraded members that I think will be worth your while.

Essential Tools / Resources



SplashPageMaker **Make Your Own Splash Pages By**
Simply Completing a Few Boxes!
Click Here Now To Get Started!

[SplashPageMaker](#)



Robert Puddy's **InstantSqueeze**
PageGenerator Fill Your Funnel With
Highly Targeted Subscribers!
Click Here Now!

[Instant Squeeze Page Generator](#)



How are Sales at your Website?
Get More Customers with AWeber.com [Click Here](#)

[Aweber Autoresponder](#)



Want TRUCKLOADS of
MONEY and TRAFFIC? [click here now](#)

[TrackThatAd Ad Tracking](#)

Support / Contact Info

If you need to get in touch with support at TrafficPunk, you can do so through the main support area of the website: www.TrafficPunk.com

Questions, comments, Feedback?

Feel free to contact us through the support area or join us at the TrafficPunk blog at: www.hoganwebsolutions.com

Your input is important to me.

I hope you have found this report to be useful to you.

To your Success!

A handwritten signature in black ink, appearing to read "Ryan Hogan". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Ryan Hogan
Owner
TrafficPunk.com