

# What is a Doorway/Entry Page

By Chris Falck

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## #1) What is an Entry/Doorway Page Anyway?

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What are entry pages? Simple, its an entry point to your web site!

It has bee specifically optimised for a certain search engine. For instance, entry pages to get their site a high ranking in one of the major search engines.

These pages have specific words and tags in the HTML, specifically designed to suit the search engine of choice.

The page that they create may not have any viewable text on it, it may just be an image with text contained in an HTML tag called an alt tag.

If you see a page, with very little text and a big image, it is probably a entry page. These pages actually look like entry to the site, and you will be required to click on an enter button (or something similar) to get into the real site. Also, it will not be named "index.htm", "default.htm" or it wont be the home page: "www.yourdomain.com/". Most likely, it will have a specific name like: [www.yourdomain.com/entry.htm](http://www.yourdomain.com/entry.htm)

Entry pages such as the ones described above are OK, but we recommend making your entry pages a valuable content rich page that is relevant to your site.

How do I make an entry page?

The following information gives you the basics. However, it is important that you keep yourself informed about what each of the Search Engines demand in order for you to place your site in the top 20!

1. Pick an engine
2. Find out all the information you can on the engine you have chosen.
3. Name the entry page. Make it specific. Do not call it index1.htm, index2.htm. Give it a real name like: computer\_books.htm.
4. Add your keywords. Make them very specific, choose only a few phrases, between 1 and 4
5. Go to your new page and configure the title, description and keywords tag for the engine of your choice.
6. Write your text to suit the engines criteria.
7. Ensure Keyword frequency and prominence is acceptable. The text is the most important element.
8. Check it against several competitor's keyword frequency.
9. Try to make your keyword frequency for individual words similar to a competitor that ranks in the top 10 of the search engine you are tailoring the page for.
10. Submit your page to the engine.

I hope the above tips help you.

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