

# The Best Way To Use Traffic Exchange Advertising

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Many webmasters often complain that traffic from traffic exchange advertising is not as targeted as they would like. In fact they miss the point completely. It is like complaining that your spot on prime time TV is not targeted enough.

Traffic Exchange Advertising can be used very effectively to launch a web site or blog site and get it off to a good start and headed in the right direction.

Blogs are classified as being increasingly important to any web based entrepreneur because it is where all the action is. In actual fact traffic is generated in large quantities at blogs and then re-directed to web sites for the actual sales transaction to be consummated.

A web site on the other hand is the official address and location of a web-based business. Just the place you would expect to find e-commerce tools and landing pages where customers can make a purchase online. Blogs and websites can work hand in hand with one another.

Many webmasters often complain that traffic from traffic exchange advertising is not as targeted as they would like. In fact they miss the point completely. It is like complaining that your spot on prime time TV is not targeted enough. The whole idea at this stage is to test your site and to actually find your true niche in a real market situation.

That is really the ideal way to use traffic received from traffic exchange advertising. It is important to be aware of the fact that initial stats and detailed profiles of the kind of traffic that finds the new site of interest is extremely important for the future development and growth of the particular site in question. Answers to a number of questions can be of great help to the site owner or promoter. For instance which pages are the most popular? Why are those pages so popular? How can similar pages be created at the site? Which pages are the most neglected and why?

Answers to these critical questions will take the guesswork out of web site promotion and make it possible for the webmaster to focus their efforts on doing the important things that will quickly grow their traffic and audience.

However to get these questions answered one needs traffic that is a little more general in nature and that is exactly the sort of traffic that can easily be generated from traffic exchange advertising.

The big plus with traffic exchange advertising is that you can control the quantity of traffic that you want to receive. This means that you will not at any time end up stranded in your initial tests and gathering of statistics for lack of traffic.

If you choose to advertise using traffic exchange services there are many firms available on the web today that are low cost or no cost at all and who have been around for a while. A well known one on the web that I am familiar with is [adlandpro.com](http://adlandpro.com).

There can be no doubt that web site advertising has proven to be one of the most challenging obstacles to many web site owners. By following these simple rules your web site is bound to get noticed among the sea of millions of web sites out there, leaving you with not only hits, but unique life long traffic.

Terry Detty, 42 years old, finds internet marketing his passion. In addition to marketing he enjoys reading, and occasionally goes out for a short walk.

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