

Why swap banners - swap visitors!

By Martin Nielsen

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Martin Nielsen
mknielsen@ping.dk

Webside DK <http://www.webside.dk/text/swap-visitors.htm>

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Pop-ups are getting more and more common on the Internet, why not take advantage of that to swap visitors with other site? You can double your traffic by doing so!

One of the leaders on the pop-up market is Adexit.com. They started in 2000 offering webmasters to swap hits with other webmasters, their site is in 11 languages - one of the key benefits at Adexit.com. You can reach more than 90% more visitors by using their pop-up program and/or affiliate program. This will make your statistics look great - but will it also increase revenue? Let's look at that.

How to get the most out of using pop-up programs.

To get the most out of exposing your site in a pop-up window, you need to get the visitor's attention on your product. One of the best ways to do this is to create a special page for the pop-up - a page that tells the visitor exactly what your site is about. I.e. if you are selling mobile phones, why not show your best offer including price plus your company name or logo and nothing else? By doing this, you brand your name and you get the attention on your product. If you load your normal front page, the user may not find out what your service is about.

Clean swapping.

Most people are afraid that if they put a pop-up program on their site - then they lose control on what pops up. At Adexit.com, you are treated like you treat others. Meaning that if you have multiple pop-ups on your site, you swap with other sites with multiple pop-ups and if you only have the Adexit.com pop-up you only swap with other sites who also just have the Adexit.com pop-up - and you will therefore not irritate your visitors. The Adexit.com pop-up will appear behind your site, when people leave your site - they will discover the new site that has loaded.

How to get started

To get started, visit www.adexit.com and click the Join link. After signing up, you are ready to start earning hits to your site. All you need to do is to copy the HTML code from the webmaster area and paste it into your site.

<http://www.adexit.com/>

Written by:

Martin Nielsen

<http://www.webside.dk/>

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