

# 7 proven methods to trick Google

## into positioning your website

If you are a webmaster and searched under "how to get more visits", you found 4.000.000 pages. The first of them (as of March, April and May 2004) [www.gatewaygenerator.com/ggg/how\\_to\\_get\\_more\\_visits.htm](http://www.gatewaygenerator.com/ggg/how_to_get_more_visits.htm), was generated by our software and leads to our website.

These are our suggested methods to get to the top of Google, Altavista and other Search Engines:

1. *Optimize your websites*
2. *The Shotgun Approach: use a lot of keywords*
3. *Use Google optimized pages in addition to your regular website*
4. *Make gateway pages that do not look like gateway pages*
5. *Use gateway domains to push back your competence*
6. *Use Viral Marketing to build PageRank and obtain thousands of incoming links*
7. *Manually submit your important pages to the best indexes, for fast, valuable, free incoming links*

The present ebook explains how to do it.

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#### 1. *Optimize your websites for maximal Search Engine traffic*

Site promotion is a wide field with many different tools: online advertising, direct mail, SE (search engine) optimizing and positioning, link-building and several others. All those methods are different. Some are faster and short-lived, like online advertising or mailing. And some are slower but long-lasting, such as search engine positioning.

Over 95% of Web users find what they are looking for by visiting search engines. Even a few good positions on even one or two important keywords or phrases can drive thousands or hundreds of thousands of quality visitor traffic to a Web site per day.

Research has shown that people hardly ever go past the top 30 search results for any one search. The top 10 results receive 78% more traffic than those in position 11 to 30 do. The top 30 results get over 90% of the search traffic.

The search engines are mostly over-flowed. They have too many pages in their indices and they do not do a very good job of giving the users what they are looking for. Often, a good Web site may be ranked low by a search engine, and a very bad Web site in the same subject area ranked high! That is why you need a Search Engine Optimizer (SEO), either a human expert or a software package.

Most companies that position websites in the search engines act by optimizing the existing website. Look under "search engine optimization", or "SEO" under Google and you will find many companies. There are some usually quite expensive and their methods are full of technicalities. You definitely need to know some facts before dealing with any of them.

The most important factor for website positioning is that Google ranks pages according to relevance and PageRank. Relevance is related to keyword density, calculated as the ratio between keyword number and total word number in a page and domain. Optimal keyword density is probably between 3 and 5%. PageRank is a measure of link popularity as read in Google navigation bar. Link popularity is the number of popular pages in the whole WWW that link to a certain page.

Notice that optimizing the website has its limits. There are so many pages that can be optimized for so many keywords. Also, since dynamic pages are difficult to index, Google does not like Javascript code, .asp, .php or other modern page types. Thus, optimization is an enemy of good design.

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### ***2. The Shotgun Approach: Use the maximal amount of keywords that can possibly describe your site.***

There are many ways to arrive to any website thru the SEs. If your server logs the requests, you will be surprised to know the strange questions people ask. Instead of searching for "flowers", they write "best way to cheer up girls", or "standard woman gift", or "cheap solution for a conflict". If you sell flowers, use all of those keywords for better results. Besides, positioning your flower web shop in front of 45 million competitors is harder than competing with only 300,000.

Why not to use a shotgun instead of a rifle? We do not concentrate our effort in the top, highly competitive keywords. Every keyword or keyword phrase we can think of, we use. We have enough disk space for them all. Our imagination is wild. Hosting is cheap enough. We then use software to make enough content, SE optimized content pages that accommodate our army of keywords.

Our "Shotgun" approach involves selecting hundreds of relevant keywords for each promoted website.

There are several keyword research methods. Some suggestions:

- use your keyword in other languages
- use synonyms and plurals
- use the keywords more frequently demanded by the users ([Overture](#) and Google have that information)
- use the brand name of your competitor (not completely legal, but it works)
- copy the keywords from the pages that are well ranked in SEs. Our [GGG](#) software has an automated method of extracting them ("Keyword Thief").
- purchase frequent keyword lists
- when the site is alive and receives visits, a good statistics package can reveal the keywords that people use to find it on the search engines. It is good to reinforce their presence in the site.
- use many keyword phrases, not just keywords.
- add the word "free" to your keywords. It makes miracles.

