

Making Money

With your VS-TrEx site

Without selling a single credit or upgrade

***Foreward:** We've watched many of our customer sites develop slowly over time, and a few are quite successful. However, ongoing server costs, ad costs, and such can make getting a site started frustrating, and can strain a wallet. So we have put together some simple money-making things under TheLinkRing (<http://thelinkring.com>) called TrEx AdNet and Hard Links. This document shows how to use those things to start earning income early in the development of a site, so you can afford to let the site grow naturally.*

This is version 1 of the document, and is valid for version 1.3.9b2 or later of VS-TrEx. We will be adding other income-generating features in the 1.4.0 series, starting in late January, 2007.

One of our main tenets at VariSearch is "helping customers succeed". After all, if you succeed, you will help attract other customers, so we want to help you succeed in any way we can.

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TheLinkRing:



A general overview

VariSearch.com has broken out different functions of the company into different domains, to help 'keep things straight':

- VariSearch is our searchable directory system (<http://www.varisearch.com>)
 - Late January, 2007, Realm12 will be our new directory network center (<http://realm12.com>)
 - VariSearch is also the 'hub' of our "alpha sites"
 - Our first VS-TrEx copy is at <http://trex.varisearch.com>
 - Our first Rotator is at <http://rotate.varisearch.com>
 - Our first Downline builder will be at <http://dlb.varisearch.com>
 - Our first Traffic Exchange Network is at <http://vs-ten.varisearch.com> (for now)
- VS-TrEx.com is our product sales and affiliate site (affiliate is <http://sell.vs-trex.com>)
 - Support is through "TrEx Core": (<http://trexcore.com>)
- VS-TEN is our Traffic Exchange network (<http://vs-ten.varisearch.com>)
 - Late January/February, 2007, this will migrate to <http://vs-ten.com>
- **The Link Ring** is our advertising section: (<http://thelinkring.com>) TLR allows members to advertise across the entire VS-TEN network, for example. It is our newest "stand-alone" service.

The Link Ring provides ways for advertisers to advertise, and it pays "publishers" to carry the ads. We're working to make and keep TLR as simple as possible, but there are a good number of options already, and more on the way.

Most of this document will be talking about connecting your VS-TrEx based site to The Link Ring, so that you can publish various types of advertising, and get paid for it.

Even in its current, early stages, you can probably earn enough to cover hosting fees for a new site, and do some advertising, and we plan to grow the system a lot in 2007.

Current & Future Feature set of TLR

The main focus of this document is the highlighted features, below. The others are there just so you see the functions in context with the other things TLR does, and where we're headed.

Available	Name	Description
Now	VS-TEN Commercial Site	You can show sites of your choosing on a rotator to almost the entire VS-TEN network. This is a paid service, using credits. 1 credit = 1 site view.
Now	Exchanges	Just like VS-TrEx, TLR offers local and exchange-based banner, text-ads and mini banners. Credits earned can apply to commercial site advertising, or for advertising on the banner, text-ad and mini banner exchanges.
Now	Hard Link Ads	For a small fee, advertisers can get 1-way links to their sites on our publisher sites. [fee is around 2 cents per links shown per day.]
Now	Hard Link Publishers	VS-TrEx sites have software built in to act as a publisher. This means you can earn about 1 cent per link per day, just by activating software.
Now	TrEx AdNet	TLR is getting 'master affiliate memberships' at a couple CPA sites. This generates space ads that earn money per action. We have a tracking system, so the money goes back to the original TLR account where the ad was clicked from. [Multi-site owners: you actually get separate reports for each VS-TrEx domain you register in the AdNet.
Coming Jan/Feb 2007	Co-registration	For sites that participate, your signup form will get an 'extra step', which allows members to sign up for ezines, white papers, et cetera if they 'opt in'. Each site will be paid for each unique registration. We will be working with a few co-registration companies, and offering sales of co-reg advertising to TLR members, as well.
Coming Feb 2007 (approx)	Space AdNet	When we have enough publisher sites in AdNet, TLR will be adding it's own CPA system using small space ads. Ads will simply flow through the AdNet, using a different link.
Coming Feb/March 2007	TrEx Sales Network	This will be a VS-TrEx-members-only feature, and will allow you to cross-sell products for each others' sites. After all, if someone buys credits from you, might they not want to get credits at other, related sites? TLR will act as the hub, to make sure each site gets priced correctly (participation is optional)... the site making the sale will earn a commission on the sale.

