

SEO company Aleksika's use of doorway pages on clients' sites – and their use of link farms to boost ranking in SERPs

A case study from [SEO SPAM Cops](#)

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Aleksika on Ethical Guidelines:

"When we upgrade websites we always follow the ethical guidelines about how to create websites.

If you don not follow the rules the consequence for a website that does not apply to the rules might easily be exclusion from the search engines."

<http://www.aleksika.co.uk/>

(See appendix in separate PDF for a list of doorway pages and their inbound links from a selection of Aleksika link farms)

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Summary - and the lesson from the *Prioritet.no* case

Our research shows that the SEO company Aleksika (main office in Denmark, but also active in Norway, Sweden, UK, Netherland and India) violates the guidelines on ethical search engine optimization by using doorway pages and a network of link farms.

The use of link farms to boost ranking and lead the search engines to doorway pages makes the Aleksika case more serious than the *Prioritet* case (see separate case study).

The link farm strategy seems to be built on buying expired domains which gives them a natural domain name and a historical PageRank. Some of the link farms seem to expire after a time due to the fact that they may be bought for one year. Together with a continuous construction of new link farms on bought expired domains this may seem like a natural growth of inbound links to the doorway pages.

Prioritet.no was penalized by Google in July 2007 and removed completely from the Google index. Later at least three customers received a 30 day penalty exclusion as well.

If Aleksika do not adjust their SEO strategy in compliance with the ethical guidelines, they might suffer the same consequences as *Prioritet* did.

The report has been sent to the Google Webspam Team for evaluation.

Background

Doorway pages:

Google defines a doorway page as SPAM if it is filled with duplicated, or irrelevant, content stuffed with keywords. Doorway pages may be a part of the clients website but not visible from the homepage.

Shadow domains

Shadow domains is a variation of doorway pages but is often owned by the SEO company. The shadow domain is not visible from the clients home page.

Link farm definition by Wikipedia

A link farm is any group of websites that all hyperlink every other page in the group. Although some link farms can be created by hand, most are created through automated programs and services. A link farm is a form of spamming index of a search engine (sometimes called spamdexing or spamexing). Other link exchange systems are designed to allow individual websites to selectively exchange links with other relevant websites and are not considered a form of spamdexing.

Link farm definition by Webopedia.com

Link farming is the process of exchanging reciprocal links with Websites in order to increase Search engine optimization. The idea behind link farming is to increase the number of sites that link to yours because search engines such as Google rank sites according to, among other things, the quality and quantity of sites that link to yours. In theory, the more sites that link to yours, the higher your ranking in the search engine results will be because the more links indicate a higher level of popularity among users of the Internet. However, search engines such as Google consider link farming as a form of spam and have been implementing procedures to banish sites that participate in link farming, so the term link farming has garnered negative connotations across the Internet.

There are many service providers who promise to help you boost your link popularity by automatically entering you into link exchange programs they operate, often linking your page with Web sites that have nothing to do with your content. But users should be aware of the repercussions of this action as the major search engines penalize sites that participate in link farming, thereby reversing their intended effect. A *link farm* is a Web page that is nothing more than a page of links to other sites.

Aleksika's strategy

The Aleksika strategy of buying expired domains and register them for one year is defined as link farming by SEO SPAM Cops in this report. These domains does not exchange reciprocal links but is set up with outbound links to their clients Doorway pages. Inbound links to these domains (the Link farms) comes in large from ordinary websites and is set up as natural links before the domains where taken over by Aleksika.dk

The Lesson from Bolia.com

In November 2005 SEOforum.no published a [case study](#) about how Bolia.com used doorway pages and how the links to those doorway pages were hidden behind an almost invisible vertical text in the bottom right corner of the homepage.

In a television program on the Norwegian channel NRK 28.March 2007 focus was set on SEO spamming methods and Bolia.com was one of the examples. [The program can be seen on webTV](#). Two of my colleagues in the SEO field: [Roar Eriksen](#) and [Sverre Sjøthun](#) was the “professionals” in the program. So was Google’s Norwegian boss Jan Grønbech.

Two weeks later Google’s penalty was a fact. Bolia.com was no longer visible on the first two SERPs. In fact, Bolia.com was massively degraded for all their keywords and phrases and is still invisible amongst the top 100 listings.

Relevant Search Engine Guidelines

Relevant Google Quality Guidelines - Specific recommendations:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

- Make pages for users, not for search engines.
- Avoid tricks intended to improve search engine rankings
- Avoid hidden text or hidden links.
- Avoid “doorway” pages created just for search engines
- Don't create multiple pages, subdomains, or domains with substantially duplicate content.

If a site doesn't meet our quality guidelines, it may be blocked from the index.

Matt Cutts, head of Google’s webspam team says on his blog: *“If you work at a large company that has doorway pages, keyword stuffing, or other tricks against our webmaster quality guidelines in a non-English language, consider this a courtesy notice that Google will pay a lot more attention to spam in other languages in 2006.”*

Relevant techniques discouraged by MSN Search:

http://search.msn.com/docs/siteowner.aspx?t=SEARCH_WEBMASTER_REF_GuidelinesforOptimizingSite.htm&FORM=WGDD

- Using hidden text or links. You should use only text and links that are visible to users.

Relevant techniques discouraged by Yahoo!

<http://help.yahoo.com/help/us/ysearch/deletions/deletions-05.html>

- Pages that harm accuracy, diversity or relevance of search results
- Pages dedicated to directing the user to another page
- Pages that have substantially the same content as other pages
- Pages in great quantity, automatically generated or of little value
- The use of text that is hidden from the user
- Pages that give the search engine different content than what the end-user sees
- Excessively cross-linking sites to inflate a site's apparent popularity
- Pages built primarily for the search engines
- Pages that seem deceptive, fraudulent or provide a poor user experience

Prioritet.no used the same technique for their SEO customers

The Bolia.com case



On the Bolia.com frontpage there was “invisible” links to doorway pages from a light grey vertical text in bottom right corner.

Links from this “invisible” menu in the bottom right corner pointed to doorway pages. Each of these doorway pages was a top level page of a doorway substructure for each of the three languages. The top level doorway pages had links to a large amount of keyword and phrase optimized pages for each language.


The Prioritet.no “invisible” info symbol (look for my “arrow” symbol on the examples)

Colosseumklinikken.com



Restpass.no



The info symbol  is the link to the Doorway Pages and is relatively visible on the bottom line of the Colosseumklinikken.com homepage but deliberately placed on an invisible spot on Restpass.no. If you look closely you will find it in the upper right corner and outside the area a user normally will look for information. This symbol is made “visible” so that the invisible guidelines from the search engines could be argued not to be valid for these sites. The information behind the info symbol is made for the search engines only. This goes for all Prioritet.no customers. Most of them can be found by a search on “inurl:info stikkord+sidekart” at Google.com. See separate report on the Prioritet case. Prioritet was excluded from the Google index in July 2007, and three of their customers were excluded for 30 days as a result of not removing the doorway pages.