Few people will use the same logic as you, the keyword selector. Only a "shotgun" campaign will cover most possibilities.

Notice that not all keywords have similar relevance. We make keyword families, with 1st and 2nd level keywords, thematically arranged. [GGG](#) can manage that.

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### *3. Use Google-optimized pages in addition to your regular website*

Most websites do not have enough pages to optimize for any possible keyword. Thus, many keywords must be left out. The alternative is to create new pages to accommodate the extra keywords.

According to most experts, pages that rank well in Google share these features:

- 3% to 5% keyword density in the whole page, 25% in the Title.
- use of keywords in the domain name, in the title, in the H1 and H2 headings, in the page filenames, in the graphics filenames, in the metatags, in the image ALT tags, in the link anchor text
- use of keywords in the first words of a page
- use of keywords inside theme-related content, not randomly inside unrelated text
- use of keywords related to categories in the DMOZ index ([dmoz.org](#))
- use many cross-linked pages optimized for related keywords

There is very little chance that your current website follows all these rules. Most likely you need special, doorway pages, in order to describe your website AND have high relevance for each of your

keywords. Each page is optimized for a single keyword, pointing to the main page in the target website.

Doorway pages, which are designed for top SE placement, are not a novelty. The fact that they are also called gateway pages, pointer pages, anchor pages, entry pages, landing, bridge, crawler, jump or supplemental pages reveals their age and popularity...

Several systems exist for automatically generating these Gateways. However, they are not easily found while searching: either SEs easily spot them and exclude them from their listings, or they lack the necessary elements for being effective.

To avoid repetitive pages we start obtaining enough content, either taking it from the main website or by making standard changes in the existing text. We then build a database of as many keyword phrases as we can find, content text, file names and other data. The last step is page generation, following the accepted rules for good positioning. We make and publish at least one page per keyword.

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### ***4. Make gateway pages that do not look like gateway pages***

When webmasters discovered the rules of Google positioning, they started making pages following those rules. Hundreds, thousands, even millions of them. The search results were soon overcrowded by those gateway pages, and Google took action: they acted against abusive gateway pages, forbidding them. That is why gateway pages are a bad word among mainstream website promoters.

Some webmasters copied hundreds of times the keyword inside a page, making the text the same color as the background, to avoid annoying the reader. This simple trick was rapidly detected and forbidden by Google.

In the same vein, many webmasters produced pages with a thousand links to the target page, in order to build internal link popularity or PageRank. For that reason, Google now does not like pages with more than 100 links.

Abusive gateway pages are currently defined as "many pages that have little useful information, have repetitive keyword-stuffed text, are pointing to the same target page, are mostly orphan (no incoming links), reside mostly in the same directory".

Ok, someone will claim: "You can not make hand-made pages by software. It is like the antique-maker paradox: either they are antiques, or they are made...". That is true. While choosing a gateway generator tool, look for one that does not leave any trace in its pages. Make them look unique, information rich, useful and nice looking.

Sites without doorway pages can be "politically correct", but have no presence in the SEs.

Only a few of the gateway generators in the market are prepared to bring traffic from Google, without triggering any alarm.

[GGG \(www.GatewayGenerator.com\)](http://www.GatewayGenerator.com) allows the user to include a lot of content and relevant keywords, to spread pages across several domains or subdomains, to link to different target pages, and not to exceed a reasonable page number limit. This way, the pages can be called informational and there is no SE abuse.

[GGG](http://www.GatewayGenerator.com) uses 2 levels of keywords. The 2nd level keywords or subkeywords are "nested" in the 1st level keywords, building sub-themes within the main theme. This is simple math. If you have a limit of 100 links per page, and you want more than 100 pages, they cannot be completely interlinked. With 2 levels of keywords you can have 10,000 total keywords: 100 main keywords, with 100 subkeywords each.