Publishing 'hard links' for money

If you don't mind having a few boxes of links on your traffic exchange, you can be earning money every day or two. TLR offers 'hard link ads', which allow advertisers to purchase links to their site. For this, they pay a little under 2 cents a day. As a publisher, you earn about ½ of that (the rest is for commissions, and to cover our costs), and the price (and thus your earnings) will go up as we get more advertisers in place.

What 'hard links' look like on your site:

You can have them as an 'edge ad' on your main page, or as 'blocks' on the following 'public pages'. Here are some examples:

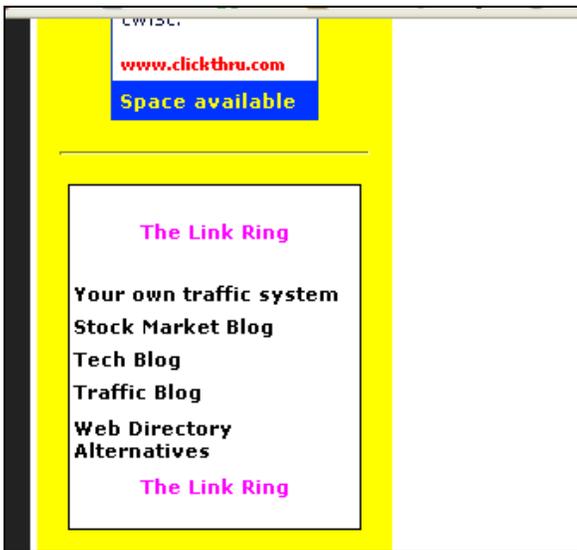


Figure 1: Example of Main Page "Edge Ad" Hard Links

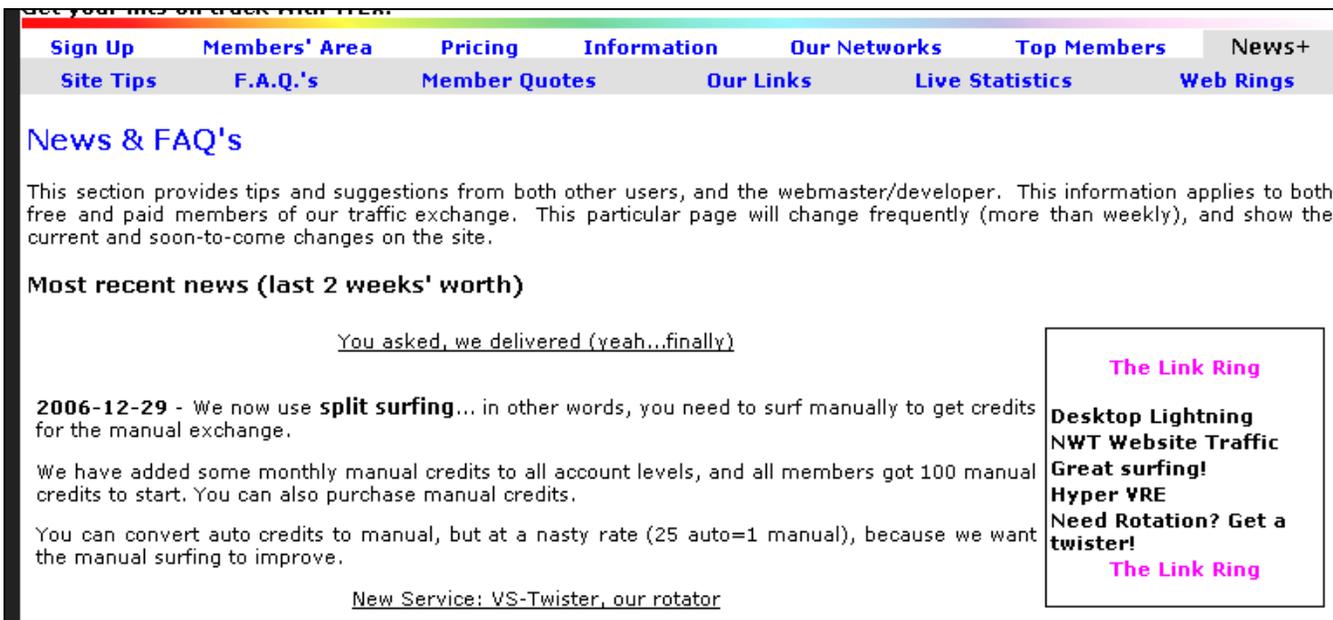


Figure 2: Example of Main 'news' page hard links, (also news/our links)

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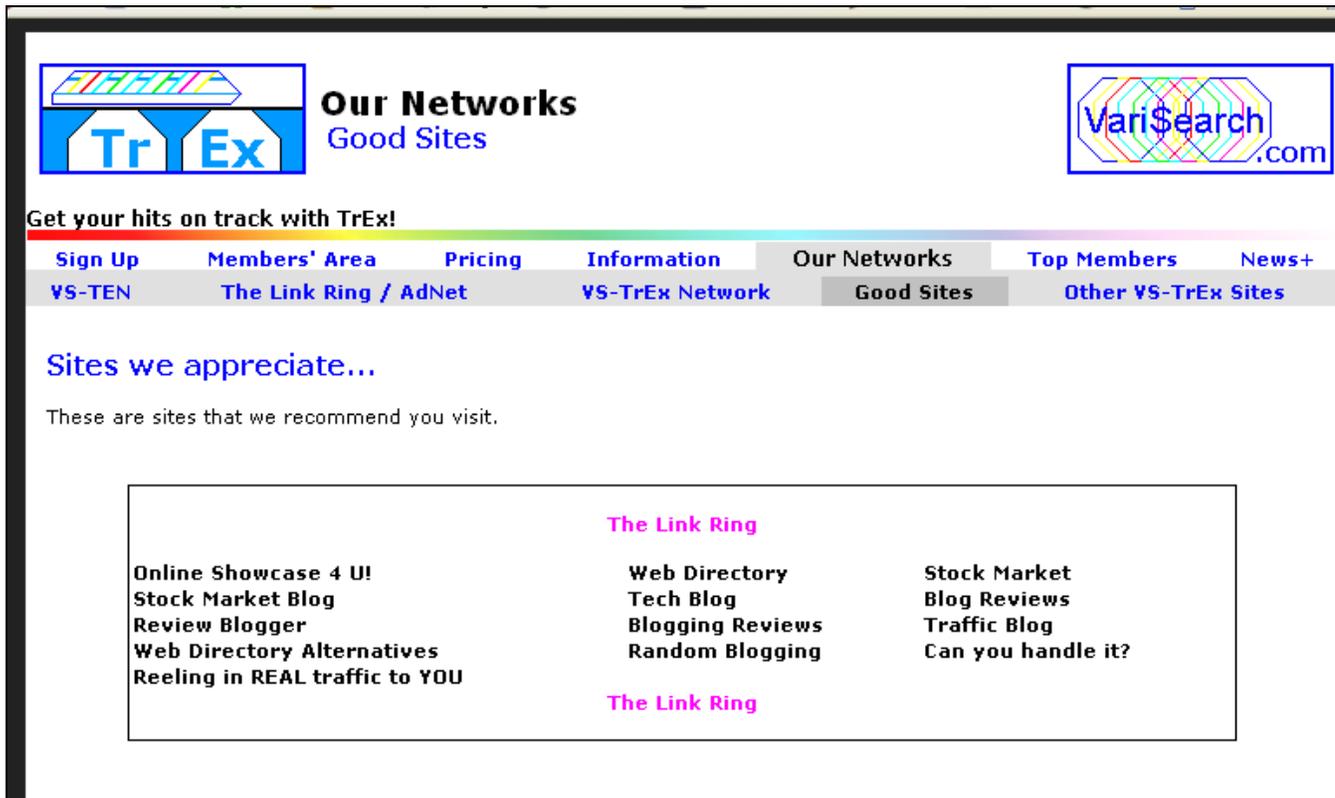


