

All About Traffic Exchanges

All About Traffic Exchanges

by Sunny Suggs!

Brought to you by

SWATTraffic

and Jon Olson

<http://swattraffic.com/>

All About Traffic Exchanges

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Why a Traffic Exchange?

Users of Traffic Exchanges are people just like you, people who want to make money online. Some want to make “a little extra”, and some want to have the freedom of working from the comfort of their own home.

With some time and effort... you can make money using Traffic Exchanges. The very best tips and tricks can be found in Robert Puddy's [Hidden Traffic Formula](#).

However... none of that makes a hill 'o beans unless you know how to *use* a Traffic Exchange. That's what this manual is about.

All the ins and outs of [SWATTraffic](#)... in great detail.

Joining a Traffic Exchange -

New Member Signup

Choose your username:

First name: Last name:

E-mail address: Confirm E-mail address:

Password: Confirm password:

Your site name: Your site URL:

I agree with the [S.W.A.T. Traffic Terms of Service](#) I do not agree

This is the signup page! (as if you couldn't tell)

You'll need to fill out all the pertinent information of course. Your email address should be a real one... since you'll need to click a link in a confirmation email.

We suggest you get a gmail account... it really has the best deliverability out there today.

Enter your site name (when your site is shown in rotation, this is what will show as the title) and your site URL.

Also, make sure you read and agree to [SWATTraffic's](#) Terms of Service. If you don't agree, then don't sign up! lol

When I check my email... I'll find an email from SWAT Traffic
[support@swattraffic.com]

Inside, it will give you your username and password, and an activation link.

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New Member Signup

You're almost done!

The activation link to complete your account registration was sent to the email address you provided:
admin@bootscootintraffic.com.

Your site was accepted, but with the following warnings.

Contains IFrames

“To activate your S.W.A.T. Traffic account you have to open the following link and login to your account:“

And then show this really really long link for you to click. Click it.

Thanks for joining S.W.A.T. Traffic! Your email address is now verified! Be sure to log in right away to activate your account fully!

LOG IN HERE!

Thank you so much for joining S.W.A.T. Traffic and welcome to the traffic exchange with a purpose!



Jon Olson
The Commish - SWATtraffic.com

This will take you to [SWATTraffic](#), where you can click the “Log In Here!” to login.

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Members Login

Username or Email:

Password :

Start surfing immediately after login

[Lost Your Password?](#)
[Resend My Activation Email](#)

If for some reason you can't remember your username or password, or still have not received the Activation email... you can click either of the 2 links below the login area.

Lost Your Password or Activation Email?

Enter your e-mail address or username in the field below and press '**Send My Details**'.

Email or Username:

You'll see this page, where you can just enter your email address, and click "Send My Details"

So, we login....

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CAUTION - HIGH TRAFFIC ZONE CAUTION - HIGH TRAFFIC ZONE CAUTION - HIGH TRAFFIC ZONE CAUTION - HIGH TRAFFIC ZONE CAUTION - HIGH TRAFFIC ZONE CAUTION - HIGH TRAFFIC ZONE CAUTION

FREE WEB TRAFFIC FOR YOUR SITE!

www.swattraffic.com

S.W.A.T. TRAFFIC

A TACTICAL APPROACH TO WEB SITE PROMOTION

WWW.SWATTRAFFIC.COM

SITE NAVIGATION

- Start Surfing!
- Home
- Buy Credits
- Upgrade Account
- My Sites

S.W.A.T. Traffic News

[Need Help? Click Here For Support.](#)

The first thing we want to do, is make sure the site we entered is verified. Click on “My Sites” on the left of the member’s area.

You have 1/3 site(s)

Your sites (click your site name to edit):

Site name	URL	Hits	Auto-Assigned	Credits	CPD	State
aaa	http://allaboutaddons.com/aaa10.php?rid=1					Click here to verify this site
Add a new site here						

Your site(s) have not received any hits this week!

Click the link that says “Click here to verify this site”.

DONE!

When the timer above shows **DONE!**
Click **Check My Site**

Click “Check My Site”

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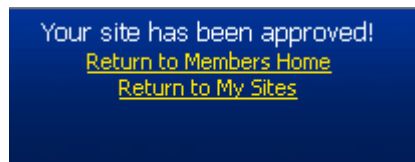


Then it goes through the HitsConnect checker... when you see “Page Passed Check” click “Confirm My Site”.



Hopefully, you will then see “Your site has been approved!” We then have a choice of returning to “My Sites” or to the members area. Click “Return to Members Home”

You'll see a big menu on the left, which this ebook will explain in great detail.



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As you scroll down, you'll see some contest information, a special offer or 2 for free items, and a little bit about a program called "[Affiliate Funnel](#)". If you don't know already, [Affiliate Funnel](#) is a "all in one" kind of program that teaches you how to advertise in traffic exchanges.



They also have a list of the "Top Traffic Exchanges" on the internet today. One of the ways they determine the "best" is with a voting system from Traffic Exchange users!

When you scroll down that page... you can see where you can vote for [SWATTraffic!](#)

You can vote every day... on a scale of 1 to 10... 10 being the best. Go ahead, click the picture above to see!

Okay, back to the members area!

Scroll down the page a little more, and you'll see your Stats area.

This shows you just about everything you need to know about your account. From credits to referrals... it's all here.

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Stats	
Current credits :	0
Total bannerimps :	0
Total text linkimps :	0
You have had 0 verification requests: 0 approved 0 denied	
Lifetime pages surfed :	0
Lifetime credits earned :	0
Credits won surfing :	0
Contest credits won :	0
Credits from all referrals :	0
Credits from upline :	0
Referring bonus credits :	0
Referring bonus bannerimps :	0
Referring bonus text linkimps :	0
Referral notify :	yes
Random referrals :	no
Account status :	active
Auto-Assigned to account:	100%

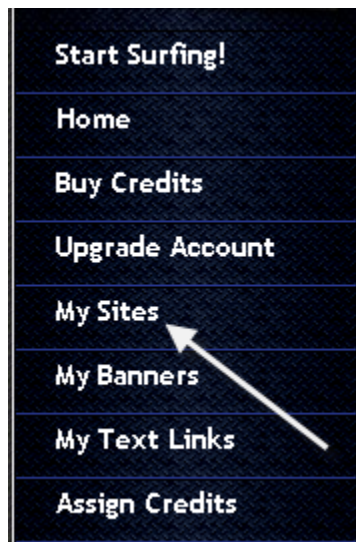
Add My Sites -

When you first join, [SWATTraffic](#) prompts you to add a website. This section is how to add additional websites to promote, and some troubleshooting tips.