SEO company Aleksika on ethical search engine optimization

This is how the SEO company describes themselves:

"Aleksika knows and understand the logic and guide lines of search engines. After this principle we create our customer's Internet websites. In a popular manner you can say we create the websites as the search engines 'like and would want'. "

They also say on their website:

"When we upgrade websites we always follow the ethical guide lines about how to create websites. If you don [sic] not follow the rules the consequence for a website that does not apply to the rules might easily be exclusion from the search engines."

<http://www.aleksika.dk/>

<http://www.aleksika.se>

<http://www.aleksika.co.uk>

<http://www.aleksika.nl>

<http://www.aleksika.no/>

The starting point of our research on Aleksika: the doorway pages on Mestergrønn.no

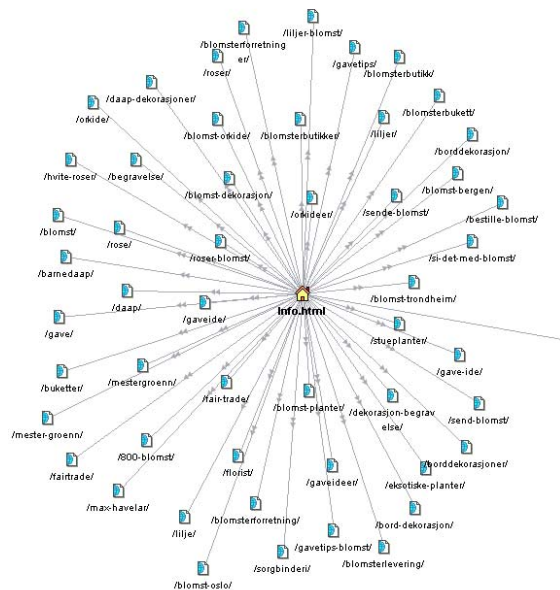
The material on the Mestergrønn.no site is basically taken from a separate report on this case (see <http://seospamcops.wordpress.com>).

The doorway pages are now removed from Mestergrønn.no.

The doorway pages on Mestergrønn.no had the file **Info.html** as linking center.

The full URLs of the doorway pages looked like this: <http://www.mestergrønn.no/buketter/>
 The URLs on the pages that are not optimized look like this:

<http://www.mestergrønn.no/ListProducts.asp?DEID=19>



The doorway pages were not integrated in the natural structure on the site. The search engines (and a handful of users) could get to the doorway pages via the menu element called "Lenker" (which means "Links"). On this page a link to the Info.html page was found on the word "Info". The link "Info" on the page with links leads to this page which is a transitional page that leads to the doorway pages.



At Mester Grønn the doorway pages could be reached through links on the site. In addition Aleksika made links directly to the doorway pages from their many link farms or link farm like "catalogues" like **Fisk-takeaway.dk** and **Djurs-data.dk**.

Aleksika link farm strategy

The link farm strategy seems to be built on buying expired domains which gives them a natural domain name and a historical PageRank. Some of the link farms seem to expire after a time due to the fact that they may be bought for one year. Together with a continuous construction of new link farms on bought expired domains this may seem like a natural growth of inbound links to the doorway pages.

Example www.boughtlandings.dk

Bought Landings was the name of an indie band from Aalborg, Denmark. They established the website in Nov. 2003. Ref: http://web.archive.org/web/*/http://www.boughtlandings.dk/

Boughtlandings.dk expired and was bought and registered for one year by Aleksika.dk Aug.24, 2007.

ref: <http://www.who.is/whois-dk/ip-address/boughtlandings.dk/>

Domain: boughtlandings.dk
DNS: boughtlandings.dk
Registered: 2007-08-24
Expires: 2008-08-31
Registration period: 1 year
Nameservers
Hostname: dns1.aleksika.dk
Hostname: dns2.aleksika.dk

Example www.allgames.dk

Allgames.dk was an internet portal where Gamers could make comments and recommendations for PC games. The website was operative from 2000 until 2007 when it expired and was bought and registered for one year by Aleksika.dk.

Domain: allgames.dk
DNS: allgames.dk
Registered: 2007-08-29
Expires: 2008-08-31
Registration period: 1 year
Nameservers
Hostname: dns1.aleksika.dk
Hostname: dns2.aleksika.dk

Example www.halp.dk

The website no longer exists but its history is like this:

Halp was a Danish Rock group with a debut album "Answering machines" on Ponyrec. They owned the domain and ran the website from 2004 until 2006. Halp.dk expired and was bought and registered for one year by Aleksika.dk.

See the chapter **The Birth of a link farm** for another example.

A selection of the Aleksika link farms is listed in the chapter **Some of the link farms Aleksika use to boost rankings and lead the search engines to their customers**

Link farms used by Aleksika

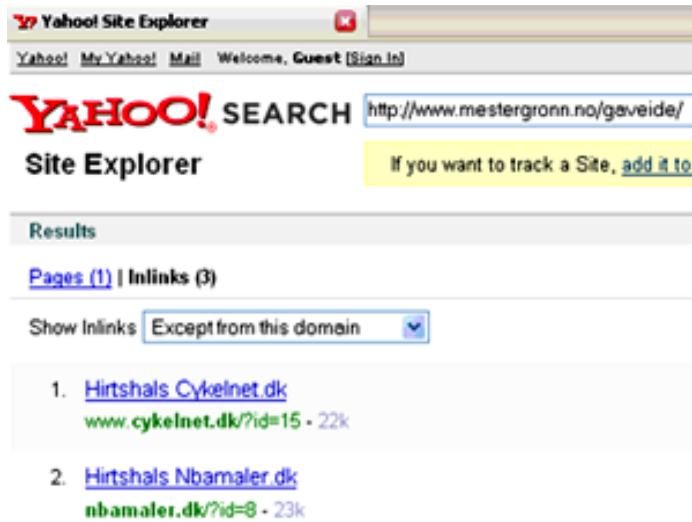
These link farms appear as "catalogues" with a search feature. Since they have no value for users, they do not gather natural inbound links from sites that find their content linkworthy. They rely on links they got from the time before they were transformed to link farms. This is how they are fed intravenously and kept alive. And as long as Google, Yahoo! and the other search engines accept the link farms, Aleksika can continue producing new link farms from old domains and inherit the PageRank and age effect (older sites tend to rank better than fresh ones).