Figure 3: Example of networks/good sites hard links

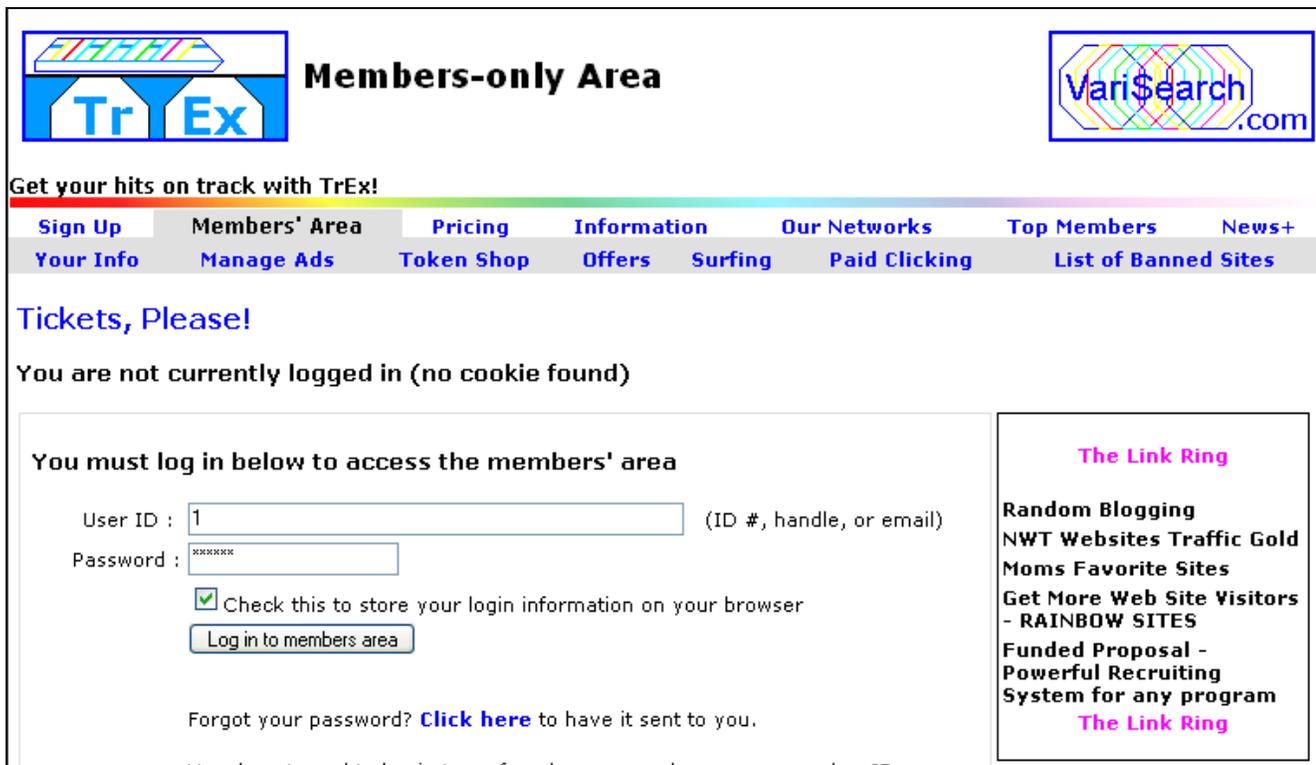


Figure 4: Example of login/members area hard links

How to set up hard link publishing:

:

Before you start:

1. You must be a member of TheLinkRing... write down your TLR number
2. You need to make up a 'secret word'... not your password, but something to secure the connection so that only TLR can send hard links into your site.