In this example, we'll add the splash page from [All About Online Payments](#).



Click the “My Sites” button on the left side of the members area.



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You have 1/3 site(s)

Your sites (click your site name to edit):

Site name	URL	Hits	Auto-Assigned	Credits	CPD	State
aaa	http://allaboutaddons.com/aaa10.php?rid=1	0	0%	0	0	Rotating

[Add a new site here](#)

Your site(s) have not received any hits this week!

Click “Add a new site here”

Add New Site

Site name:

Site URL:

We'll want to enter the name of the site, we can name it whatever we want. I'll put in “aaop” for [All About Online Payments](#).

Then in the “Site URL”, I'll put the link to the splash page:
http://allaboutonlinepayments.com/splash_01.php?rid=9

Add New Site

Site name:

Site URL:

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Then click the “Add” button. The “Cancel” button can be used of course, if you change your mind.

Once you click the “Add” button, the verification process starts.

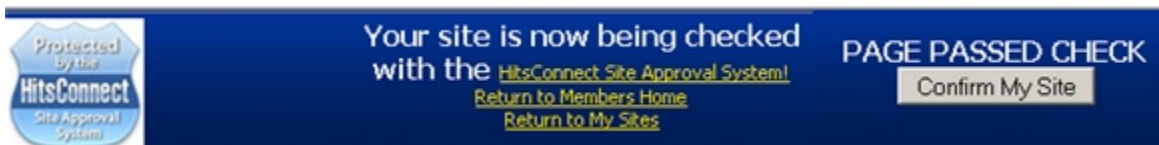


This is the “Framebreaker” test... it checks to make sure your site doesn't break frames.

A framebreaker is a site that will reload, and pop out of the surfing area while you're viewing sites. It's a huge disruption to the flow of surfing for the members, and not allowed at [SWATTraffic](#).

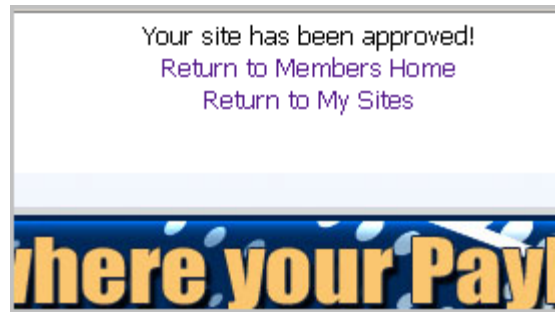
Notice up at the top left, there's a timer, and text that says, “When the timer above shows “DONE” click “Check My Site”.

The URL will then go through the HitsConnect check.



So.. let's do that.

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This is what we'll see if our page does not break frames. Click "Return to My Sites"

A screenshot of a table titled "Your sites (click your site name to edit):". The table has columns for Site name, URL, Hits, Auto-Assigned, Credits, CPD, and State. Two rows are visible, representing sites 'saop' and 'aaa'. Below the table is a link "Add a new site here".

Site name	URL	Hits	Auto-Assigned	Credits	CPD	State
saop	http://allaboutonlinepayments.com/splash_01.php?rid=9	0	0%	0	0	Rotating
aaa	http://allaboutaddons.com/aaa10.php?rid=1	0	0%	0	0	Rotating

[Add a new site here](#)

Here it is, ready to show.

Hits – the number of times your page has been shown. You can reset that number to zero clicking on it.

Auto-Assigned – The % of Auto-Assign you have on the site (we'll get to that soon)

Credits – the number of credits assigned to that URL

CPD – the maximum number of credits that you want to be assigned to that URL per day, however, at [SWATTraffic](#), we have that feature disabled. I dunno why it shows.

State – Either Rotating, Hold, or Suspended.

Rotating sites are shown to other members who are surfing.

Sites on "Hold" are usually placed there by you. Say you want to start earning credits for a site that isn't ready yet... you can place the site on hold, and accumulate credits for it. The credits assigned to the site that is on hold will not

be used, until the site is “Rotating”.

Suspended sites are sites that have been found to break [SWATTraffic's](#) Terms of Service. They do not show in rotation, and all credits may be taken from it. The member may be suspended as well, depending on the site.

Assigning credits -

There are 2 ways to get to the “Assign Credits” page... you can either click on “Assign Credits” to the left of the members area, or click the numbers on “My Sites” that show under the “Auto-Assigned” and “Credits” columns.



Your sites (click your site name to edit):						
Site name	URL	Hits	Auto-Assigned	Credits	CPD	Score
aaop	http://allaboutonlinepayments.com/splash_01.php?rid=9	0	0%	0	0	0
aaa	http://allaboutaddons.com/aaa10.php?rid=1	0	0%	0	0	0

[Add a new site here](#)

Either way... you'll see this:

Assign Your Credits

You have **1000** credits in your account.
You may assign them to the following site(s):

URL	Current Credits	Assign	
http://allaboutaddons.com/aaa10.php?rid=1	0	<input type="text"/>	Assign
http://allaboutonlinepayments.com/splash_01.php?rid=9	0	<input type="text"/>	Assign

You can see the URL and how many credits are currently assigned. The boxes are for you to fill in how many credits you want to assign to each URL.

Here I've entered 100 credits to each site, since we have 1000 available. We can only enter whole numbers into the boxes. Then click “Assign”.

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Assign Your Credits

You have **1000** credits in your account.

You may assign them to the following site(s):

URL	Current Credits	Assign	
http://allaboutaddons.com/aaa10.php?rid=1	0	100	Assign
http://allaboutonlinepayments.com/splash_01.php?rid=9	0		Assign

Assign Your Credits

You have **800** credits in your account.

You may assign them to the following site(s):

URL	Current Credits	Assign	
http://allaboutaddons.com/aaa10.php?rid=1	100		Assign
http://allaboutonlinepayments.com/splash_01.php?rid=9	100		Assign

There are now 100 credits assigned to each URL.

Auto Assigning Credits -

Auto-Assign Your Credits

0% must be auto-assigned

Currently **0%** is being auto-assigned

Site Name	URL	Auto-Assigned
aaa	http://allaboutaddons.com/aaa10.php?rid=1	0 %
aaop	http://allaboutonlinepayments.com/splash_01.php?rid=9	0 %

When you surf, you accumulate credits. You get to choose where, and how many credits go to your sites.

You can choose to turn your auto assign to any number between 0 and 100%. This means... you can choose how much of your surfing efforts will go directly to your websites, and start rotating, and how many credits you keep in your "account".