We found the link farms when we searched for **sites that link to the doorway pages** on sites belonging to Aleksika customers. The link farms serve as a library of present or past Aleksika customers, or sites Aleksika in one way or another are associated with.

Our investigation reveals thousands of web pages with one thing in common: they have no value for humans – and they are all traced back to the SEO company Aleksika.dk.

Inbound links to the doorway pages

If you search for inbound links to the doorway pages, you'll find several "unnatural" links:

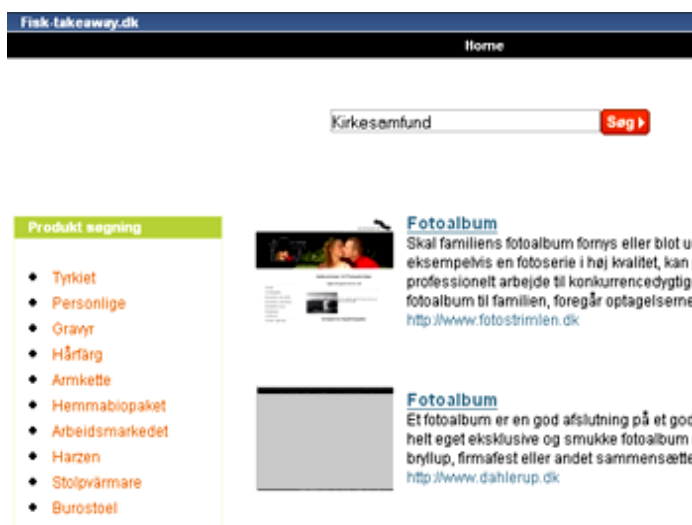


The inbound links to the doorway page <http://www.mestergroenn.no/liljer/>: was found here:

B-job.dk, Variantshoppen.dk, Djurs-data.dk, Bornecentret.dk, Motorfun.dk, Touchscreen.dk, Karmakoret.dk, Fisk-takeaway.dk, Softporn.dk, Letsbet.dk, Whatadate.dk, Cockburns.dk, eu-ordbog.dk, Alanyapizzaria.dk, Hverdagensfilosofi.dk – link farms filled with links to doorway pages on Aleksika customers' sites. See the chapter **Some of the link farms Aleksika use to boost rankings and lead the search engines to their customers** for a list of the Aleksika link farms we came across writing this report.

Example of Aleksika link farm

The Link farm **Fisk-takeaway.dk** - a spam catalogue with links to several of the SEO company Aleksika's customers:



The two faces of the Aleksika link farms

The same layout that they use on **Fisk-takeaway.dk** is used on other similar spam sites, i.e. **Djurs-data.dk**:

The screenshot shows the website **Djurs-data.dk** with a navigation bar containing "Home". Below the navigation bar is a search bar labeled "Personlige hjemmesider" with a "Søg" button. On the left side, there is a "Produkt søgning" section with a list of categories: Undervisning, Sportsudstyr, Asp, Dans, Danmarkshistorie, Rejser, Poker, Hold, Filter spam, and Harzen. The main content area displays three product listings:

- Alkoholiker**: Alkoholiker Hvis du er afhængig af alkohol, eller kender en, der er, kan vi hjælpe. Vi er et behandlingssted, der har som formål at gøre dig fri af din afhængighed, så du atter kan komme til at leve et godt liv. Hvis du er alkoholiker, bør du derfor klikke ind forbi vores hjemmeside. <http://www.helios-centret.dk>
- Antivirusprogrammer**: Antivirusprogrammer er nødvendigt for firmaer, såvel som enkelt personer. Det er vigtigt at man bruger det rette software. Derfor bør du klikke ind på vores hjemmeside og få mere at vide om vores effektive mails scanning. <http://www.emscan.dk>
- Digital foto**: Et digital foto giver ikke blot et fantastisk billede i en god opløsning. Et digital foto åbner mange forskellige muligheder for at bruge et billede på forskellig vis. Er du interesseret i et fantastisk smukt resultat, så kig med her. <http://www.dahlerup.dk>

There is also another type of the link farm design, more up to date (example: **Heste-rapport.dk**):

The screenshot shows the website **HESTE-RAPPORT.DK** with a navigation bar containing "Din Indgang til internettet!". Below the navigation bar is a search bar labeled "Webhoteller" with a "Søg" button. The main content area displays two product listings:

- Adsl**: ADSL varierer i pris og hva løsningen inkluderer. Hos oss fylder du ut et skjema, og du vil få tilsendt tilbud på ADSL fra flere leverandører. Tjenesten er helt gratis, og det er fullstendig uforpliktende. <http://tjenestetorget.no>
- Adsl router**: En adsl router finder du nemt og hurtigt i vores online butik! Hvis du skal på internettet og har bredbånd i hjemmet, er en god adsl router uundværlig. Klik ind forbi vores hjemmeside, hvor du også kan læse mere om vore lave minuttakster på iptelefoni. Vi står for telefoni, der virker! <http://www.onfone.dk>

There may well be other layouts that we haven't found.

Doorway pages used by some of Aleksika's customers

There are two variants of doorway pages: One that can be traced from more or less hidden links on the main page and one that is completely isolated from the normal site structure. The first type will be found by search engines by crawling the site. The second type will be found through links on several of the many link farms.

Below we examine in detail the Aleksika doorway pages on Ahvidevarer.dk, Vaiva.dk, Grupptraning.se and Fargedelinser.no.

Example 1: Ahvidevarer.dk



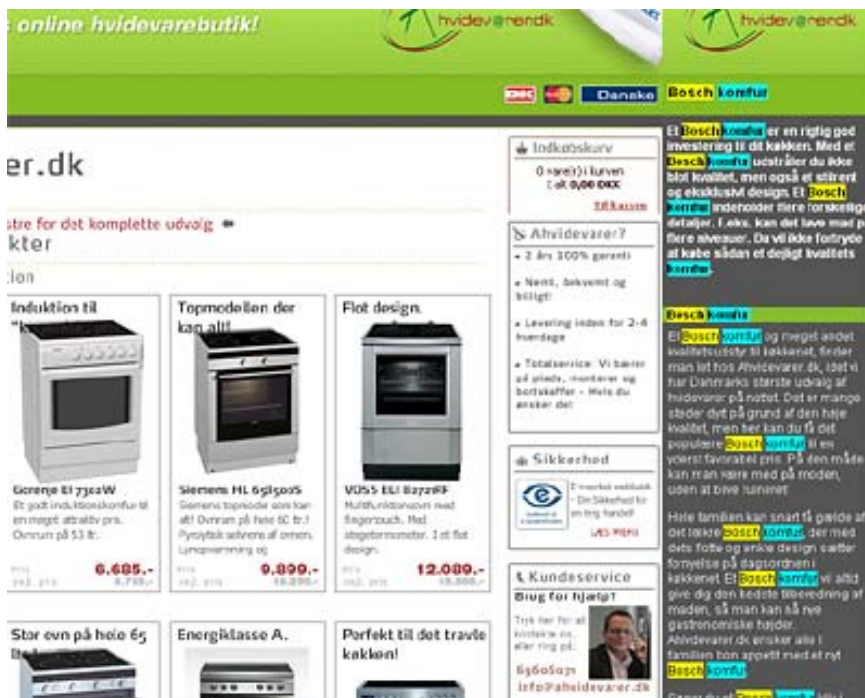
The starting point of the doorway pages is <http://www.ahvidevarer.dk/sitemap.html> It can be reached from last link in the left column.

