A webmasters guide to
Using PlugRush
Introduction

The goal of this guide is to introduce you and give you the knowledge and the skills to both start trading and optimizing the plugs you use to trade traffic with the leading advertiser & publisher platform PlugRush.

easyXsites has an integration with PlugRush that allows you to easily validate your websites, generate widgets and add widgets to your site. All of this happens automatically if you have selected to do so when creating sites. Therefore, we will not cover how to create widgets in this guide (but we will show you how to edit them), but we will cover is how to create plugs, how to optimize your widgets and how you trade traffic.

Getting started

If you have not already created a website with easyXsites, please go and do that now. You will need one to follow this guide. Unless you are an experienced webmaster, then you can use your own website of course.

You will also need an account with PlugRush, so please register one now if you do not already have one.

We also recommend that you read and follow our other easyXsites guides, before you start on this one. They will help you get a basic understanding of how easyXsites works, how niches work, hot to filter traffic and how to generate traffic. You do not need to follow them all to the letter before continuing with this guide, but reading them is a good idea, as they will probably help you.

Getting started with easyXsites Guide

Filtering adult traffic Guide

Generating adult traffic Guide

All right, we now presume you are familiar with creating a website, how to generate some traffic and how to filter it. Let us move on to some basics and then you can get down to trading:

What is a ‘Plug’?

A plug represents an ad that is plugged into a widget. It is not shown on your own site, but on other sites displaying and using PlugRush widgets. Plugs are displayed as an image with or without a text. Most widgets are set to display text, but some are set not to. That is up to the person that created the widget.

What is a ‘widget’?

A widget is the PlugRush ad-zone on your and other people’s sites. It displays plugs. Some plugs are trading plugs and others are plugs from advertisers buying traffic. You cannot tell what is what and never ever click on widgets on your own sites!

Widgets can have several functions embedded besides the actual images; they can redirect desktop traffic and mobile traffic from your site. Always make sure you have turned redirects off! Search engines will remove your site from SERPS if you redirect traffic. The days of making money redirecting mobile traffic is over.

Widgets can have pop-unders turned on as well; these are good way of monetizing traffic but try not to set it to pop more than once or twice a day.

You trade traffic from your widget and you get traffic back from your plug.
How do I trade traffic with PlugRush?
To trade traffic, you have to enable traffic trading on your widget. And you need to submit at least one plug to get traffic (kind of the point in trading traffic!). We will show you how to create a plug later in this guide.

Why do I want to trade traffic?
Because you get more traffic back than you send. How is this possible? PlugRush has their own sites and when traffic is not sold, it goes into their network as “bonus” traffic to their Publishers.

How to edit a widget created via easyXsites?
If you want to edit the widget created with easyXsites, here is how you do it. It has to be done from PlugRush, so go to PlugRush.com please. Then go to Publishers -> Adzones:

Then click the dropdown top right corner and select your website:

Now you need to click the little pencil icon on the widget you want to edit, like so:

You should now see a preview window of your widget and all the different customization options. We will not be showing all the different things you can do here, but just tell you that any changes you make will reflect on your easyXsites. Therefore, if you want, you can play around with it a bit to learn how to optimize your widgets. You do not need to edit them though.

Just make sure that you have checked trading traffic, as such:
Creating a Plug

Creating plugs is very important. In the future, we will allow you to do this automatically – but for now, you need to manually create plugs. The plugs you create will be shown on other people’s site. It is like an advertisement for your site and the post you created the plug from.

To create a plug, you navigate to Publishers -> Plugs, like so:

Hit the ‘Add Plug’ button:

Unless you are submitting a gallery page, you should select ‘Regular Plug’ in the drop down.

Now you select the website you want to create the plug for, enter the URL and write a title + description that matches the content on the page. This is important because all plugs are reviewed by a human, so if you write something that does not match the content, your plug will probably be rejected.
You can either upload a thumbnail or post a link to one as we did in this example. Select the categories that match the content, do not select too many and select only those that matches with what is shown on your site and what is shown in the thumbnail.

Here is an example of a plug filled out:

Here is how we did the thumbnail:
Crop Thumbnail #466515

Crop the thumbnail if it is needed. The better the thumbnail, the more clicks it will get.

Make sure you do not crop the image so it becomes so small that it pixelates, the quality has to be good and always try to select a thumbnail with content that you think people will click. Naturally the ability to do so, comes with trial and error.

Now when saved, it will be pending review, as such:

<table>
<thead>
<tr>
<th>ID</th>
<th>Thumb</th>
<th>Title/Description/URL</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>#466515</td>
<td>Pending</td>
<td>Lesbian Babe Play Fine hot babes get it off in the garden</td>
<td>Hot-babes.easyblogs.com</td>
</tr>
</tbody>
</table>

You can still edit it, but if you edit an approved plug, it will go back to pending until a human has looked at it. Usually it takes a day to be approved in weekdays, but you can create as many as you would like and put them all in a queue.

Once you plug is approved, it may have changed categories if the plug moderator decided it needed to, like this one has several extra categories:

<table>
<thead>
<tr>
<th>ID</th>
<th>Thumb</th>
<th>Title/Description/URL</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>#466515</td>
<td>Approved</td>
<td>Lesbian Babe Play Fine hot babes get it off in the garden</td>
<td>Hot-babes.easyblogs.com, Pussy, Brunette, Blonde, Lesbian, Public, Softcore</td>
</tr>
</tbody>
</table>

You may not agree with it, but if you change it. It goes back into the moderation queue.
Optimizing your Plugs to gain more traffic

A plug is given a certain amount of impressions before it is removed from rotation – or at least before it is given a much lower priority. So make sure you add new plugs often and make sure you delete those that do not perform.

The way to do it is to look at the Click Through Rate (CTR), that number is made out of impressions (number of times the plug was shown on a site) divided with clicks (number of times someone clicked on it).

It looks like these enlarged examples:

<table>
<thead>
<tr>
<th>Impr: 68886</th>
<th>Impr: 283793</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks: 324</td>
<td>Clicks: 1393</td>
</tr>
<tr>
<td>CTR: 1:213</td>
<td>CTR: 1:204</td>
</tr>
</tbody>
</table>

In the above examples, you can see that it is actually possible to have a bad CTR (above 200) and still get more total clicks, than one with a good CTR (below 200).

This simply means that there were less total plugs in the categories that the plug was in and as such, yours was shown more... at the time it was approved! So imagine if you had a better title and/or image, you would have gotten a much higher number of clicks!

Keep an eye on those things. Remove plugs with bad CTR’s and notice what categories that get a lot of impressions versus those that get a few – go for those that get a lot of impressions a lot while you can. A traffic landscape like this is in constant motion. A good webmaster will track this and when you get it right, you can generate a ton of traffic.

Converting that traffic is harder, but that is a different story – first you have to learn to generate it, then you can learn to convert it into sales.

Final notes

Remember that what works for one webmaster may not work for the next, so if a certain thing is not working for you – try to figure out why, try something different. The important thing is not to avoid failing, it is learning from your mistakes and applying that knowledge towards becoming better at what you do. So go hunt that traffic and sell some porn!

As always, thank you for reading and we hope that you learnt something about using PlugRush. Remember that you can debate this topic or any other on our adult webmaster forum with thousands of other adult webmasters.