We call "indirectly interlinked" to pages that are interlinked with a minimal amount of links. Thus, from any page to another you might need more than one link. This results in a low total link count, which does not abuse the SE. Webmasters that use many keywords and many pages with "direct interlinking" risk being banned from Google. Another reason to avoid many links, is the fact that SE allocate a limited time, bandwidth and number of links to each site, depending on PageRank. If you offer too many links to the SE spider, some of them are not followed. Indirect interlinking is another unique feature of [GGG](http://www.GatewayGenerator.com).

"Random" pages are an important, additional component in this strategy. We must admit that nobody knows how to make perfect top-ranking web pages, except for the SE algorithm designers themselves. Thus, it is good to make lots of pages with randomly chosen parameters: keyword selection, density and order, page length, image selection, metatag wording and others. Upload them all, submit them to the SEs by means of a hallway or sitemap page, and wait until the next Google dance. Quantity might beat quality.

It usually works quite well. But there is one problem remaining: the pages that get to the top ranking are usually ugly and only indirectly point to the target website. They are not keyword-stuffed, but they still have more keywords and links than a normal page, and they would not resist an abuse denounce and a review by a human Google reviewer. The solution is simple: after we promptly identify the pages that came to the top, we make a little retouching: colors, logo, structure, content. We leave title, metatags and a few other critical items intact: colors, logo, structure, content. Like in most favoured positions in life, it seems that staying in the SE top is easier than arriving there...

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### ***5. Use gateway domains to push back your competence***

In the same way that gateway pages capture visits from Google, gateway domains get always well positioned. If you look under any popular keyword, you will see those keywords in the domain name. Also, the domain names with pure keywords in them are scarce and valuable. For that reason we registered [GatewayGenerator.com](http://GatewayGenerator.com) and [DoorwayGenerator.com.ar](http://DoorwayGenerator.com.ar).

The additional advantage of gateway domains is the fact that each domain is allowed only 2 entries in SE's result pages (SERP). Thus, even if you have a SE saturation (number of pages of a given domain that are indexed in the SE) of say 100, you will have only 2 of them in the results.

More domains let you have more places in the first SERPs, pushing your competence back in the results.

[GGG](http://GGG) has a unique feature that lets you host gateway pages across as many domains as you have. They are all interlinked and point to the target site. This also helps avoid the abuse label.

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### ***6. Use Viral Marketing to build PageRank and obtain thousands of incoming links***

Viral marketing is a powerful technique that allows fast, efficient dispersal of an idea around the marketplace.

When people use the Freeware version of [GGG](http://GGG), discrete links to our sites are included in the generated pages. This helps our sales because of direct clicks, and also improves our ranking in Google, Altavista and other search engines.

You can use a branded Freeware [GGG](http://GGG) to include your own brand and link in the pages generated by your customers or site visitors.

For \$99 we will compile a Freeware version for you to offer to your visitors or clients. This version will create Gateway pages with a link to your promoted site.

Link popularity is a key factor in attaining high search engine ranking.

This way, all the final users will indirectly generate link popularity for your sites. It will be their pages, their servers, they page registration and other promotion efforts, all working for you day and night. And they will be grateful to you because of the superb free tool you gave them...

If you also want to collect a commission from every sale that we make with your branded version of [GGG](http://GGG), you just need to sign up in the Affiliate Program:

[Earn 30% commissions selling GGG in your website](#)

This affiliate program is free to join, and it is open to every webmaster, even if they did not purchase any product from us.

You can even use this e-book, with links to your website, as a Viral Marketing tool. As you probably know, people like ebooks. The content/advertising rate is higher than in regular pages. They spread easily thru its own channels. Ask for a quote.

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### ***7. Manually submit your important pages to the best indexes***

To be well ranked in Google, Altavista and other indexes that use a similar ranking algorithm you need many good incoming links. The fastest and cheaper way to get them is to submit to other indexes.

Good indexes only accept manual submissions. Only human operators can understand the rules of each index and add quality content. Of course, only humans are receptive to advertising, the force behind most indexes. For that reason, many sites ask for proof of humanity (like Altavista's time-consuming quiz).

Many softwares perform automatic SE submission, but most of the sites that accept free automatic submissions are worthless. None of them has PageRank over 2. Their only purpose is to collect your email to spam you forever.