The doorway pages are listed as links in the right column on the "site map" page. We write "site map" in quotation marks because this is not a site map as a site map should be (to help users understand the structure of the site and help him find pages).

The site map at Ahvidevarer.dk consists of +500 search terms and products. They are neither sorted alphabetically nor by product group. The site map is of no use to the user.



When you click on one of the links in the right column, you'll get a page with products in the main content area and optimized text in the right column. Here is an example with the optimized words outlined (using Google Toolbar Yellow Marker):



The page above is the doorway page you get when you click on **Bosch komfur** (Bosch stove) in the +500 words menu.

It is **impossible** to argue that this page is made for users, and it is even far fetched to say that it is relevant. If you take a closer look at the products on this page presumably about Bosch stoves, you'll see that there's not a Bosch stove in sight among the products: 0 of 12:

Komfurer med induktion

<p>Spar 5.296,-</p>  <p>Siemens HL 44850iS Stort ovnrum på 58 ltr. Lynopvarmning og 8 programmer.</p> <p>Pris vejl. pris 7.399,- 12.695,-</p>	<p>Induktion til</p>  <p>Gorenje EI 7302W Et godt induktionskomfur til en meget attraktiv pris. Ovnrum på 53 ltr.</p> <p>Pris vejl. pris 6.685,- 9.795,-</p>	<p>Topmodellen der kan alt!</p>  <p>Siemens HL 65850iS Siemens topmodel som kan alt! Ovnrum på hele 60 ltr.! Pyrølytsk selvrens af ovnen. Lynopvarmning og</p> <p>Pris vejl. pris 9.899,- 16.295,-</p>	<p>Flot design.</p>  <p>VOSS ELI B272iRF Multifunktionsovn med fingertouch. Med stegetermometer. I et flot design.</p> <p>Pris vejl. pris 12.089,- 15.595,-</p>
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Keramiske komfurer

<p>Nyhed med 2 ovne! Brød og steg i hver</p>  <p>Electrolux EKC 70760X 70 cm. Multifunktionsovn med 2 ovne. Selvsrensning</p>	<p>Stor ovn på hele 65 ltr.</p>  <p>Siemens HL 444540 Siemenskomfur med ovnrum på hele 65 ltr.</p>	<p>Energiklasse A.</p>  <p>Gram EK 60-03ARF Multifunktionsovn i Rustfrit stål. Energiklasse A++</p>	<p>Perfekt til det travle køkken!</p>  <p>Baumatic PT2815 SK.X 90 cm. komfur med 2 ovne i 1. klasse. Rustfrit stål</p>
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Illustration 1: Non-relevant products on the doorway page about Bosch stoves. Not one of the twelve stoves is made by Bosch.

This illustrates why doorway pages are garbage that should be excluded from the search engines. There is no connection between the right column (made by the SEO company) and the shop's products seen in the main content area (IFRAME).

Where is the logic behind making a page about a product and not include the product where users would look for it?

As we saw when we analyzed the doorway pages made by Prioritet (see separate report), they have the following marks:

- they are not integrated with the rest of the content on the site
- they are not made for the users
- bad usability
- very often lacking call-to-action strategy

Position in Google

The doorway page "about" Bosch stoves is when this report is being written what the Google algorithms find most relevant for the users:



In fact, approximately 200 of the optimized doorway pages on Ahvidevarer.dk have a no. 1 position in Google.dk (world-wide search) as this report is being written.

The complete list of all elements in the Aleksika doorway "sitemap" on Ahvidevarer.dk

This is the complete list of all elements in the Aleksika doorway sitemap on Ahvidevarer.dk.

All the search phrases have their own optimized page with internally linking to other doorway pages within the same "theme" (for instance a doorway page about a washing machine is linking to other doorway pages about washing machines). These internal links are not underlined or emphasized – only on mouseover are they visible as links.