To get going:

1. At TLR, go to Publishers/Doman, and Add a new domain entry:
 - o Put in your domain
 - o Your receiver will be (your domain)/News/TLR/tlrrcv.php
 - o Put in the 'secret word' that you want to use
 - o Leave the 'output style' as 'pre-formatted html'
 - o Check the 'trex site' checkbox.
 - o The screen should look like Figure 5 on page 8, below.
 - o Hit the "Save Changes" button, and the screen should look like Figure 6 on page 9, below
2. If you already know some pages you don't want links on, simply 'pause' the page records that correspond to the pages on your site where you do NOT want ads.
3. Go to your site's back-end, under Basic settings, and enter your TheLinkRing id number and save basic settings. See Figure 7 on page 10 below.
4. Still at your site, go to Network section, and you can select which pages to show links on. Don't forget to put in your security code. See Figure 8 on page 11 below.
5. Note: If you want to show ads on the 'edge' of your main page, don't forget to add the selection to your edge list. see Figure 9 on page 12 below.
 - o Go to 'default page'
 - o Pick the 'edge' link, near the top
 - o Make sure one of the selectors says "TLR", and save the edge
6. As soon as we validate your site, you will start receiving links on the next link update.

It really is that simple, and you can start earning up to about \$7 per week. This may not sound like a lot, but it adds up. And remember, the price (and your earnings) will go up as we get more active advertisers.

Money you earn will be put into your TLR "cash account". Just like a VS-TrEx site, you can spend the money on-site, or request a 'payout / withdrawal' through your preferred electronic payment processor.

I wanted the illustrations after the text, so you could see all the steps together. Skip past the illustrations for the next section, about running the AdNet. It can actually earn you more money, but you will need to promote it.

Sign Up	Members' Area	Pricing	Information	Our Networks	Banned Sites	News+
Your Info	Manage Ads	Credit Shop	Offers	Publishers		
Color Sets			Domains			

User 1 (richp) is logged in.... [Log Out](#)

View/Edit a Publisher Domain (new)

This page lets you define and maintain a specific publisher domain.

Description:

Desired Status: Activate, pause or delete the entire definition.

Approved?: Indicates the current approval state of this domain.

Domain: Actual domain this relates to (start with http://).

Receiver URL: Complete URL to the tlrcv.php file (or whatever you named the receive client).

Security Code: Make this at least 10 characters long. It must exactly match the security code for the receive client.

Output Style: How we send data to your site: Currently, only option 0 (.htm) is working.

VS-TrEx Site: Check this if this domain is a vs-trex site, and we'll add the basic sub-pages for you.

Figure 5: Creating your domain record

Publisher domain record added
VS-TrEx specific page entry added

View/Edit a Publisher Domain (20)

This page lets you define and maintain a specific publisher domain.

Description:

Desired Status: *Activate, pause or delete the entire definition.*

Approved?: **Pending** *Indicates the current approval state of this domain.*

Domain:
Actual domain this relates to (start with http://).

Receiver URL:
Complete URL to the tlrcv.php file (or whatever you named the receive client).

Security Code: *Make this at least 10 characters long. It must exactly match the security code for the receive client.*

Output Style: *How we send data to your site: Currently, only option 0 (.htm) is working.*

Pages within this domain

To add a new publisher page definition click [here](#).