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Auto-Assign Your Credits
0% must be auto-assigned
Currently 50% is being auto-assigned

Site Name	URL	Auto-Assigned
aaa	http://allaboutaddons.com/aaa10.php?rid=1	25 %
aaop	http://allaboutonlinepayments.com/splash_01.php?rid=9	25 %

For instance... if I have the total Auto Assign set to send 25% of my credits to “aaa” and 25% of my credits to “aaop”... 50% of my credits earned surfing will go directly to my sites.

While you surf, there are links in the surfbar for “extra” or “bonus” credits. These credits will not be automatically added to your sites, but stay in your account.

You can mix this up any way you want... assign 100%, or 0% or anything in between. When I surf, I assign 75% to my sites, so that I can use 25% for banner and text link conversion. But.. it's completely up to you!

When you have referrals that surf... they earn credits for you too! Their credits are added to your account every night at 2am eastern... and they're added according to your Auto Assign as well. If you have a % assigned to your sites, that percentage of their efforts will be added to the credits on your sites. The rest will go to your account.

NOTE When deleting a site, it must have 0% assigned to it, or it will not delete!

Moving Credits -

You have the ability to move credits from one URL to another.

In the example above, I have 100 credits assigned to “aaa”, and 100 assigned to “aaop”. When I move 25 credits, (by typing it in the box, and clicking “Move Credits” the totals are as follows...

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Move Your Site Credits

Move From Site:

Amount of Credits:

Move To Site:

You have 2/3 site(s)

Your sites (click your site name to edit):

Site name	URL	Hits	Auto-Assigned	Credits	CPD	Site
aaop	http://allaboutonlinepayments.com/splash_01.php?rid=9	0	25%	125	0	8/10/05
aaa	http://allaboutaddons.com/aaa10.php?rid=1	0	25%	75	0	8/10/05

[Add a new site here](#)

Your site(s) have not received any hits this week!

Troubleshooting:

Q: My site won't delete!

A: When deleting a site, it must have 0% assigned to it, or it will not delete! In "Assign Credits"... change the % to 0 on that site, then go back and delete it.

Q. Why was my site suspended?

A. Any site that does not meet our Terms of Service, will be suspended.

Q. My site says "site not found"... I put in the URL correctly!

A. if your site has a double http:// it will not show up. It's a pretty easy mistake to make.. so pay close attention when adding. A URL that looks like this will not work:

["http://http://allaboutonlinepayments.com"](http://http://allaboutonlinepayments.com)

All About Banners!

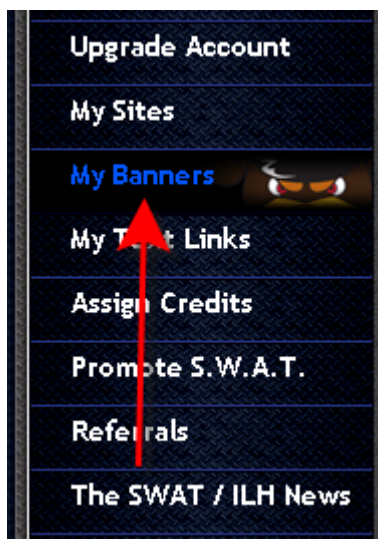
Here's the Banner I want to advertise.



So, in the [All About Online Payments](#) back office, I see the banner, with the html.

You won't use all of this to add your banner, tho. Let me show you.

You'll go to the "My Banners" section of [SWATTraffic](#).



That's where you'll see this:

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!

In the Banner Name, name it whatever you'd like. We'll name this one "aap" for [All About Online Payments](#).


Then, the Banner URL. This is the link that shows the actual banner.

In our example.. it's "<http://allaboutonlinepayments.com/getimg.php?id=1>" (without the quotes). We don't need anything else... just the url that the picture

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goes to.

Step 5: Add these banners to your site



Use this html code in your web page

```
<a href="http://allaboutonlinepayments.com/?rid=9"></a>
```

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!

Next, we add the Banner Target URL. That's where you want the person to go, when they click your banner! In this case, it's to the [All About Online Payments](http://allaboutonlinepayments.com/?rid=9) website, with my affiliate link. That's "<http://allaboutonlinepayments.com/?rid=9>".

Step 5: Add these banners to your site



Use this html code in your web page

```
<a href="http://allaboutonlinepayments.com/?rid=9"></a>
```

Then click on the "Add Banner" Button!

Once you add your banner correctly, you'll see it here:

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aaop



aaop is Active

Delete aaop

Reset Stats

Banner Name :

Banner Target :

Banner URL :

Edit aaop

Banner Shown : 0
Clicks : 0
CTR : 0%
Imps Remain : 0

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!

Add Banner

So let's talk about those little buttons around our Banner area.

aaop



aaop is Active

Delete aaop

Reset Stats

Banner Name :

Banner Target :

Banner URL :

Edit aaop

Banner Shown : 0
Clicks : 0
CTR : 0%
Imps Remain : 0

aaop is Active – This means, that if there are impressions assigned to the banner, the banner will be showing in rotation on [SWATTraffic](#). If you click it... it tells you that the banner is Disabled.

The “Delete aaop” button is just what it says... it deletes your banner from the system. See “Move Impressions” later on in this report... on some Traffic Exchanges, you'll lose impressions when you delete a banner. On others, it will

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add it back to your account. You just never know, till it's too late!

“Reset Stats” will change all of your statistics over on the right back to zero. Maybe you just bought credits for an ongoing campaign.. and you want to test it's effectiveness... and see how much money you made BACK from your credit purchase.

If you're tracking your efforts.. you can do all that!

Statistics -

Banner Shown – how many times your banner was shown in rotation.

Clicks – how many times your banner was clicked! Yay!

CTR - “Click Through Ratio”

Meaning... number of clicks divided by the number of times the banner was shown.

Here I have

Banner Shown : 35997

Clicks : 11

CTR : 0.03%

Imps Remain : 2003

Is .03 good? No, it's not great. But it's doing better than this one...

Banner Shown : 53021

Clicks : 8

CTR : 0.02%

Imps Remain : 28479

So, that shows me I need to concentrate more on the first banner, and get rid of the second.

Imps Remain: How many more times your banner can be shown.

Adding impressions -

<p>Assign Credits You have 800 credits Banner : <input type="text" value="aaop (0)"/> ▾ Credits to Assign : <input type="text"/> <input type="button" value="Assign Credits"/> 1 Credit = 5 impressions</p>	<p>Assign Impressions You have 1000 impressions Banner : <input type="text" value="aaop (0)"/> ▾ Impressions to Assign : <input type="text"/> <input type="button" value="Assign Impressions"/></p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Here's where we assign impressions to our banners. You can either use credits that you've purchased, or accumulated through surfing... or impressions.