Being listed in other indexes helps your Google ranking, unless those sites are not indexed or they are labeled as "link farms" (PageRank 0). Considering the effort that requires to get a listing in any site, reserve your time for those with a decent (5+) PageRank.

Some good indexes demand a reciprocal link or banner, before listing you. This can be worth the effort, but it also time-consuming and annoying.

Finally, some very good indexes like Yahoo demand significant payment (USD300).

There are thousands of good indexes in the web, but not all of them match your needs. For instance, some require link exchange, some are restricted to English sites and some are subject or geographically limited. To help list the indexes that are useful to submit any given site, we created a matching system with over 350 PageRank 5+ indexes. It is located at [www.FoundFirst.com](http://www.FoundFirst.com). There is a free service to try the system, and a paid one.

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### ***8. Get indexed in Google in 1 day instead of 90***

*We said 7 methods and this would be 8... Well, we do get indexed in Google pretty fast, but won't say how in here... It would be a bad example of our marketing skills and would cause Google to close the loophole... appoint our services and we will do that and a lot more...*

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**Great Gateway Generator - [www.GatewayGenerator.com](http://www.GatewayGenerator.com)**

**Free, functional gateway pages to optimize your website**

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## FAQ

### Gateway pages and the SE (search engines)

#### How to make pages that follow all the Google rules at a time?

It is not easy. We started making our content pages one by one, but we concluded that there are many parameters to look at. They must have the correct amount of links. They must be spread across several domains. They must have all a different title and description. They cannot all point to the same target. They must have an exact keyword density and prominence. And most importantly, they do not have to look like gateway pages. And a lot more.

Thus, we programmed a software that makes the desired pages. It is called Great Gateway Generator. It can be tried for free at [GatewayGenerator.com](http://GatewayGenerator.com)

#### Why so few webmasters use gateway pages?

Because...

- they do not know their value.
- of negative propaganda by the SE.
- they are mostly concerned about looks and not about visits.
- customers do not demand it (they haven't heard about it).
- there are many other promotion methods (banners, links, classified ads, FFA sites, mailing) that distract their attention.
- Before [GGG](http://GGG), they did not have an effective gateway-generator.

#### Why do you need a lot of features in a serious gateway page generator?

You need as many configurable features as possible, in order to do smart, varied pages that do not look like machine-made.

### **Who is going to win the battle: the SE antispam squad or the gateway generators?**

We are. For one reason: there is no method to detect a pattern, other than human analysis. Google or Altavista do not have the resources needed to spot the gateway page sets constructed by smart software such as [GGG](#). They can perform simple operations, like checksums in pages in the same domain, to detect obvious duplication of content. But unless we leave a clear signature in the pages, no one can detect our gateways. And if they invest a lot of effort in identifying our pattern, we can change it very easily on the next release.

### **Why the SEO experts are against gateway pages?**

Human SEO charge thousands for something that [GGG](#) makes for a negligible sum. Artists always defend their hand-made beauties against industrialized similar products, even when industry gets better quality.

Note that [GGG](#) makes complex pages that cannot be labeled as gateway pages. Even if you want to call them that, because they are not individually hand crafted, there is no reason for alarm.

Although SEOs warn about "being banned" in Google, they privately complain about the lack of response to their spam denounces. (<http://www.seochat.com>).

The fact is Google stopped relying on spam reports, because it is impossible for them to respond to individual complaints about the multi-billion pages in their index (same citation). Instead, they try to build anti-gateway filters in their algorithm. This is a slow process and we can keep ahead of it.

### **Being GGG a little difficult to learn because of many features, isn't it better to write gateway pages by hand?**

Doing Google-optimized pages by hand is very demanding work. Say you are making 25 pages, one optimized for one keyword phrase, all of them properly interlinked, located in 3-4 different domains, with mention to other keywords for proper theme building, with properly tagged images, with different text, optimal keyword frequency and prominence, proper page length and a many other critical variables... we are talking of 3-4 days work by a trained web designer... And try to update those pages each time you add a keyword or two...