P.P. ID	Status	Approved	Page ID (fn)	Description
49	Active	Approved	LKPGme	Main Page Edge ad
50	Active	Approved	LKPGlr	Login area right edge
51	Active	Approved	LKPGne	News Folder
52	Active	Approved	LKPGnl	News / Links section
53	Active	Approved	LKPGng	Networks / Good Sites

Figure 6: The result of the domain creation

Site Wide Settings	Members & Ads	Money-related	Email & Weekly
Basic Settings	Membership Levels	All Pricing	Email Content
Advanced Stgs		Purchases	
Page Layout	'Contact us' Data	Manual Purchase	Build Toplists
Default Page			Send Email
Custom Pages	Check 4 cheaters	Cash Accounts	
Text Blurbs	Manage Members	Payout Requests	Surf Contest
URL Blocker	Manage Ads	ROI: Site Balance	Referral Contest
IP Blocker	User Blocker	Pmt Processors	Trivia Contest
Dog House	Surfing Data		Trivia Data
Default Ads	Manage Complaints	Prizes / Offers	
Surf Layouts	Way-Stations	Networks	Database Mgmt

User 1 - richard parker is logged in. [Log out.](#)

Basic Site Setup

Title	Value	Hints/details
Site Name:	<input type="text" value="mysite"/>	
Site Initials:	<input type="text" value="mys"/>	
Tag Line:	<input type="text" value="come see my site"/> Shown above the menu, if enabled.	
Short Tag Line:	<input type="text" value="...mysite!"/>	Shown in outbound emails in anti-spam footer.
Membership ID's		
VS-TEN ID: SUB-ID:	<input type="text" value="1"/> <input type="text" value="0"/>	If you're part of VS-TEN , this is the ID and SubID for your referral links.
Site Ranking ID#:	<input type="text"/>	Your id # for siteranking.com , for the site-ranking image in the 'edge'.
VS-TrEx ID#:	<input type="text" value="1"/>	Your affiliate id # at vs-trex.com , for your referral links.
NWT Directory ID:	<input type="text"/>	Your user id (name) at New Webmaster Tools directory , for your referral links.
The Link Ring ID:	<input type="text" value="1"/>	Your user id (name) at The Link Ring , if you want to participate in link-based revenue.

Figure 7: The 'Basic' setup at VS-TrEx for Hard Links

Site Wide Settings	Members & Ads	Money-related	Email & Weekly	Add-On Modules
Basic Settings	Membership Levels	All Pricing	Email Content	New stuff!
Advanced Stgs	_____	Purchases	_____	_____
Page Layout	'Contact us' Data	Manual Purchase	Build Toplists	_____
Default Page	White List	_____	Send Email	_____
Custom Pages	Check 4 cheaters	Cash Accounts	_____	_____
Text Blurbs	Manage Members	Payout Requests	Surf Contest	_____
URL Blocker	Manage Ads	ROI: Site Balance	Referral Contest	_____
IP Blocker	User Blocker	Pmt Processors	Trivia Contest	_____
Dog House	Surfing Data	_____	Trivia Data	_____
Default Ads	Manage Complaints	Prizes / Offers	Site ID's	_____
Surf Layouts	Way-Stations	Networks	_____	Database Mgmt

User 1 - Richard Parker is logged in. [Log out.](#)

Networks

TLR/TrEx Net (ads)

TLR/TrEx Net (ads)	Other VS-TrEx Sites	Sales Networks
------------------------------------	-------------------------------------	--------------------------------

TheLinkRing: Hard Links

This system allows you to earn money by showing links on your public pages. You must have a valid [TheLinkRing](#) id number, which you put in the ['Basic Settings'](#) config section.

