

# How To Find The Best Startpages and Market Them Effectively

By John Karnish

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How to Find The Best Startpages <http://marketing-mojo.internet-marketingpro.com>

Many people would argue that Startpages are a waste of time and I admit that I used to be one of them. The truth is that most traffic exchanges really are a waste of time but some are very useful.

The exchanges that are a waste of time are the ones that don't have any anti-cheat tools in place. A person can use a software program or even a new browser that refreshes the page every 30 seconds or so.

It may sound like a good idea but there really aren't any visitors viewing your page. If everyone uses this type of software no one ever views your page.

You can rack up tons of credits legitimately and only these software programs are the ones to view your page

Now that you can see why these programs are a waste of time, I'm going to show you how to pick a winner.

What you want is to find a traffic exchange that takes tough anti-cheating measures. Many traffic exchanges make you click on an image or a number that is hidden in a box among other different images or numbers.

These images and numbers change each time you view a page. These precautions ensure that your page is being viewed by a real person and not a machine.

Besides making sure that the startpage takes anti-cheating measures, you also want to consider how much time your page is being viewed for. Some exchanges are only 10 seconds and your page might not even load in that amount of time.

Some are 30 seconds or more. These will allow the

visitor more time to scan your site.

One last thing you should consider is whether the startpage allows you to refer others and receive a percentage of their visits. If you build a big downline, you really get gain a lot of free visitors.

Now that you know how to find a good startpage, the next thing you need to know is how to market them effectively with them.

One thing you always want to consider is the timer. You are constantly fighting against the timer. The visitor doesn't want to stay on your page, he wants to get credit for visiting it and move on.

So, you want to make your site very short and scannable. By doing this, you'll make sure that your Site loads in the allotted time and you'll get your point across quickly.

Headlines are 90% of what makes a startpage site successful. Most people don't pay much attention to the sites, but if you have a headline that really entices and intrigues your reader you'll have the upper hand.

An interesting picture never hurts either.

Once you get their attention, you want to say what you have to say in the least words possible. I love bulleted lists because they do this very nicely.

Finally remember that people aren't looking to buy, they're looking to gather credits. Ask them to sign up for your list or newsletter so you can follow up when they have more time and you aren't fighting the clock.

Offering something for free never hurts either. A free ebook special report is a nice way to get subscribers.

If you follow these suggestions, you'll be able to pick out the best startpage exchanges and you'll be able to market them effectively. Best of luck on startpage adventures.

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John Karnish is the owner of "eBook Marketing Profits."  
He runs an online newsletter which focuses on top internet marketing strategies. All subscribers receive 15 Resellable eBooks.

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