Impressions can be gained through surfing, or you can purchase them.

Let's use our credits first. Credits convert into Banner impressions, at the rate of 1 credit = 5 impressions. So, for every credit you assign, you'll get 5 banner impressions. Let's assign 100 credits.

<p>Assign Credits You have 800 credits Banner : <input type="text" value="aaop (0)"/> ▾ Credits to Assign : <input type="text" value="100"/> <input type="button" value="Assign Credits"/> 1 Credit = 5 impressions</p>	<p>Assign Impressions You have 1000 impressions Banner : <input type="text" value="aaop (0)"/> ▾ Impressions to Assign : <input type="text"/> <input type="button" value="Assign Impressions"/></p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Type "100" into the "Credits to Assign" box, and click "Assign Credits"

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Assign Credits You have 700 credits Banner : <input type="text" value="aaop (500)"/> Credits to Assign : <input type="text"/> <input type="button" value="Assign Credits"/> 1 Credit = 5 impressions	Assign Impressions You have 1000 impressions Banner : <input type="text" value="aaop (500)"/> Impressions to Assign : <input type="text"/> <input type="button" value="Assign Impressions"/>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

As you can see... those 100 credits converted into 500 impressions.

Now let's use our remaining impressions. We have 1000.

Assign Credits You have 700 credits Banner : <input type="text" value="aaop (500)"/> Credits to Assign : <input type="text"/> <input type="button" value="Assign Credits"/> 1 Credit = 5 impressions	Assign Impressions You have 1000 impressions Banner : <input type="text" value="aaop (500)"/> Impressions to Assign : <input type="text" value="1000"/> <input type="button" value="Assign Impressions"/>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Type "1000" into the Impressions to Assign box, and click "Assign Impressions"

aaop	
<input type="button" value="aaop is Disabled"/>	<input type="button" value="Delete aaop"/>
<input type="button" value="Reset Stats"/>	<input type="button" value="Edit aaop"/>
Banner Name : <input type="text" value="aaop"/>	Banner Shown : 0
Banner Target : <input type="text" value="http://allaboutpaypal.co"/>	Clicks : 0
Banner URL : <input type="text" value="http://allaboutonlinepay"/>	CTR : 0%
	Imps Remain : 1500

Now you have 1500 impressions assigned to the banner! Yay! It rotates with the other banners, and all you have to do is make sure you keep impressions assigned!

Troubleshooting:

Q. I tried to add my banner, but after I clicked “Add Banner”, I was just sent back to the page, and it had NO banners on it.

A. Make sure your banner doesn't have any unusual characters in it, like – or “ or ' or @. Sometimes, these characters will be rejected by the script, and make it impossible to add.

Q. Help! My banner isn't showing up! It looks like this!



A. Notice the “Banner URL”? It says “allaoutonlinepayments” instead of “allaBoutonlinepayments”. A typo could cause your image to not show. Other causes:

- The image may not be uploaded to the internet.
- You have http:// listed twice... “http://http://allaboutonlinepayments.com” won't work!
- You have the Banner URL and the Target URL switched.
- The server, where the image is stored, may not be working at the moment.
- The Image URL is just completely wrong.

Banner Resources -

Almost all of the programs you want to advertise have banners to help you. However, the way to really stand out is to make your own... you can do that with [Instant Banner Creator](#).

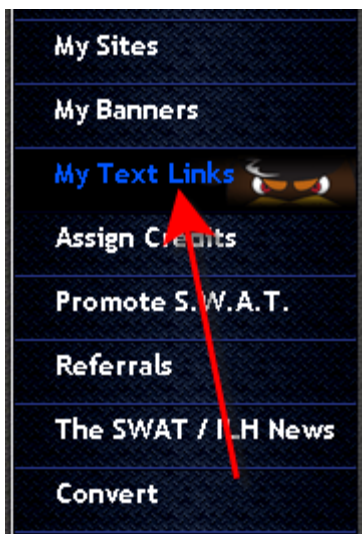
[Instant Banner Creator](#) has templates to get you started, or you can upload pictures of you own! Oh! And it's free!

If you have several banners, you can rotate them with [IntelliBanners](#). You can add all of your banner URLs at [IntelliBanners](#), then just add your rotator URL into traffic exchanges. [You can get more information about IntelliBanners here.](#)

All About Text Links -

Text links are a much ignored, but very effective method of advertising in Traffic Exchanges.

Let's add the Text link "Manage YOUR PayPal!"



Click on the "My Text Links" button, on the left of your member's area.

Our link name can be "aaop".. for [All About Online Payments](#)

Add New Link

Link Name :

Link URL : - This is the URL for the link - No HTML!

The Link Text : - The link people see 26 characters Max - No HTML!

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... **Add New Link** ...

Link Name :

Link URL : - This is the URL for the link - No HTML!

The Link Text : - The link people see 26 characters Max - No HTML!

...

Then we add the “Link URL”... this is the page we want the user to see, after they click the text link.

We want that to be “<http://allaboutonlinepayments.com/?rid=9>” (without the quotes).

... **Add New Link** ...

Link Name :

Link URL : - This is the URL for the link - No HTML!

The Link Text : - The link people see 26 characters Max - No HTML!

...

And I added the “Manage YOUR PayPal” to “The Link Text”. That's the part that the user actually sees.

NOTE The “Link Text” can ONLY be 26 characters!

Then click “Add This Link”

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aaop

<input type="button" value="aaop is Active"/>	Link Name: <input type="text" value="aaop"/>	Link Shown : 0
	Link URL: <input type="text" value="http://allaboutonlinepay"/>	Link Clicks : 0
<input type="button" value="Delete aaop"/>	Link Text: <input type="text" value="Manage YOUR PayPal"/>	CTR : 0%
	SAMPLE: Manage YOUR PayPal	Imps Remain : 0
<input type="button" value="Reset Stats"/>	<input type="button" value="Edit aaop"/>	

Now.. all this stuff means....