You have identified your TLR ID as 1. Select pages to display 'hard links' on:

Main Page, on the edge:	<input checked="" type="checkbox"/>	
Login Page, on the right:	<input checked="" type="checkbox"/>	
Network/Good sites Page:	<input checked="" type="checkbox"/>	
News - main page, on the edge:	<input checked="" type="checkbox"/>	
News/Our links section:	<input checked="" type="checkbox"/>	
Your TLR Security code (not your login!):	<input type="text"/>	<i>Only enter this if starting out, or if you changed the code at TLR</i>
Show Sales block in 'space ads' section for	<input type="checkbox"/> <small>www.trcore.com/TrExNet/TrExNet.php</small>	

Figure 8: The second step at VS-TrEx for TLR Hard Links

Modify Default / Home Page Edge

[Info: The edge the page can have up to 14 sections, 5 with custom text... each section can be used independantly, and may contain HTML.]

To change the appearance of the main body, [click here](#).

Width of edge (in pixels):

Position of edge:

Element #0:	<input type="text" value="Your text 4"/> <input type="button" value="v"/>
Element #1:	<input type="text" value="VS-TrEx logo"/> <input type="button" value="v"/>
Element #2:	<input type="text" value="StatBlock"/> <input type="button" value="v"/>
Element #3:	<input type="text" value="VS-TEN on the net logo"/> <input type="button" value="v"/>
Element #4:	<input type="text" value="Your text 3"/> <input type="button" value="v"/>
Element #5:	<input type="text" value="Don't use this element"/> <input type="button" value="v"/>
Element #6:	<input type="text" value="Free member values"/> <input type="button" value="v"/>
Element #7:	<input type="text" value="Don't use this element"/> <input type="button" value="v"/>
Element #8:	<input type="text" value="Your text 1"/> <input type="button" value="v"/>
Element #9:	<input type="text" value="Your text 2"/> <input type="button" value="v"/>
Element #10:	<input type="text" value="Don't use this element"/> <input type="button" value="v"/>
Element #11:	<input type="text" value="TLR ad block"/> <input type="button" value="v"/>
Element #12:	<input type="text" value="Don't use this element"/> <input type="button" value="v"/>
Element #13:	<input type="text" value="Don't use this element"/> <input type="button" value="v"/>

Figure 9: Configuring the 'edge' ad

TrEx AdNet: Our Cost-Per-Action network

At TLR, we're haggling out 'master affiliate' positions at other CPA sites. A CPA site pays advertisers when a visitor takes an action (clicks a link, fills out a form, or buys something). We're trying to leverage our growing network of TrEx sites to develop a viable ad property.

When it's big enough, we'll start pitching our own CPA network, using the same channels we've got now in AdNet.

The concept is simple: We produce ads that are the size of VS-TrEx "A size" text ads, and run them in some of the members' area columns, as well as on their own page in the networking section. [Note: once you have it set up, consider adding this page (specifically, yoursite /Network/trexnet.php) to an internal user as a site, so it gets more visibility.]

If your users click on the ads and do whatever (fill out a form, buy something), the link behind the ad credits TLR, with an extra field that identifies your site to us. As the CPA networks pay us, we distribute 75% of the money back to you in your TLR ad account. [The rest is administrative: our coders have to eat, after all.]

Can you join the CPA networks yourself? Certainly. But it's more passwords, more email, and you'll have to pick ads and embed them on your sites. The AdNet does that automatically.

What AdNet Ads look like on your site.



Figure 10: AdNet column

AdNet shows a random series of ads from the 'ad list', and lays out either like a column of "A size" text ads, or a block of 9 ads which may be larger in size.

The AdNet block only shows on the Networks/TrExNet page, and it includes your referral links, so you can use this to build up your Downline at TLR (and at VS-TEN). See Figure 11 on the next page. The ads will change with each refresh, and the text of the ads is stored locally, so response should be fairly snappy.

The column of ads can show up on any of the 'your info' sub-pages that you choose. Remember that there are normally your local text ads, so you probably don't want to put TrEx AdNet ads on every page... maybe every other page will do. See Figure 10, to the left. Like the ad blocks, the TrEx Net link (in blue at the top) is your referral link to TLR.

