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Creating Keyword Specific Doorway Pages – A Step By Step Guide

By Shelley Lowery

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If you're doing business on the Internet then you know the importance of ranking high in the Search Engines. The competition is fierce, but it can be done. What I am about to reveal to you will increase your traffic immensely, but it must be done correctly. The goal is to create powerful doorway pages that not only rank high in the Search Engines, but are Search Engine friendly and provide some valuable content for your visitors.

What is a doorway page anyway? A doorway page is a webpage specifically designed to rank high in the Search Engines for a specific keyword or keyword phrase. Not just a blank page with a link that redirects to your main page, but a powerful, content rich page packed with your keywords.

First of all, select three of the most specific keyword phrases that best describe your website. If your website is about dog grooming, then your keyword phrases might be: dog grooming, pet care, pet groomers. Place these keyword phrases, separated with a comma, in your KEYWORD meta tags between the HEADING tags of your HTML.

(Notice: Some of the opening and closing brackets have been left off some of the examples below to enable you to view the code.)

Example:

groomers">

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Next, write a descriptive sentence about your website packed with your keywords for your DESCRIPTION Meta tag.

Example:

Dog Grooming Tips From Top Professional Pet Groomers">

Write a descriptive TITLE for your page that includes your KEYWORDS.

The Dog Groomers Salon: Dog Grooming Tips From Top

Professional Pet Groomers

Your doorway page should load very quickly, so keep your graphics to a minimum. Make sure you don't include any banners and place your main logo at the top of your page, linked to your main page. Place your keywords within the image tag using the ALT tag. Below your logo, include an intriguing sentence and link it to your main page.

Example:

```
IMG SRC="mainlogo.gif" WIDTH="300" HEIGHT="60" ALT="dog grooming,pet care,dog groomers" BORDER="0"  
For More Professional Dog Grooming Tips, Click Here
```

In addition to placing your keywords in your Meta tags Title, and Image tag, you can also use the Comment tag. Comment tags can be used throughout your page to organize your content and make updating easier. They also provide another great way to place your KEYWORDS. They won't be visible on your webpage, just in the HTML.

Example:

```
!--Begin Dog Grooming Navigation!--  
!--End Dog Groomer Navigation!--
```

The key to creating powerful, keyword rich, Search Engine friendly doorway pages is to provide some valuable content. In the body of your webpage, provide your visitors with a free 250 – 300 word article or report loaded with your keywords every couple of sentences.

Example:

Dog Grooming Tips From The Top Professional Dog Groomers

If you're not comfortable writing your own reports, you can find over 1,000 free reports here:

<http://www.web-source.net/content.htm>

Here's the basic HTML outline for your doorway page:

HTML

HEADING

META name="KEYWORDS" content="dog grooming, pet care, pet groomers"

META name="DESCRIPTION" content="The Dog Groomers Salon:

Dog Grooming Tips From Top Professional Pet Groomers"

TITLE The Dog Groomers Salon: Dog Grooming Tips From Top Professional Pet Groomers

/TITLE

/HEADING

BODY

!--Begin Dog Grooming Navigation--

IMG SRC="mainlogo.gif" WIDTH="300" HEIGHT="60" ALT="dog grooming,pet care,dog groomers" BORDER="0"

For More Professional Dog Grooming Tips, Click Here

!--End Dog Groomer Navigation--

Dog Grooming Tips From The Top Professional Dog Groomers

/BODY

/HTML

After you've created your doorway page, save your page using one of your keywords.

Example:

dog_grooming.html

If you're creating many pages, simply add a number to the end of your page.

Example:

dog_grooming_1.html
dog_grooming_2.html

pet_grooming_1.html
pet_grooming_2.html

dog_groomer_1.html
dog_groomer_2.html

When you're ready to submit your pages to the Search Engines, submit only one page each day. If you've created several pages you'd like to submit, you may want to create an additional page that contains links to each of your doorway pages. That way, you can submit just your links page and let the Search Engines crawl the rest of your links.

Creating doorway pages is a powerful way to increase your website traffic, but don't stop at just one. Imagine how much traffic you'd receive with 100 keyword packed, doorway pages all pointing to your website...