After you try, please check our software... [GGG](#) does all this by itself. And I am mentioning only 9 features, out of 40 that the software provides... Besides, doing some mixing of keywords and text,

[GGG](#) can generate 100 o 200 extra pages in a few seconds. Google and Altavista will consider those pages equal to the hand-made ones.

We often run projects with 100 keywords or more. That means at least 100 pages. It will take several days to complete them by hand. And do not even think of making changes afterwards. With [GGG](#) you can repeat the page generation process in five minutes.

### **Why do I need to upload so many real pages? Can I generate them on the fly, by means of an online database?**

Some SEOs generate pages dynamically, to show non-existent pages to the SE spiders. If the SE discovers this trick they can penalize the site.

Most experts agree on the fact that dynamic websites are not so well indexed as static ones. Use [GGG](#) to convert a dynamic into a conventional, .htm file site.

### **My pages are ready. Now what?**

Upload them to your server/servers. We recommend a link integrity check-up, using *Xenu's Link Sleuth* or *Net Mechanic*. That can spot any file that was not uploaded right. Then, link to the sitemap.htm file from the index.htm file.

Finally, submit the index.htm to the search engines, as listed in our [FoundFirst.com](#) site.

Look for your own web site in a major search engine once in a while, click and stay there for a few minutes. It will boost your ranking. Use different Internet service providers if you want to repeat this strategy several times.

## **Optimization Glossary**

**Anchor pages** Also called anchor, crawler, jump, supplemental, doorway, pointer, entry, bridge, hook, landing, attraction, envelope pages. I will repeat this terms many times in this page, just for keyword density purposes. Hope you don't mind...

**Bow theory** It explains how the Web is interlinked, as studied by IBM and Altavista. From this paper and other articles we decided to include links to Google in the pages made by [GGG](#).

**Brute force optimization** Our "brute force" approach to site optimization involves creating one smart gateway per keyword (or keyword phrase), covering all the keywords that are likely to be used by information seekers

**Cloaking** A technique used by some site promoters which presents a SE-optimized website to the SE spider and a human-optimized website to the visitors.

**Co-branding** Sharing one vehicle among two or more brands. The freeware version of [GGG](#) can be co-branded by a buyer, to include his brand, logo or promotional text in the generated gateway pages.

**Content boxes** Spaces that have to be filled with text or HTML code. This text can be obtained from any document that relates to your keywords, and will make your gateway pages look unique, theme related and relevant to the SE. One box will be included in each gateway page, except in the case where synonym replacement is instructed

**Content pages** Content-rich pages designed to attract visitors and boost SE ranking. They are not included in the disputed "gateway" definition. Sometimes the limit between gateway and content pages is blurred. [GGG](#) can produce either one. We recommend long pages, with 400 to 700 words, with unique text and carefully planned and designed links.

**Doorway pages** Another word for Gateway pages. Also called anchor pages, doorway pages, pointer pages, entry pages, hook pages, landing, bridge, crawler, jump or supplemental pages.

**First level gateways** Pages based on primary keywords. They all will link to the target site. A unique feature of [GGG](#).

**FTP** File transfer protocol. The standard procedure for uploading pages to a server. Some free host service providers use Web based methods. We recommend getting [CuteFTP](#) or a similar product to upload Gateway and Hallway pages.

**Gateway pages** Pages designed to rank high in SE, thru different, always changing, techniques.

**GGG** Our Great Gateway Generator at [GatewayGenerator.com](#) . A tool to produce large amounts of highly customizable gateway pages.

**Hallway pages** Some people use it as synonym for Doorways, but it is time to make some differences. As Eskimos have dozens of words for snow depending on its subtle differences, and we subtropical people have just one, SE pros have many words for entry pages. Hallway usually describes an index page which links to the many gateway and content pages of our site. .

**Information pages** Some SEO companies use this term instead of gateway pages, to point out that they do not cheat, and that they comply with the SE rules. Information pages are not abusive, not very abundant, not repetitive, and provide some useful information to the user. The limit between information and gateway pages is rather difficult to establish. Our software is the only one in its kind that can produce either type of page, with every in-between variety.

**Keyword density** Proportion of keywords (either words or phrases) in a given text. Usually expressed as a percentage of keywords per total word count. Different keywords are taken separately. [GGG](#) can automatically optimize pages for this property.