The big deal about referral links? We offer cash commissions to people who refer advertisers to The Link Ring... it's another way to get you making money.

Sign Up	Members' Area	Pricing	Information	Our Networks	Top Members	News+
VS-TEN	The Link Ring / AdNet	VS-TrEx Network	Good Sites	Other VS-TrEx Sites		

The VS-TrEx Network (TrEx Net)

The authors of VS-TrEx software have created a selling, referral and affiliate (CPA) system, specifically for VS-TrEx Powered Sites. This includes several ways that Traffic Exchange Webmasters can bring their sites to profitability more quickly.

Data distribution is handled by our advertising branch, called [The Link Ring](#).

- **Phase 1** was the VariSearch Traffic Exchange Network (**VS-TEN**), which distributes views between exchanges.
- **Phase 2** was AdNet, which distributes for-pay hard links in our network of exchanges.
- **Phase 3** is TrEx Net, which provides VS-TrEx webmasters with the advantages of CPA network membership
- Phase 4 (in development) will allow VS-TrEx sites to create 'selling groups'

You will find that VS-TrEx software is one of the few systems that actually provides legitimate ways for you to succeed as an exchange webmaster.

Below is a sampling of some of our AdNet Ads. Feel free to check them out.

-- TrEx Net --		
		
	<p>Free Game Station</p> <p>Come and show us what you've got. Get a Sony® Playstation® 3 now by clicking on the link below. (see offer for details) It's waiting—and so are we. Are you game?</p> <p style="text-align: center;">Click Here</p>	
		
-- TrEx Net --		

Figure 11: The TrEx AdNet page on your site

Turning on the AdNet feature

Before you start:

1. You must be a member of TheLinkRing... write down your TLR number
2. You must have a VS-TrEx site... write down your VS-TrEx affiliate ID number
3. You need to make up a 'secret word'... not your password, but something to secure the connection so that only TLR can send hard links into your site.

Important: If you publish hard links on this site, you **MUST** use the **SAME** secret word you use for hard links for this domain. We use the same remote connection for hard links and AdNet Ads.

If you have already done a hard link setup, this will be quite easy in comparison.

1. At TLR, go to Your Info/General, and make sure your VS-TrEx ID is defined (it's in the second box from the top, the bottom element).
2. Next, go to Publishers / TrEx Net (which shows up once your TrEx id is put in), and fill in the form at the bottom with your domain, and your 'secret word', and press "File This"
3. Go back to your site, and if you haven't done so already, put your member ID from The Link Ring into the basic settings area. (Figure 7 on page 10)
4. Go to Networks / "TLR / TrexNet" and scroll down to the bottom. Put in your "secret word" if you haven't done so, then check the checkboxes that correspond to where you want the ads to show.
5. That's it... your ad areas will populate with new ads on the next refresh.

Your TLR Security code (not your login!):	<input type="text"/>	<i>Only enter this if starting out, or if you changed the code at TLR</i>
Show Sales block in 'space ads' section for affiliate sales:	<input type="checkbox"/> <i>Will activate in 1.4.0 (have to update TLR first)</i>	
<hr/>		
TrEx Net		
IF you signed up for TrEx Net at The Link Ring, you can place the earning links on any of the following pages:		
Main Networks/TrEx Net page:	<input checked="" type="checkbox"/>	
Your Info/General:	<input checked="" type="checkbox"/>	
Your Info/Promote Us:	<input type="checkbox"/>	
Your Info/Traffic:	<input checked="" type="checkbox"/>	
Your Info/Referrals:	<input checked="" type="checkbox"/>	
Your Info/History:	<input type="checkbox"/>	
Your Info/Cash:	<input checked="" type="checkbox"/>	
		<input type="button" value="Change TLR Settings"/>
Remember that joining TLR is free, and you can get paid for showing ads!		

Figure 12: TrEx Net settings at VS-TrEx

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