Shelley Lowery is the Webmaster of Web-Source.net – A complete resource portal for the Internet entrepreneur. The site assists the entrepreneur in developing a serious Web presence by providing a wealth of free information, resources, tools and content. <http://www.web-source.net>

SEARCH ENGINES GIVE YOU FREE ADVERTISING!

By Richard Igoe

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Getting a good ranking in the major search engines is probably THE BEST way to get traffic to your site, but just how to do this is the question. There are literally millions of web sites out there.

But remember a good website ranking is virtually FREE advertising and will bring in a steady flow of traffic, so it is worth going to some lengths to get a good position.

First, sit back for a minute and ask yourself what exactly you are selling. What keywords are people going to search for to find your page? Getting a good ranking on a search engine depends on the keywords you are using – or more specifically the keywords people are using to find you!

Your aim should be to create a few **HIGHLY FOCUSSED** doorway pages for your site, each one optimized for a particular keyword or phrase. But be honest with yourself. Use keywords or phrases that describe your product or service as closely as possible.

To help you find out which keywords are most searched for, and how likely you are of getting a good ranking, there is a very good tool called WordTracker. It emails you a free weekly report of the top 500 keywords (phrases) that are requested on the major search engines. It also filters out all pornographic words which account for 25% of search engine requests. However it also does more!

You can enter a keyword or phrase that you want people to find your webpage with, and it will return a list of 100 other related keywords. You then click on any of those keywords and you will get a list of how many searches have been made for it in the last 24 hours. Then Wordtracker compares the results with the number of pages ranked on AltaVista for each keyword or phrase and compiles a report for you.

Now here is why this tool is so valuable. You can see which keywords you have more chance with in obtaining a higher search engine ranking – those keywords with a lot of

hits but relatively fewer pages listed on AltaVista – and create doorway pages optimized for those keywords. The doorway pages you create will now have a better chance of ranking in the top 20 or 30. Wordtracker has a free trial.

Now after choosing your keywords, create a doorway page for each one.

Most search engines place a high importance on the keywords and description "META" tags on your web pages. For a more detailed explanation of META tags, look at our HTML tutorial at <http://www.TheWebsEye.com/HTML.htm>.

As well as the meta tags, search engines take into account a number of other considerations such as keywords in the TITLE tag, in your header tags, and how keywords are placed on your pages. If you want to know more about how search engines rank your pages we strongly recommend you download the award winning free e-book "Search Engine Tactics" from our downloads page – <http://www.TheWebsEye.com/downloads.htm> (only 129 KB).

The more specific your keyword or phrase, the easier it is to get a high ranking. A page optimized for "Chinese herbal tea" should get a good ranking much more easily than a page optimized for "tea", because there would be a lot fewer sites trying to have well-positioned pages.

What we are saying therefore is that you need to use keywords that directly describe your product or service. If you are paying someone to do it for you, make sure you tell them the exact search phrases you want your site to be found with.

Designing a number of "doorway" pages, each page optimized for a different keyword or phrase, will multiply your traffic. ALSO remember that search engines don't all use the same set of rules (algorithms) to rank your pages. Some might place more emphasis on the META tags while others may spider the content.

You can take your page optimization one step further now, and create a doorway page not only for each keyword, but for each of the major search engines. So it is quite easy to have 30 doorway pages for one product or service – 3 different keywords and 10 search engines. To do this properly involves searching for your keyword on a particular search engine and then analyzing what the top 5 or 10 sites have in common. You can then optimize your own

page based on the results of your search. Doing this manually is not time-efficient when you can get software to do it for you.

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There are a few good software packages that will spider your web pages, compare them with the top "X" results for a particular search, and then let you know what you should change. They can also monitor, keep track of your positions in the different search engines, and schedule your submissions. Optimizing your pages is still time consuming but if you are prepared to spend an hour a day creating a new doorway page, you will soon be able to create your own "traffic puller" on the web.

You will find details of how to get WordTracker and free trials of Webpage optimizing software at our website – <http://www.TheWebsEYE.com/search-engines.htm>.

Richard Igoe, – <http://www.TheWebsEYE.com> – FOCUSING on the ESSENTIALS of website design, promotion and internet marketing.



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