The “aaop is Active” Button lets you know that it IS showing, provided you have credits assigned to it. If you click it, your link will be Disabled.... not showing.

aaop

<input type="button" value="aaop is Disabled"/>	Link Name: <input type="text" value="aaop"/>	Link Shown : 0
	Link URL: <input type="text" value="http://allaboutonlinepay"/>	Link Clicks : 0
<input type="button" value="Delete aaop"/>	Link Text: <input type="text" value="Manage YOUR PayPal"/>	CTR : 0%
	SAMPLE: Manage YOUR PayPal	Imps Remain : 0
<input type="button" value="Reset Stats"/>	<input type="button" value="Edit aaop"/>	

The “Delete Link” button is just what it says... it deletes your Text Link from the system. See “Move Impressions” later on in this report... on some Traffic Exchanges, you'll lose impressions when you delete a banner. On others, it will add it back to your account. You just never know, till it's too late!

“Reset Stats” will change all of your statistics over on the right back to zero. Maybe you just bought credits for an ongoing campaign.. and you want to test it's effectiveness... and see how much money you made BACK from your credit purchase.

If you're tracking your efforts.. you can do all that!

Statistics -

Link Shown – how many times your Text Link was shown in rotation.

Link Clicks – how many times your Text Link was clicked! Yay!

CTR - “Click Through Ratio”

Meaning... number of clicks divided by the number of times the Text Link was shown.

Link Shown : 19721
Clicks : 5
CTR : 0.03%
Imps Remain : 30279

Is .03% good? I don't know. But... if you have several Text Links, you can test them... to see which one is working better.

Text links have a lower click through rate than other forms of advertising on a Traffic exchange. Sometimes it might take 5000, or 10000 impressions, to see if your text link is going to work. But.. play around with them... you'll get the magic formula soon!

Imps Remain – how many more times your Text Link can be shown

Assigning Impressions -

<p>Assign Credits You have 700 credits</p> <p>Link: <input type="text" value="aaop (0)"/></p> <p>Credits to <input type="text"/> Assign: <input type="text"/></p> <p><input type="button" value="Assign Credits"/></p> <p>1 Credit = 5 Text Link Imps</p>	<p>Assign Impressions You have 1000 impressions</p> <p>Text Link: <input type="text" value="aaop (0)"/></p> <p>Impressions to <input type="text"/> Assign: <input type="text"/></p> <p><input type="button" value="Assign Impressions"/></p>
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Here's where we assign impressions to our Text Links. You can either use credits that you've purchased, or accumulated through surfing... or impressions.

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Impressions can be gained through surfing, or you can purchase them.

Let's use our credits first. Credits convert into Text Link impressions, at the rate of 1 credit = 5 impressions. So, for every credit you assign, you'll get 5 text link impressions. Let's assign 100 credits.

Assign Credits You have 700 credits Link: <input type="text" value="aaop (0)"/> Credits to Assign: <input type="text" value="100"/> <input type="button" value="Assign Credits"/> 1 Credit = 5 Text Link Imps	Assign Impressions You have 1000 impressions Text Link: <input type="text" value="aaop (0)"/> Impressions to Assign: <input type="text"/> <input type="button" value="Assign Impressions"/>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Type "100" into the "Credits to Assign" box, and click "Assign Credits"

Assign Credits You have 600 credits Link: <input type="text" value="aaop (500)"/> Credits to Assign: <input type="text"/> <input type="button" value="Assign Credits"/> 1 Credit = 5 Text Link Imps	Assign Impressions You have 1000 impressions Text Link: <input type="text" value="aaop (500)"/> Impressions to Assign: <input type="text"/> <input type="button" value="Assign Impressions"/>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

As you can see... those 100 credits converted into 500 impressions.

Now let's use our remaining impressions. We have 1000.

Type "1000" into the Impressions to Assign box, and click "Assign Impressions"

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Assign Credits You have 600 credits Link: <input type="text" value="aaop (500)"/> Credits to Assign: <input type="text"/> <input type="button" value="Assign Credits"/> 1 Credit = 5 Text Link Imps	Assign Impressions You have 1000 impressions Text Link: <input type="text" value="aaop (500)"/> Impressions to Assign: <input type="text" value="1000"/> <input type="button" value="Assign Impressions"/>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

aaop		
<input type="button" value="aaop is Active"/>	Link Name: <input type="text" value="aaop"/>	Link Shown : 0
	Link URL: <input type="text" value="http://allaboutonlinepay"/>	Link Clicks : 0
<input type="button" value="Delete aaop"/>	Link Text: <input type="text" value="Manage YOUR PayPal"/>	CTR : 0%
	SAMPLE: Manage YOUR PayPal	Imps Remain : 1500
<input type="button" value="Reset Stats"/>	<input type="button" value="Edit aaop"/>	

Now you have 1500 impressions assigned to the link! Yay! It rotates with the other links, and all you have to do is make sure you keep impressions assigned!

Before you go... make sure you click the "Link" it made for you.... just to make sure it's working. You don't want to waste those precious impressions!

You can also move impressions from one link to another.

Move Impressions	
From Text Link:	<input type="text" value="aaop (5342)"/>
Impressions to Move:	<input type="text"/>
To Link:	<input type="text" value="bst (0)"/>
<input type="button" value="Move Impressions"/>	

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Here, I have another Text Link that already has 5342 impressions left. If I type "1000" in the "Impressions to Move" box, I can move 1000 impressions to the new Text Link.

Move Impressions

From Text Link:

Impressions to Move:

To Link:

Move Impressions

From Text Link:

Impressions to Move:

To Link:

Troubleshooting:

Q: Every time I try to enter my Text link, it just goes back to the Text link page, without showing what I've entered.

- A:
1. Make sure your link doesn't have any characters in it, like " or ' or -
 2. Make sure you filled in ALL the boxes... not just 1 or 2.

Q. It doesn't show all of my text link! What happened?

A. The "Link Text" can only be 26 characters. Anything over that will be cut off, or the link might not load at all.

Surfing!

Surfing is the free way to earn credits, or pageviews for your URLs. If you're a free member, your "surf ratio" is 3 to 1. Meaning... for every page you view, you will get .3 credits. 2 pages, .6 credits, 3 pages 0.9 credit, and 4 pages 1.2 credits or, 1 pageview.

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For every 4 sites you surf... your page will be shown 1 time. The more pages you surf, the Surf Ratio increases. Every day it starts over, however, if you surfed yesterday, your ratio will start out higher today.

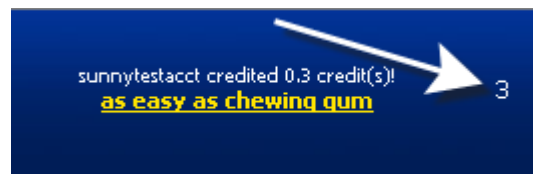
Same goes for the upgraded levels, but they *start* at a higher surf ratio. For instance, the Captain level starts at a 4 to 3 surf ratio. For every 4 sites you view, you'll earn 3 pageviews! That's 3 times faster than at a free member level.