Gorenje r2048 baa	Emhætte udtræk	Indbygnings ovne	Opvaskemaskine	Voss microbølgeovn
Gorenje r4225e	Fryseskab	Gorenje	Siemens	Voss microovn
Gorenje re 1507	Fryseskabe	Emfang Gorenje	Induktion Siemens	Voss mikroovn
Gorenje ri 2202 la	Tørretumbler	Emfang fra Gorenje	Indbygningsovn Siemens	VOSS ovn
Gorenje rk4295e	Tørretumblere	Emhætte Gorenje	Siemens indbygningsovn	VOSS ovne
Gorenje vin	Udtræk emhætter	Udtræk alu	Siemens induktion	VOSS vem
Køle fryseskab Gorenje	Udtræksemhætte stål	Gorenje emfang	Siemens kogeplader	Indbygningsovn VOSS
Vaskemaskine AEG	Vaskemaskine	Gorenje emhætte	Siemens komfur	Kogeplade VOSS
Vaskemaskine Blomberg	Vaskemaskiner	Gorenje fry	Siemens komfurer	VOSS elk
Blomberg emfang	topbetjent	Gorenje gas	Siemens mikroovn	Emhætte VOSS vhm 605
Blomberg emhætte	Vaskemaskine topbetjent	Gorenje gaskomfur	Siemens	VOSS vhm 605
Blomberg fryseskab	Induktion	Gorenje hvidevarer	Opvaskemaskine	Frontline VOSS
Blomberg kogeplade	Ovne	Gorenje induktion	Siemens	VOSS kogeplader
Blomberg køl fry	Ovn	Gorenje k 7301e	opvaskemaskiner	Voss microovne
Blomberg køleskab	Mikrobølgeovn	Gorenje kd 810 g insel	Siemens sk25200 white	VOSS udtræksemhætte
Blomberg køleskabe	Mikrobølgeovne	Gorenje kd 811	bordopvaskemaskine	Indbygningsovne
Blomberg	Opvaskemaskine	Gorenje kd 811 g insel	Siemens tørretumbler	aluminium VOSS
opvaskemaskine	Keramisk	Gorenje kogeplader	Bordopvaskemaskine	Opvaskemaskine Zanussi
Blomberg vaskemaskine	Kogesektion	Gorenje kombiovn	Siemens	Zanussi emhætter
Blomberg vaskemaskiner	Kogeø	Gorenje kombiovn	Vaskemaskiner Siemens	Zanussi fryser
Emhætte Blomberg	Kogeø emhætter	microovne	Vaskemaskine Siemens	Zanussi indbygningsovn
Vaskemaskiner	Kombiovn	Gorenje komfur	Induktion Siemens	Zanussi komfur
Blomberg	Komfur	Gorenje komfurer	Thermex 600	Zanussi opvaskemaskine
Indbygningsovn Bosch	Komfur induktion	Gorenje køl fry	Thermex ckb 1200	Zanussi ovn
Bosch emhætte	Komfurer	k 208	Thermex decor 600	Zanussi ovne
Bosch indbygning	Kondenstørretumbler	Gorenje køleskab	Thermex emfang	Zanussi tørretumbler
Bosch indbygningsovn	Elkomfur	Gorenje køleskab stål	Thermex emhætte	Zanussi vaskemaskine
Bosch kogesektion	Kummefryser	Gorenje microvn	Thermex isola	Zanussi vaskemaskiner
Bosch komfur	Køle fryseskab	Gorenje opvaskemaskine	Thermex loftventilator	Vaskemaskine Zanussi
Bosch køleskabe	Kølefryseskab	Gorenje ovn	Thermex roma	Trepol emfang
Bosch mikrobølgeovn	Kølefryseskabe	Gorenje ovne	Thermex ronda	Emhætter Trepol
Bosch opvask	Micro	Gorenje ri 2202 la	Thermex ventilator	Blomberg TKF 1350 A
Bosch opvaskemaskine	Microbølgeovn	Gorenje vaskemaskiner	Thermex ventilatorer	Miele G 1630 SCU
Bosch opvaskemaskine	Microbølgeovne	Vaskemaskiner Gorenje	Thermex zirkon	Miele G 2420 SCi
45 cm	Microovn	Vaskemaskine Gorenje	Emfang thermex	Miele G 1370 SCVi
Bosch pyrolyse	Brandt emhætte	Ovn Gorenje	Kogeplader VOSS	Miele G 1220 SCU
Bosch tørretumbler	Brandt induktion	Komfurer Gorenje	Kogesektion VOSS	Miele G 1420 SCU
Bosch vaskemaskine	Brandt køleskab	Emfang miele	Komfur VOSS	Hvidevarer
Bosch vaskemaskiner	Brandt køleskabe	Indbygningsovn miele	Komfurer Voss	Hårde hvidevarer
Indbygningsovn Bosch	Emfang fra Brandt	Vaskemaskine miele	Microovne VOSS	Vaskemaskiner
Opvaskemaskiner Bosch	Emhætter fra Brandt	Miele emfang	Induktion kogeplader	Opvaskemaskine
GRAM fryser	Electrolux 7048	Miele fryseskabe	VOSS	Opvaskemaskine i stål
GRAM fryseskab	Electrolux ESF 2435	Miele hvidevarer	Gaskomfur VOSS	Opvaskemaskiner
GRAM gaskomfur	Electrolux fryseskab	Miele indbygningsovn	VOSS eli 4671	AEG tørretumbler
GRAM komfur	Electrolux hvidevare	Miele K855	VOSS emfang	Aeg vaskemaskine
GRAM komfurer	Electrolux komfur	Miele K8952	VOSS emhætte	Emhætter
SMEG komfur	Electrolux kummefryser	Miele komfur	VOSS Frontline	Emfang
SMEG køleskab	Electrolux køleskab	Miele køleskab	VOSS Frontline gas	Emfang og emhætte
Bosch fryseskab	Electrolux	Miele køleskab stål	VOSS gas	Emfang fra Brandt
Bosch induktion	opvaskemaskine	Miele køleskabe	VOSS gaskomfur	Fryser
Bosch opvaskemaskiner	Electrolux	Miele mikrobølgeovn	VOSS gaskomfurer	Køleskab og fryser
Amerikanerskab	opvaskemaskine smal	Miele opvaskemaskine	VOSS indbygningsovn	Fryseboks og fryser
Billig hvidevarer	Vaskemaskine	Miele opvaskemaskiner	VOSS indbygningsovne	Køle og fryseskab
Billige hvidevarer	Electrolux	Miele ovn	VOSS induktion	Fryseskab
Billige komfurer	Opvaskemaskiner	Miele tørretumbler	VOSS kogeplade	Kogesektioner
Billigt fryseskab	Electrolux	Miele vaskemaskine	VOSS kogeplade gas	Komfur
Bord opvaskemaskine	Opvaskemaskiner 2C	Miele vaskemaskiner	VOSS kogeplader	Komfur i stål
Bordopvaskemaskine	Electrolux	Miele W	keramisk alu	Keramisk komfur
Bordopvaskemaskiner	Electrolux ERE3000	Opvaskemaskine miele	VOSS komfur	Køleskabe
El komfur	Electrolux ERC3700X	Opvaskemaskiner miele	VOSS komfur induktion	Køleskabe i stål
Emhætte frithængende			VOSS komfurer	Køleskab

