

Portal Pages: Increase Traffic and Increase Profits

What are Portal Pages?

Once you have your web site designed and live on the Internet, you will need people to visit it. You will need a great deal of traffic on your site in order to sell your product, sell advertising space or just get your message out. Generating that traffic is one of our specialties at PageRankers.

Portal Pages are web pages designed to increase site traffic. By placing a number of strategically designed web pages on your site, PageRankers can significantly increase site traffic and search engine rankings.

By implementing Portal Pages for Travelsite.com we dramatically increased traffic, and doubled monthly sales from an average of \$10,000 a month in 2002, to \$20,000 in January 2003.

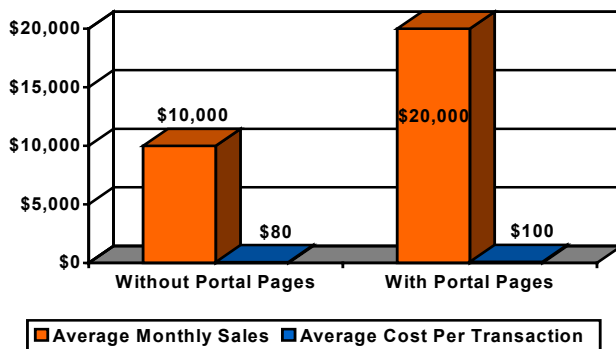
Case Study



Travelsite.com is a typical example of our success with Portal Pages. In early January 2003, we created and posted 69 Portal Pages designed to draw in web users looking into specific wall maps.

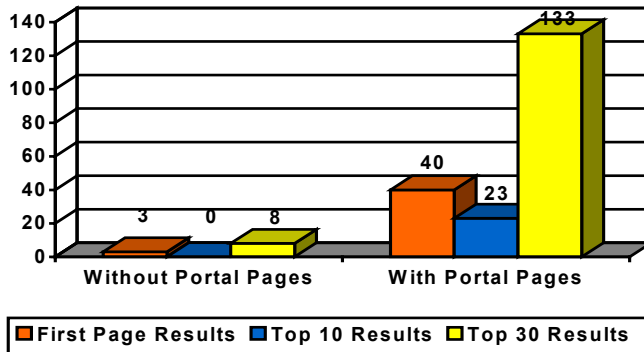
PageRankers's Portal Pages caused improvements in three major areas: Sales, Search Engine Positioning and Traffic. Here are our results:

Sales



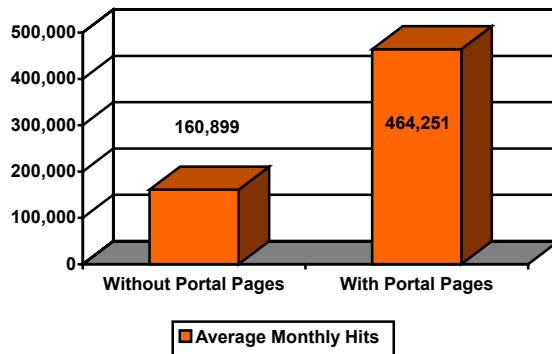
- The increased traffic caused by our Portal Pages **doubled Travelsite's monthly sales.**
- We increased the efficiency of the site by taking users straight from search results to their desired purchase. This ease of use **increased the amount users spent per transaction by 25 percent.**

Search Engine Result Positioning



- Portal Pages increased site traffic by improving Travelsite's positioning in search engine results.
- To draw web users to your site, you'll need your site to appear on the first page of search engine results.
- With Portal Pages we were able to get **13 times as many of our pages on that all-important first page.**

Site Traffic



- By improving Travelsite's standing in search engines we generated **three times the site traffic.**

Please contact us for more information at www.pagerankers.com.