So, on to surfing. This is what the surfing area looks like, when you click the "Start Surfing" button on the left.



Yes, there's lots of stuff here... but we'll go through it all.

The first part is the Countdown Timer, and the surf icons. This is the area that tells you that you viewed the page long enough to earn your credits, and you can move on to the next page.



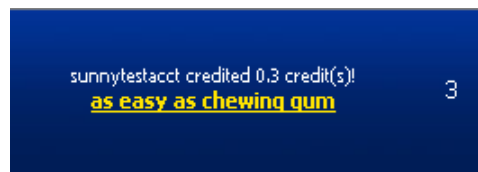
The timer counts down from 10, (9 if you're an upgraded member!) and when it reaches 0, you'll see the surf icons.

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Match the ones on the right, with the one on the left. When you match the correct one, you'll earn your credits!

It will then take you to the next page to view, and start your countdown timer over again.



Where it says “sunnytestacct earned 0.30 credits”... is where your username will be, and how many credits you've earned for that pageview.

“as easy as chewing gum” is a member's text link. If you find a text link that grabs your attention, click it! See what other members have to offer!

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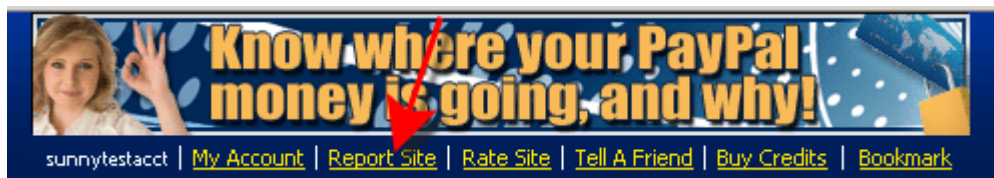
The Banner area gives you many options.



First, it tells you your username. You know... in case you forget it. I do that all the time, I'm over 35. But just barely. Heh. oh.. the ebook... sorry.



By clicking "My Account", your surfing will stop, and you'll be taken to your members area.



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When you come across a site that you know breaks our Terms of Service, please Report it! Click the “Report Site” link, and you will be taken to this form.

Abuse report

If you think this site in any way violates the **S.W.A.T. Traffic** TOS
Please type your complaint in the field below and press '**Report Abuse**':

Let us know what's up with the site, then click the “Report Abuse” button. If you were the victim of a frame breaker (where the page your viewing “takes over” the site, and you're no longer surfing), go back to surfing, and click the Report Site link. We're able to see the last 10 sites you surfed... so we'll get em!



This is a very cool and unique feature of Jon's... you can rate other people's sites! AND... they can rate yours!

Just click the “Rate Site” link.

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Rate This Site

Your rating (10 is best and 1 is the lowest):

Your comments:

This way, you can give people feedback about their pages, and get to know people, too!

You can see how people have ranked your pages, when you click the “My Rankings” button on the left of the member’s area.

Here's the one I have listed.

Ratings Of Your Sites:

Site Name: bst Average Rating: Number of Reviews: 1
From User ID: 11862 Date: 2008-09-17 Rating: 6
Comment:



sunnytestacct | [My Account](#) | [Report Site](#) | [Rate Site](#) | [Tell A Friend](#) | [Buy Credits](#) | [Bookmark](#)

By clicking the “Tell a Friend” link, you can send an email to your friends about

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the site you're viewing!

Tell A Friend About This Site

Your name:

Your friend's e-mail address:

Your message:

While surfing at S.W.A.T. Traffic, I saw a great site I thought you would be interested in. Check it out:
<http://www.trafficwitch.com/contests/bsw/sc>

Just fill out the form, and click “Send”.



When you come across a page that you want to look at more closely, you can click the “Bookmark” link. The page you're viewing will open in another tab on your browser, so you can read more about it after you finish surfing!

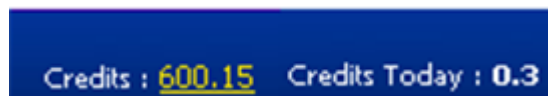


Sick of surfing? You can just go to the Buy Credits page when you click the link!

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Some Stats -



The Credits number is how many credits you have that are NOT assigned to your websites. You remember that we have 50% “Auto-Assigned”, meaning 50% of the credits I earn while surfing will go directly to my URLs. The other 50% will go into my account. That's the “Credits” number.

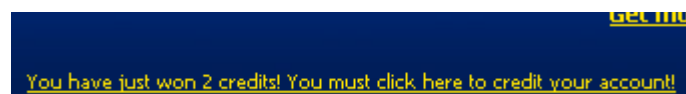
Credits includes any of the credits that I might win during surfing.

I can use these credits, and convert them to banner or text impressions, or add them to my sites later.

Credits Today – the number of credits I've earned today.

Winning bonus credits!

As you're surfing, you might see a link like this...



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When you click on that link... you'll see this popup. Click the "OK", and you'll have bonus credits!



Surfing is absolutely the "no money" way to advertise your site in Traffic Exchanges. But.. it IS costing you time. What if you bought 1000 credits... how much time would that save you, to work on building your business? Just a thought.

Verification Page

This is a page that helps us make sure there are "human" surfers surfing. There's a question to answer, however, we've supplied the answer for you.



When you answer the question correctly, you'll see this on the next page:

Yes you answered correctly, 2 credit(s) was added to your account!

[Continue Surfing](#)

You win credits!

When you answer it incorrectly, you'll see this:

You did not answer correctly, a denial has been added to your account!

[Continue Surfing](#)

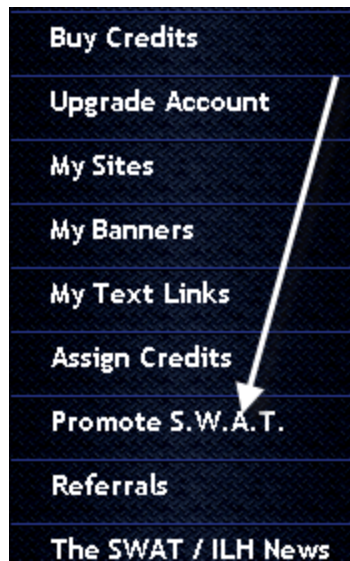
10 incorrect answers will result in your account being suspended. There's really no reason to get the question wrong, the answer is provided for you!

