



HITSWAPTOKEN WHITE PAPER

"HomepageSwap.com is a novel web service and decentralized ecosystem that revolutionizes how website traffic is managed and valued. It leverages the unique landing page hits from its users, transforming these into a valuable digital asset called HitSwapToken. This concept operates within the Solana Network standard smart contract, allowing classic web hits to be tokenized. HitSwap Tokens serve multiple functions: they can be stored, bought, and sold; they gain value over time; earn sales commissions; and can be used for promoting content after being converted through a re-hit process. Once converted, these tokens are permanently burned, ensuring a dynamic and evolving ecosystem."

Serdar OZYASAR
System Developer

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1. Title and Abstract:

Homepageswap.com is a web service+decentralized hit-swap ecosystem.

The ecosystem includes unique landing page hits from its individual users; As a community, it transforms it into a more valuable and decentralized total new digital HitSwapToken concept.

When hit-swap digital assets are created through the decentralized HitSwap Token Solana network SPL standard smart contract, classic hits become tokenized hits.

HitSwap Token assets can be stored, bought and sold, gain value, earn sales commissions, can be converted into swap visitors with re-hit and used for content promotion, after the re-hit conversion, converted tokens are burned permanently.

2. Definitions and Abbreviations:

- Hit: A request sent to a server by a web page or a page view by a visitor.
- Re-hit, Swap: The mutual exchange of hits.
- Tokenized Hit: Hits tracked through the Solana network by the community.
- Visitor: Organic hit provider using the homepageswap.com system.
- Token: Cryptocurrency used in the homepageswap.com system, part of the Tokenomics ecosystem, represented on a decentralized network as HitSwapToken.
- Network: Solana SPL Network.
- HitSwapToken: A SPL standard token produced specifically for the homepageswap.com hit exchange system on the Solana network.
- Burned Tokens: Tokens that have been removed from circulation.
- Token Burn: The process of token burning via the validator.
- Organic Hit: Hits without entry reference value, transferred to target web content with an empty HTTP_REFERER in the homepageswap.com system.
- Content Promote, Advertisement, Selling Commission, Hit Actions: Scalable, controllable, and schedulable hit actions on homepageswap.com, targeting global, national, or local levels for the sale of tokenized hits, creating economic value, and burning used tokenized assets after re-hit usage.

3. Introduction:

HomepageSwap.com introduces a groundbreaking approach to managing and valuing website traffic. It is not just a web service; it's a decentralized ecosystem that converts unique landing page hits into a novel digital asset: the HitSwapToken. This initiative is rooted in the Solana standard smart contract network, revolutionizing the concept of web hits by tokenizing them. The HitSwapToken is versatile: it can be stored, traded, appreciated in value, and used for promotional activities. After these tokens are used for re-hit conversions, they are permanently removed from circulation, ensuring a dynamic and continually evolving ecosystem.

HomepageSwap.com is an active site that works with customized hit exchange, hit analysis, hit tokenization, hit sale, token emission volume control and token burning formulas that will continuously decrease the total token emission volume, allowing you to make your home page traffic an economic size together with your environment. It is a web service + decentralized hit-swap eco-system project.

With this service, users create an economic network through which they can earn tokens.

Social media content, video, music, announcements, Twitter or any other legal content open to public access is made available to wider audiences through the homepageSwap.com promotion system. Many purposes such as store, product sales, promotion and announcement are achieved with a single tool.

Advertisers buy tokenized hits and promote their web content to more transitory circles. YouTube quickly fills its viewing limits and increases the number of followers and interaction with completely organic hits.

Store managers reach new customers through a different social interaction tool.

4. Problem Definition:

Historically, hit trading has been attempted globally but often restricted to robotic systems with limited reach. The most significant force in internet traffic, hit, lacks a control consensus metering and metrication system, leading to an overreliance on artificial structures. Current systems, replicating the hitswap software and system cycles from 1994-1999, are stuck in a loop, primarily driven by inorganic-bot visits.

Hit trading has been tried many times around the world, but has not been able to move beyond the 10k or so robotized systems providers typically use.

Hit is essentially the most important force in internet traffic. However, a control consensus metering and metrication system has not been created to enable users to control a power created by users.

Current systems are completely artificial structures that repeats the widely used hitswap software and system cycles between 1994 and 1999 continuously.

In this vicious circle, almost all of them are copies of each other and almost all of them are carried out by inorganic-bot visits within the large IP pool.

5. Solution Proposal:

homepageswap.com is a hit swap system that will generate completely organic visitors, and it creates only organic final hits swap with tokenized hits.

Homepageswap.com web service leg; It does not care about the activity that will occur after hit traffic, any likes, shares or comments related to the content occur completely naturally. If it is content that attracts user attention; The user becomes an organic visitor by natural means. If the traffic target content does not attract user attention, a standard visitor activity is monitored.

With this approach, which does not direct user behavior, a two percent organic relevant content & user matching occurs.

Technical Overview:

The technical infrastructure of Homepageswap.com is built on the robust Solana network, ensuring a decentralized, secure, and efficient environment for hit tokenization and exchange. The system is designed to track and convert website hits into tokenized assets, providing a transparent and immutable record of transactions. The smart contract functionality of the Solana network enables automated processes for token creation, transfer, and burning, ensuring a seamless and user-friendly experience.

Market Analysis:

The market for web traffic management and monetization is ripe for innovation. Traditional methods often rely on non-transparent and inorganic strategies, leading to inefficiencies and mistrust. Homepageswap.com, with its focus on organic hit generation and transparent tokenization, is positioned to capture a significant market share among advertisers, content creators, and web traffic traders. The unique value proposition of tokenized hits, combined with the decentralized nature of the ecosystem, provides a competitive edge in a market increasingly aware of the importance of genuine web traffic and user engagement.