Integreret køleskab	Brandt Blomberg kkd	Miele 581	Bageovn VOSS	Thermex silent
Køleskab med fryser	1650x	Miele cva 620	Ovne VOSS	Thermex silent easy clean
Komfur og ovn	Brandt dxi 2104rs	Miele DA 289	El komfur VOSS	Thermex slim
Gas-komfur	emfang	Miele G 7750	VOSS 624 1	Thermex ventilator
Ovn	Brandt efm	Miele indbygningsovn	VOSS dek 2430	Thermex ventilatorer
Ovn og komfur	Brandt efm 301 e	90cm	VOSS dik	Thermex ventilatorer
Komfurer	Brandt fe 210	Miele K 8852 SD	VOSS dek 2435 ur	Thermex zirkon
Gaskomfur og komfurer	Brandt kv374we	Miele kaffemaskine	VOSS dik 2430 al	Thermex zirkon f ft
Gaskomfur	Brandt sa 2350e	Miele m 625-45 EGR	VOSS dik 2491 ur	Electrolux 6696
Electrolux køleskab	Brandt ti 312	Miele opvaskemaskine i	VOSS dik 2492	Electrolux ere 3500
AEG køleskab	Brandt ti 380 b	stål	VOSS eli 4671	Electrolux esf2435
Tørretumbler AEG	Brandt vaskemaskine	Miele ovne	VOSS elk	Electrolux euf 2300
Tørretumbler fra AEG	Brandt wtc 1381	Miele S 571	VOSS elk 7000 al	Electrolux ewc1350
AEG lavamat	Emfang Brandt	Miele S 812	VOSS elk 8000 al	Electrolux erb 3500x
AEG lavamat 64810	Kogeplader Brandt	Miele S571	VOSS elk 8200 al	Bordopvaskemaskine
AEG lavamat 76560	Billige hårde hvidevarer	Miele S711	VOSS elk hv	electrolux
AEG lavamat 76800	Decor 600 thermex	Miele S718	VOSS gaskomfur glb	Hårde hvidevare
AEG lavamat 88840	Emhætte thermex	Miele S812	4420 hv	electrolux
AEG lavatherm	novella	Miele støvsuger	VOSS glaskeramisk	Gorenje 810
AEG lavatherm 58800	forhandlere af hårde	Miele støvsuger S 571	komfurer	Gorenje 811
AEG lavatherm pris	hvidevare	Miele støvsugere	VOSS glb 4420 hv	Gorenje alu
AEG lavatherm wp	Hårde hvidevarer	Miele W 2243	VOSS glf 4420 hv	Gorenje b50pp
AEG santo	Hårde hvidevare komfur	Miele W 2245	VOSS hvidevarer	Gorenje b 7440 e
AEG tørretumbler	Hårde hvidevare	Miele W 2522 WPS	VOSS iel	Gorenje b 9000e
Tørretumbler fra AEG	København	Opvaskemaskine stål	VOSS komfur elk 8050	Gorenje d 62122
AEG vaskemaskiner	Hårde hvidevare levering	miele	rf	Gorenje dah 302 hv
AEG øko lavamat	Hårde hvidevare	Vaskemaskiner miele	VOSS mca 230 1	Gorenje dah 660 rf
AEG øko lavatherm wp	vaskemaskiner	W 2888 miele	VOSS udtræksemhætte	Gorenje ec 5302 w
AEG økolavamat update	Lagersalg hårde	Støvsuger miele	silence tech	VOSS vem
Vaskemaskiner AEG	hvidevare	Støvsugere miele	VOSS udtræksemhætte	Gorenje ec 5302 w
Vaskemaskiner AEG	Pris på hårde hvidevarer	Zanussi 1426	vhm 624 1	Gorenje ec 600 s
1800	Salg hårde hvidevarer	Zanussi 154	VOSS vem 2610 al	Gorenje ect 680
Vaskemaskiner AEG	Hårde hvidevare online	Zanussi 6955	VOSS vhc 662 1	Gorenje ect68c hl
1600	Hårde hvidevarer salg	Zanussi 7102	VOSS vhm 605	Gorenje emfang
Blomberg 1670	Miele 2122	Zanussi DE6955X	Gaskomfur VOSS glf	Gorenje emfang dh 426s
Blomberg beo 2330x	Miele 2522	Zanussi FJE 1636	4420	Gorenje glaskeramisk
Blomberg dampovn ovne	Miele 2651	Zanussi indbygningsovn	Thermex 1023	komfur 774
Blomberg emhætter	Miele 2661	i hvid	Thermex 660	Gorenje hec 50
Blomberg	Miele 4060	Zanussi IZ 16	Thermex 902	Gorenje k 234w
indbygningsovn	Miele 4140	Zanussi IZ 16 S	Thermex 992	Gorenje k 288 mia
Blomberg rs	Miele 4210	Zanussi køle fryseskab	Thermex apollo	Gorenje k 435 e
Blomberg rs 1270	Miele 4240	Zanussi køleskab med	Thermex crystalia	Gorenje k 7301e
Blomberg ssm1550i	Miele 4260	lille fryser	Thermex decor	Gorenje kd
Blomberg waf 1260	Miele 4270	Zanussi Slim	Thermex decor 1021	Gorenje kd 370
Køleskab Blomberg rs	Miele 4280	Zanussi TD 4112	Thermex decor 770	Gorenje kd 810 g
1270	Miele 4450	Zanussi vaskemaskine	Thermex emfang decor	Gorenje kd 811 AL
Ovne blomberg	Miele 4510	1426	600	Gorenje kd 811 e insel
Topbetjent vaskemaskine	Miele 4540	Zanussi WD 1215	Thermex emhætte	emfang
fra blomberg	Miele 4620	Zanussi ZD22	Thermex optica 660	Gorenje kd 811 g
Tørretumbler Brandt	Miele 4640	Zanussi ZKT 621	Thermex optica 904	Gorenje kd 811 e insel
Tørretumbler Brandt	Miele 4900	Kondens tørretumbler	Thermex pompeii	Gorenje ki 292 la
Blomberg	Miele 507	Zanussi	Thermex ronda 600	
	Miele 571	Zanussi ZBQ 631 X	Thermex ronda 900	

Example 2: Vaiva.dk

The site **Vaiva.dk** uses doorway pages made by Aleksika.dk.

The "starting point" for the doorway pages is <http://www.vaiva.dk/sitemap.html>

This is not a sitemap made for users. There is only one and very hidden way to this "sitemap page". See the two different links on the word "forhandlerlogin" at the top right corner, one on the letters "Forhandlerlogi" (which links to a login page for dealers) and the other on the letter "n", which links to the doorway-sitemap at <http://www.vaiva.dk/sitemap.html>



Figure 1 The hidden link to the doorway pages on the letter "n"

From <http://www.vaiva.dk/sitemap.html> the web of optimized doorway pages can be reached by the search engines:

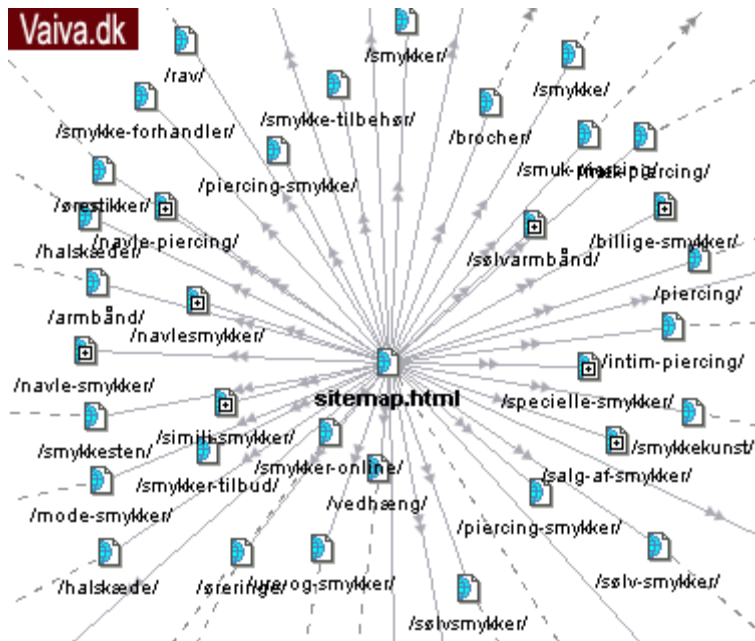


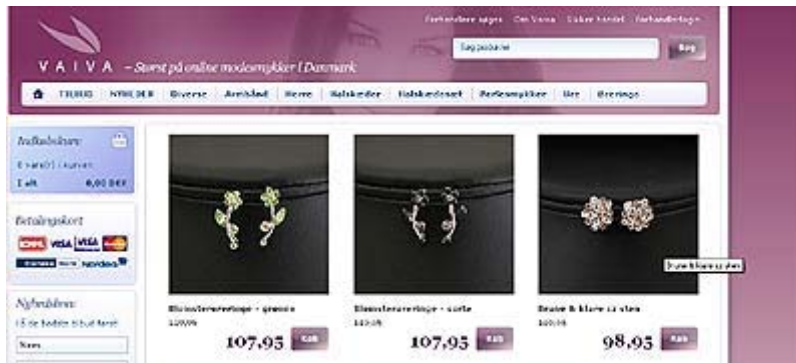
Figure 2 Illustration of the doorway pages on Vaiva.dk

Vaiva has two sets of pages – one made for users and one for the search engines. The pages made for the search engines look like normal pages because the products are placed in an IFRAME to the left of the optimized text.

The pages made for search engines have optimized text in the right column. These pages are not accessible via the menu system.



This is the page the users are presented coming from the menu:



The inbound links to the doorway pages come from Aleksika's link farms (nearly all).

To take an example:

The inbound links to the doorway page <http://www.vaiva.dk/smykkesten/> can be found here:

habboroyal.dk it-search.dk/horsens nettostrip.dk stausholm-vinimport.dk/horsens takformufogh.dk underdawgz.dk www.agroshoppen.dk www.badenbaden.dk www.bh-rekruttering.dk www.cglasdam.dk www.daystar.dk www.elmarked2003.dk www.girlzonly.dk www.grundmotorik.dk www.i-bors.dk www.kolumbus.dk www.moolig.dk	www.ms-dagmar.dk www.nytneu.dk/horsens www.openair2006.dk www.primevision.dk www.pro-soft.dk www.psyk-osthimmerland.dk www.radiofladsaa.dk www.rystrobotten.dk www.sclerose-baglandet.dk www.sfmsoftware.dk www.shunozahra.dk www.ssf-fuglenyt.dk www.voksenlaerling.dk www.whiteribbon.dk/smykker/aedelsten-smykkesten.asp www.whiteribbon.dk/smykker/smykkesten.asp
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Example 3: Grupptraning.se



The Swedish site Grupptraning.se uses doorway pages from Aleksika as a substitute for developing their own site by writing good content made for – and (hopefully) appreciated by – users. The doorway pages are (of course) not an integral part of the site structure. There is no way of finding them by browsing the menus.

The entrance to the doorway pages is made in the same way the Norwegian SEO company **Prioritet** used (see separate report and writings on <http://seospamcops.wordpress.com/>): A sitemap link with small text size semi-hidden on the bottom of the page (and below the fold) leads the search engines to the pages (see below: sitemap link outlined).



Links directly to the doorway page <http://www.grupptraning.se/spinning/> are found on the Aleksika link farms <http://whatadate.dk> and <http://www.fahaf.dk>

Example 4: In Depth Analysis of Fargedelinser

We examine in depth the national websites for the Swedish company **Fargedelinser (Vivazon AB)**. The company sells colored lenses for eyglasses through their national webshops:

Denmark: <http://www.farvedelinser.dk>

Norway: www.fargedelinser.no

Sweden: www.fargadelinser.se

Finland: www.varillisetlinssit.com

GB: www.cosmeticlenses.co.uk

All the national websites are optimized the same way as we show in our in-depth analysis of their Norwegian site.

The doorway pages for all sites follow the same pattern:

None of the doorway pages have inbound links from the domain's homepage or from any of the domains ordinary pages.

Some of the doorway pages have outbound links to some, but not all, of the other doorway pages for the domain and the links and their anchor text is not duplicated from one doorway page to another.

Inbound links for each doorway page come either from link farms or from other doorway pages within the same domain. Inbound links from link farms and from doorway pages are not mixed for the same doorway page.

The link farm strategy seems to be built on buying expired domains which gives them a natural domain name and a historical PageRank. Some of the link farms seems to expire after a time due to the fact that they may be bought for one year. Together with a continuous construction of new link farms on bought expired domains this may seem like a natural growth of inbound links to the doorway pages.

Norway:

www.fargedelinser.no

All the doorway pages has a JavaScript from Aleksika for traffic monitoring:

```
SCRIPT language="JavaScript" SRC="http://stat.aleksika.dk"
type="text/javascript"></SCRIPT>
```

A central element on the doorway pages is optimized paragraphs with outbound links to all the other doorway pages.

The Fargedelinser.no doorway pages:

The doorway pages has either inbound links only from other doorway pages or from external

link farms operated by Aleksika. There are NO inbound links from the main homepage fargedelinser.no and it is impossible to navigate from fargedelinser.no to the doorway pages. The doorway pages has only outbound links to fargedelinser.no and the other doorway pages.

The doorway pages are:

- <http://www.fargedelinser.no/farge-linser/>

The inbound links are from some of the other doorway pages.

Inbound links:

- www.fargedelinser.no/linser/
- www.fargedelinser.no/øye/
- www.fargedelinser.no/linser-fargede/
- www.fargedelinser.no/farge-kontaktlinser/

- <http://www.fargedelinser.no/linser/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- www.postnuke-france.org/Web_Links-req-visit-lid-68.html/
- www.gugolf.dk/
- www.sgugolf.dk/?id=9/
- www.re-game.dk/
- www.ecs.dk/?id=3/www.djseek.dk/?id=16/
- www.elvstroem.dk/?id=3/www.pegasuscomics.dk/?id=15/
- www.boughtlandings.dk/
- www.ecs.dk/www.justitaps.dk/?id=2/
- www.saltstang.dk/mobiltillbeh%F6r/
- www.parabolsk.dk/?id=1/
- www.ogelev.dk/?id=5/
- www.pnsupport.dk/?id=10/

- www.subsonic.dk/opskrifter/
- www.sportforum.dk/?id=2/
- www.mba-aalborg.dk/?id=4/
- www.boughtlandings.dk/?id=8/
- www.boughtlandings.dk/?id=10/www.re-game.dk/?id=15/
- www.diabetikerne.dk/?id=15/
- <http://www.fargedelinser.no/linse/>

The inbound links are from some of the other doorway pages.