Promotional Tools -

If you do choose to promote [SWATTraffic](#), to get referrals, residual traffic, and earn commissions, we have some tools for you.

Click on the "Promote S.W.A.T." button to the left of your members area.

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There are splash pages and banner ads for you to use.

All the URLs are displayed for each item... so go crazy!

Did I mention you earn commissions when your immediate downline purchases?
It's true!

Your referring URL:

Splash Pages

<input type="text" value="http://swattraffic.com/splash/dog.php?rid=14336"/>	View It
<input type="text" value="http://swattraffic.com/splash/dog_stop.php?rid=14336"/>	View It
<input type="text" value="http://swattraffic.com/splash/freeze.php?rid=14336"/>	View It
<input type="text" value="http://swattraffic.com/splash/thugs.php?rid=14336"/>	View It
<input type="text" value="http://swattraffic.com/splash/training.php?rid=14336"/>	View It

We host these banners your promotion needs!
Right click on the image and choose 'Properties' to get the URL location

Banner 1:

All About Traffic Exchanges

The coolest thing about our promotional tools, is the custom splash page. Tony Tezak says that the way he really got his business going, was to have his picture every where... you can too!

Here's an example of a Custom Splash page...



The image shows a custom splash page for S.W.A.T. Traffic. At the top, there is a logo for "S.W.A.T. TRAFFIC" with the website address "www.swattraffic.com" above it. Below the logo, the text reads "It's Time To Surf With A Purpose!". To the left of the main text is a small image of a document with "SWATTRAFFIC" written on it. The main text describes S.W.A.T. (Special Weapons and Tactics) as a specialized unit in many US police departments, trained to perform dangerous operations, and states that "swattraffic.com offers a tactical approach to Traffic Exchange promotion." Below this text is the signature "S.W.A.T. Traffic". A blue link says "Click here to open a new window while you surf". At the bottom, there is a banner with the text "FREE TRAFFIC FOR YOUR WEBSITE! CLICK HERE!" and "CAUTION: S.W.A.T. TRAFFIC - HIGH TRAFFIC ZONE CAUTION: S.W.A.T. TRAFFIC". Below the banner is a small photo of a man in a yellow jacket. At the very bottom, there is a link that says "Got S.W.A.T. ?".

You can add your picture... and a banner of your choice... and say whatever you want on the page! Cool, huh?

Just click "Splash Page Builder" over on the right of the members area...and you'll see this form.

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All fields are optional. Any blank fields will be substituted with default information when displayed on the web pages.

Your name as you would like it to appear:

Upload a picture: (jpg or png)

Your banner ad link url:

Your banner ad image url:

Your text ad link url:

Your text ad (no HTML):

Your S.W.A.T. Traffic testimonial (no HTML):

Down at the bottom, it shows you the URL you can use... and click on the “View it” links to see your work as you go!

Upgrading -

Upgrading at [SWATTraffic](#) is really a smart choice. Not only will you get a better Surf Ratio – you'll get free credits every month!

When you click the “Upgrade Account” button, here's what you'll see:

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Captain - \$19.97



- ◆ EXCLUSIVE - Private S.W.A.T. Training
- ◆ Add up to 30 sites, banners and text ads
 - ◆ E-Mail Team Function
- ◆ Guaranteed 4:3 Surf Ratio (Increases With Activity)
 - ◆ 750 Credits per Month
 - ◆ 1000 Banners Per Month
- ◆ 1500 Text Impressions Per Month
 - ◆ Bonus Offers /Specials
- ◆ This is a MONTHLY subscription

Lieutenant - \$9.97



- ◆ E-Mail Team Function
- ◆ Guaranteed 2:1 Surf Ratio (Increases With Activity)
 - ◆ Add up to 15 sites, banner and text ads
 - ◆ 250 Credits per Month
 - ◆ 500 Banners Per Month
 - ◆ 1000 Text Impressions Per Month
 - ◆ Bonus Offers /Specials
- ◆ This is a MONTHLY subscription!

Yes.. this is a lot of information. Take your time.. look them over...lol
Let me take a minute to tell you about the Captain upgrade at SWAT Traffic.

Yes yes.. you get a higher commission on your first level referral's sales and a higher surf ratio. You even get free credits every month. But... that's nothing compared to what I'm about to tell you.

Every week, Jon Olson hosts a meeting... that only Captain members of SWAT can attend. At this meeting, he goes over anything you want to talk about. How to make money, what to advertise in TEs... anything.

Also present, are some of the Big Dogs in the Traffic Exchange world, Robert Puddy, Soren Jordansen, and the Blog King Mike Paetzold. Every week you

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can hear about a “golden nugget” that will help your online business.

If you only upgrade in one exchange... it should be SWAT Traffic. The weekly seminars are definitely worth it.

This isn't the only place you can find great deals on upgrades. Almost every day, when you log in, you can find a “Special Offer” for your upgraded memberships.

Buy Credits -

If you don't have time to surf... or at least not enough time to make sure your pages are in rotation 24/7, you have the option to purchase credits. This is a world wide business... people are surfing at all times of the day and night. It's important to get your sites seen all the time!

When you click the “Buy Credits” button, you'll see this page:

The Commish's Ad Subscription - \$20.00
Subscribe and get a huge discount on your advertising needs at SWAT Traffic. Get 5000 credits added to your account each and every month for as long as your subscription is active!

SWAT Pack Ultra - \$40.00
7500 credits, 50000 banners, 50000 text ads

SWAT Pack Pro - \$18.00
2500 credits, 25000 banners, 25000 text ads

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There are several packages to choose from... and please know that they could change at any time.

“The Commish's Ad Subscription” is just that... a subscription. Every month that you keep the subscription active, you'll get 5000 credits!

Start Pages -

That very first site that you see when you start surfing... is for sale!

Most sites will have a calendar, that shows you which weeks you can purchase, to have your site shown to every surfer as they start their surf session.

Site of the Week - \$20.00

Limited to 1 member per week. Get your site seen as the first page in a surf session for an entire week...This is branding at it's best!
Click on your preferred date below to place a booking.
Dates in red are already booked. Available dates are in green.
After payment you can enter your desired Start Page URL and view stats [here](#).

March 2009							April 2009						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	29	30	31	1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31	1	2	3	4	26	27	28	29	30	1	2

The green squares are weeks that haven't been purchased yet... they usually go pretty fast!

My Start Pages

You have purchased the following startpages:

Dates Booked	URL	Views Today	Total Views	Last Viewed	Last User ID
13 Sep 2008	http://www.hypertracker.com/go/sl	859	7378	13 Sep 2008	10702
15 Mar 2008	http://www.hypertracker.com/go/sl	706	4648	15 Mar 2008	6285

You can purchase future Start Pages [here](#).