**Keyword frequency** It is related to the above entry. It refers to the number of keywords in a certain unit: content box, page title, whole page. In a title, 2 or 3 keywords are optimal. In a page, it depends on the length.

**Keyword prominence** Number of keywords in the first place within a unit (paragraph, page, title, content box). Some text-building features in [GGG](#) increase the keyword prominence, by inserting extra keywords in selected positions.

**Link Farms** Site intended to improve Google PageRank. Also called Link Popularity Programs, "FFA or Free For All" and blind link exchange programs. Most SE acted against these programs rating them 0 PageRank. Never give or receive a link from a site with no PageRank.

**Link Popularity** Several SE give good rating to sites that have many incoming links. See also PageRank.

**Metatags** Text fields in the head of the .HTML files, intended only to SE and invisible to browsers. The main ones for SE optimization purposes are Title, Keywords and Description.

**Multiple gateway domains** Several domains that host different gateway pages, all designed for maximal exposure and PageRank of the target site.

**Nested keywords** A system that lets you enter primary level keywords, and secondary level keywords associated to each one of the previous ones. Each family of keyword and subkeywords is heavily interlinked to build a sub-theme within the main website theme.

**PageRank** A feature from Google that shows the quantity and quality of links pointing to a certain site. Download the Google Toolbar to use it.

**Random gateways** Pages based on both primary and secondary keywords. They link to either the target site or to the other gateways. They can be generated in high numbers. Thus, they have several customizable features. A unique feature of [GGG](#).

**Read-more pages** Extra pages that continue those 1st and 2nd level pages that are cut off by automatic optimizing features.

**Redirecting pages** Gateway pages that automatically redirect traffic to the target site. This can be done in several ways (refresh metatag, Javascript, server side scripts). Some of these methods can be labeled as spam by some SEs. The positive thing is that users do not lose time trying to make sense out of a gateway page, and no visitors are lost because of lack of clicking. [GGG](#) lets you use Javascript redirection in some random gateway pages. We decided to leave the decision of using redirection to the users.

**SE themes** Search engines now rank sites instead of pages. A theme, not a single keyword, has to be prevalent in all the site to obtain a good ranking. (see *themes*)

**Search Engine (SE)** Although it refers to all the sites on Internet that allow you to search for web sites or files, 99% of the time we refer to Google.com.

**Search Engine saturation** The number of pages a given search engine has in its index for your website domain. It reflects the number of indexed gateway pages.

**Second level gateways** Pages based on secondary keywords. They all will link to the target site. A unique feature of [GGG](#).

**Shotgun theory of website promotion** We believe that a good promotion uses as many keywords as possible. [GGG](#) was designed to overcome the limitations of multi-keyword promotion: excess keywords in a single page, excess pages in a single directory, excess pages linking to a single target. Being keyword-selective is no longer necessary: increase your chances of being found with [GGG](#).

**Indirect crosslinking** A combination of links between all the gateway pages in one or many domains or subdomains that ensures no orphan pages and a moderate number of links to the target site. This prevents SE from labeling them as abusive gateway pages, but provides good PageRank and easy navigation to the target site.

**Spamdexing** Alteration or creation of a document with purpose of deceiving an electronic catalog/filing system. Technique that increases the potential position of a website at the expense of the quality of the search engine's database. Also called spamming / spoofing.

**Target site** The site that you want to promote. It is usually the same that hosts the gateway pages, but advanced webmasters use several domains to avoid penalties.

**Themes** Modern SE look for global themes across multiple documents, or even across an entire domain. Theme sites are better positioned than sites where a page simply happens to have the keywords in it. Our software develops themes among gateway pages, making sure that keywords and subkeywords are balanced and present along the whole gateway page set.

**Viral Marketing** A system that propagates the word about a product or service with minimum effort, using resources taken from the recipients of the message. As the viruses do, the viral marketed idea or product grows exponentially, for as long as it finds "food" or usable resources. Viral marketing is usually accomplished by information products that are freely distributed, carry the originators' message and use the recipient resources.

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***Free, functional gateway pages to optimize your website***

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