User Engagement and Growth Strategy:

To attract and retain users, Homepageswap.com will implement a multi-faceted engagement and growth strategy. This includes partnerships with key influencers in the digital marketing and cryptocurrency spaces, aggressive social media marketing campaigns, and user-friendly interfaces that simplify the process of hit exchange and tokenization. The platform will also offer incentives for early adopters and referral bonuses to encourage user growth. Educational resources and support will be provided to help users understand and maximize the benefits of the ecosystem.

Financial Model and Sustainability:

Homepageswap.com's financial model is built on the creation, exchange, and burning of HitSwapTokens. Revenue streams include transaction fees for token exchanges, commissions on sales of tokenized hits, and premium services for advanced analytics and marketing tools. To ensure long-term sustainability, a portion of the revenue will be reinvested into the platform for technological upgrades, marketing, and user support. The burning mechanism of tokens post-re-hit ensures a balanced supply and demand, contributing to the token's value appreciation over time.

6. Implementation:

The total amount of tokens to be produced is 989,000,000,000 units
With organic visitor cost calculation in the advertising market
The cost of each 1,000 unique organic visitors is between \$50 and \$100.
The number of hits required for 1000 uniques is approximately between 50,000 and 100,000 hits.
So the target price for HitSwap tokens is \$100 USD for 50,000 hits.
1 token = \$0.002 (target price) creates a target cost.

With the implementation of the system, the first sale price of the tokens that will be used for advertising and promotion will be made with a starting price of 10,000,000 tokens = \$100.

In this account, 1 token = \$0.00001.
Possible appreciation potential

It can be predicted as 200 times. Excluding combustion-related value increases and continuity and sustainability value increases.

In other words, tokens will gain 200 times the value with the classic standard token contract.

In this case, the market cap will range from \$9,890,000 to \$1,978,000,000.

Burning rules

All tokens used with re-hit and direct-hit in the homepageswap.com system for promotional content will be burned. Theoretically, all of the tokens. In practice, with the increase in value, the burn rate will decrease proportionally over the years, and a balance will be created between burn and token value increase, related to the number of annual hit swaps.

This approach integrates token economics with web traffic management, aiming to create a more efficient and transparent market. The emphasis on organic traffic and user engagement, coupled with a robust financial model, could position Homepageswap.com as a significant player in the field. However, the success of such a venture would depend on effective execution, market adoption, and navigating the complexities of the digital advertising and cryptocurrency markets.

7. Benefits and Advantages:

- Hit swap advantages,
- Fee re-hit or cash advice advantage with commission earnings from token sales
- Ability to start your own business and sell local ads,
- Making account-independent advertising fee payments with tokenized hits
- Quick start with HitSwapToken,
- Low average visitor cost,
- Providing the opportunity for more accurate exit analysis with natural traffic from irrelevant visitors,
- More economical total cost in total promotion budget
- Directing high hit values in a short time
- Opportunity to provide country-region based hits
- Fast content announcements
- The opportunity to promote products locally is much more effective
- Watching video and audio content at a very low cost, providing a high increase in the number of interactions, and especially a rapid increase in the number of video music views.
- Providing hits without risk with simple measurement
- Almost 200 to 1 price advantage compared to advertisements

8. (Challenges and Solutions):

- Homepageswap.com performs buffer filtering for robot hit traffic actions.
- At the same time, swap hits accumulated with FriendDrop on homepageswap.com can only be used for promotional purposes with re-hit. It cannot be exchanged with any crypto. It cannot be withdrawn to Wallet Addresses.
- When a user using a robot is detected with special buffering software, their account is closed without warning.
- HitSwapTokens are burned when used for re-hit.
- In short, trying to gain an advantage by trading with a robot is an activity that is both meaningless, unnecessary and, if detected, will cause the account to be closed without warning.
- For now, HitSwapToken will be decentralized on Solana SPL until its own coin network is developed. However, hit distribution measurements will be carried out through a central buffer server network during this period.

9. (Future Work and Enhancements):

- Development work will be carried out on the HitSwap Coin P2P network. It saves the hit values created by P2P connected users to the network as tokens and controls spending. We will share alternative ideas about decentralized models to be planned in the network via social network access links.

10. (Conclusion):

Homepageswap.com stands at the forefront of web traffic management and monetization, offering a unique, decentralized solution. By leveraging the power of blockchain technology and the Solana network, it transforms traditional web hits into valuable, tokenized assets. This innovative approach not only offers a new revenue stream for website owners and content creators but also heralds a new era in transparent and organic web traffic management. With its robust technical infrastructure, strategic market positioning, and user-centric growth strategies, Homepageswap.com is poised to become a pivotal player in the digital marketing landscape.

(References):

- DEVELOPERS & TEAM MEMBERS
- BERKE OZYASAR
Lead Developer, React, Node.js, Mysql, Apache Server, Php.
- SERDAR OZYASAR
System Developer, Engineer, Front-End Developer
- BURAK DIRIK
Entrepreneur, Financial Advisor
- SERHAKAN PIYADE
Legal Advisor

(Appendix):

- Telegram Channel <https://t.me/HitSwapToken>
- Telegram Group <https://t.me/HitSwapTokenOfficial>
- Discord <https://discord.gg/Q3jjXh2jNw>
- Twitter <https://twitter.com/hitswaptoken>