You can even see stats of how your page is doing... with the right tracking, you can see how effective it is to purchase the start page!

Referrals and Commissions -

Referral Stats

Downline Count

Level 1 : 37

First Level Referral Stats: (bold and highlighted indicates upgraded)						
User ID	Pages surfed	Credits earned for you	1st level refs	Status	From	Transfer Credits
8663	133	4.63	0	inactive	View Source	Transfer Credits
11426	43	3.45	0	inactive	View Source	Transfer Credits
11450	12104	4076.09	1	active	View Source	Transfer Credits
11467	67	5.57	0	inactive	View Source	Transfer Credits
11596	214	57.75	1	active	View Source	Transfer Credits

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By clicking the “Referrals” button to the left of the members area, you'll see this chart of your referrals.

You'll see their names and usernames, how many pages they've surfed, and how many credits YOU received because of them surfing. You can see how many referrals they have, and their Status.

You can also see which page they signed up from, and you can transfer them some credits!

Transfer Credits To Your Downline

You are transferring credits to user 8663
You have 1.74976 credits available to transfer
Minimum Transfer of 5 Credits

Amount of Credits:	<input type="text"/>
Reason/Comments :	<input style="height: 40px;" type="text"/>

An email will be sent to your downline member confirming the transfer. The reason/comments you add will be included with the confirmation email.

This is like your own little mini-list... but, you don't want to “Spam” them. Unless they delete their account... they're pretty much “stuck” with you as their upline. Build a GOOD relationship with them... not a bad one.

As an upgraded member, you can mail your first level downline, by clicking the “Downline Mailer” button. I would suggest not sending links, but maybe letting them know what programs to watch for while they're surfing, that you think they would profit from when they join.

You can create the subject line, and use “tags” that will substitute their first or last name.

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37 members can receive your message today

Send an e-mail to your 1st level downline

Each member of your first level downline can receive a message from you once every 2 days maximum. You may use the following substitutions (in message only):

[fname] = Your downline's first name
[lname] = Your downline's last name

Subject: S.W.A.T. Traffic Upline Message:

Commissions! Yay!

Click the "Claim Commission" button, and you'll see this monstrosity...

Convert Your Earnings!
[Click Here to request cash-out](#)

Your credits :	1.74976
Your banner imps :	3076.75
Your text link imps :	4652.5
Your cash available :	\$14.440
Allow conversion :	Yes

Convert All Your Cash to:
0 Banner Impressions
or
0 Credits
or
0 Text Impressions

Convert my cash to :

Amount to convert : 1.0 = \$ 1

This shows you the credits, banner impressions and text impressions that you currently have, and also the amount of cash in your account.

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If you have enough cash in your account to qualify to “Cash Out”, you'll see the link at the top of this page.

[Click Here to request cash-out](#)

Clicking this will take you to a form to fill out, so Jon will have all of your correct information for a quick and easy payment.

Request Cash-Out

You must have an minimum of \$15 in commissions before you can request payment.

Please fill all the required fields below and click 'Request Payout'

Payment Processor ::

*Payment Email Address ::

Amount ::

* Enter your preferred payment processor email address.

Just fill in the Payment Processor, the email address of that account you have with them, and the amount. Then press “Request Payout”. Jon will usually have your commissions to you in 1-3 days, and most cases in 24 hours.

Or... you can convert your cash to credits, banner impressions, or text impressions.

The conversion rate for this, is actually better than buying credits! So, your choice, cashout or convert!

Update your Personal Details -

This is an area where you can change several things. Email address, password, referral notifications.

Change Email Address:

New email:

Confirm New email:

Current password:

Change Password:

Current password:

New password:

Confirm new password:

Account Settings:

Current password:

Referral notification: ▼

Change email address -

If you notice that you're not getting your emails, or you're getting too many of them *grin* you can change your email address here.

Immediately upon changing your email address, however, you'll be logged out, and sent another confirmation email to the new address. Once you verify the new email address, you'll be able to login again.

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Change password -

Here's where you can change your password if you need to!

Account Settings -

Turn your referral notifications on and off... just enter your password and click "Save".

Terms of Service -

It's very important that you understand what kind of sites are allowed on [SWATTraffic](http://www.swattraffic.com). The Terms of Service that have been defined here <http://www.swattraffic.com/terms.php> will explain everything.

Contact Us!

You can reach either Jon or Cat, the Admin for [SWATTraffic](http://www.swattraffic.com) by sending them a support ticket at <http://swattraffic.com/contact.php>



click the link that the arrows are pointing to in your member's area... to get to the support area.

Then you'll see this form. Just fill it out, and Cat – Support Person Extraordinaire will answer you in a timely fashion!

Contact S.W.A.T. Traffic

* = Required

Your Name* :

S.W.A.T. Traffic ID Number :

Email* :

Subject* : Please Select

Your Comments* :

Delete your account -

By clicking the “Delete Account” button, you will see this page...

Delete Your Account

Enter your password to remove your S.W.A.T. Traffic account

Password:

to confirm that you really do want to delete your account. It's irreversible, and all credits, cash and referrals will be lost

Logout -

Just click the “Log Out” button, to log out of [SWATTraffic!](#)

What to advertise in Traffic Exchanges -

The people that are surfing, are thinking about getting credits to their sites. You really have to do something to WOW them into noticing your page... and then again WOW them into signing up for your list, or site.

Remember...

That timer is only 10 seconds. You have less than that to get your page loaded, and get their attention.

The best way to do that is with "Splash" pages. A Splash page is a short, fast loading page that gets attention, and has a "call to action". Like... "click here for more information".

You can hire a designer, or you can join a program called "[Splash Page Maker](#)". It's an awesome resource... you can design your own page, in just a few simple steps!

There are also Squeeze Pages there to use. A squeeze page is one of those pages that ask for your name and email address. That way, you can add people to your list, by using an autoresponder... which will send them your email series.

That was a lot, huh. But.. it's a great way to make money online. [IM Success Formula](#) explains everything you need to know about lists, and using squeeze pages in Traffic Exchanges... and the ebook is free!

I do hope this ebook has helped you find your way around [SWATTraffic](#). Jon and Cat are always here to help... please let them know if you need anything!

<http://swattraffic.com/contact.php>

Sunny Suggs
[BootScootinTraffic](#)
[All About Traffic Exchanges](#)
[All About Addons](#)
[All About PayPal](#)