Inbound links:

- www.fargedelinser.no/kosmetiske-linser/
- www.fargedelinser.no/øyefarge/
- www.fargedelinser.no/kosmetiske-kontaktlinser/
- www.fargedelinser.no/farge-linser/
- www.fargedelinser.no/farge-kontaktlinser/
- <http://www.fargedelinser.no/øve/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.cpuid.dk/?id=8>
- <http://www.ferie-paris.dk/?id=6>
- <http://www.postage.dk/?id=6>
- <http://www.landskomiteen.dk/?id=5>
- <http://www.boughtlandings.dk/?id=5>
- <http://novision.dk/?id=5>
- <http://www.egebib.dk/?id=5>
- <http://www.boughtlandings.dk/?id=17>

- <http://ernasboefhus.dk/?id=6>
- <http://flom.dk/music/>
- <http://www.famso.dk/?id=6>
- <http://x-v-aagaard.dk/?id=4>
- <http://www.fargedelinser.no/øyenfarge/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.inventarudlejning.dk/>
- <http://www.autoforum-motorsport.dk/>
- <http://www.boughtlandings.dk/?id=5>
- <http://openair2006.dk/?id=17>
- <http://brygden.dk/?id=1>
- <http://www.natkom.dk/?id=18>
- <http://www.a2z-ren.dk/?id=10>
- <http://resourcecare.dk/?id=18>
- <http://www.brudogfest.dk/?id=16>
- <http://www.boughtlandings.dk/?id=17>
- <http://www.hvem-skal-bestemme.dk/?id=16>
- <http://www.autoforum-motorsport.dk/?id=11>
- <http://www.profil-fotografen.dk/?id=15>
- <http://www.egenseby.dk/herrk1%E4der/>
- <http://www.fargedelinser.no/linser-fargedelins/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound link:

- <http://www.pegasuscomics.dk/?id=15> – not working any more

- <http://www.fargedelinser.no/kontaktlinse/>

The inbound links are from some of the other doorway pages.

Inbound links:

- www.fargedelinser.no/øye/
- www.fargedelinser.no/crazy-linser/
- www.fargedelinser.no/farge-linser/
- www.fargedelinser.no/farge-kontaktlinser/

- <http://www.fargedelinser.no/farge-kontaktlinser/>

The inbound links are from some of the other doorway pages.

Inbound links:

- www.fargedelinser.no/linsevæske/
- www.fargedelinser.no/farge-linser/

- <http://www.fargedelinser.no/væske/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://om-os.dk/?id=18>
- <http://www.dm2003.dk/?id=2>
- <http://www.dca-cdb.dk/syn/>
- <http://www.hbsharks.dk/?id=6>
- <http://www.elvstroem.dk/?id=1>
- <http://www.imme-gram.dk/?id=12>
- <http://www.inter-shop.dk/?id=6>
- <http://www.sputnikfest.dk/?id=15>
- <http://www.allgames.dk/?id=1>
- <http://www.reg2.dk/?id=2> – not working any more
- <http://tobiasgras.dk/?id=3>

- <http://www.halph.dk/?id=13> – not working any more
- <http://www.engedi.dk/?id=5> – not working any more
- <http://www.ohv.dk/diabetes/> - not working any more
- <http://www.bif-nord.dk/?id=1>
- <http://www.basicteam.dk/?id=6> – not working any more
- <http://www.kunstnersvin.dk/?id=5>
- <http://www.brich-wormer.dk/?id=3>
- <http://www.odontologinet.dk/?id=3>
- <http://www.boughtlandings.dk/?id=2>
- <http://www.csu-management.dk/?id=6>
- <http://www.boughtlandings.dk/?id=14>
- <http://www.boughtlandings.dk/?id=16>
- <http://www.alternativ-sundhed.dk/?id=7> – not working any more
- <http://www.brammerinordjylland.dk/?id=6>
- <http://www.freelancekonsulenten.dk/?id=4>
- <http://www.internetgaver.dk/?id=9>
- <http://www.esf2003.dk/?id=2>
- <http://www.foxy-spots.dk/?id=7> – not working any more
- <http://www.lkf-viborg.dk/?id=12>
- <http://www.fargedelinser.no/kontaktlinser/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.top-senior.dk/>
- <http://www.iauktioner.dk/>
- <http://www.kbh-lf.dk/?id=12>
- <http://www.top-senior.dk/?id=16>

- <http://www.brygden.dk/>
- <http://www.pigemode.dk/>
- <http://www.djseek.dk/?id=16>
- <http://www.elvstroem.dk/?id=3>
- <http://www.pegasuscomics.dk/?id=15> – not working any more
- <http://www.fragility.dk/management/>
- <http://www.boughtlandings.dk/>
- <http://carmohnfasdal.dk/?id=5>
- <http://brygden.dk/?id=1>
- <http://www.mba-aalborg.dk/?id=9>
- <http://www.top-senior.dk/?PG=67>
- <http://www.top-senior.dk/?PG=60>
- <http://www.top-senior.dk/?PG=25>
- <http://www.top-senior.dk/?PG=130>
- <http://www.top-senior.dk/?PG=141>
- <http://www.top-senior.dk/?PG=153>
- <http://www.boughtlandings.dk/?id=17>
- <http://www.gefrankonare.dk/?id=16>
- <http://www.cykelnet.dk/?id=1>
- <http://www.pigemode.dk/?id=16>
- <http://www.godt-ord-igen.dk/hundfoder/>
- <http://www.fargedelinser.no/kontaktlinser-colors/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.top-senior.dk/?id=16>
- <http://www.priks.dk/?id=9>

- <http://www.pegasuscomics.dk/?id=15> – not working any more
- <http://www.pumpgun.dk/?id=18>
- <http://www.ddnewsletter.dk/badminton/>
- <http://www.fargedelinser.no/linsevæske/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.pustervig.dk/?id=16>
- <http://om-os.dk/?id=18>
- <http://www.djseek.dk/?id=16>
- <http://www.sputnikfest.dk/?id=15>
- <http://www.fanodatastue.dk/?id=17>
- <http://www.pegasuscomics.dk/?id=15> – not working any more
- <http://www.boughtlandings.dk/>
- <http://busleje.dk/?id=5>
- <http://esbjerg-twilight.dk/?id=8>
- <http://sixty7.dk/syn/> - not working any more
- <http://www.halph.dk/?id=13> – not working any more
- <http://www.engedi.dk/?id=5> – not working any more
- <http://www.friparkering.dk/?id=9>
- <http://www.brich-wormer.dk/?id=17>
- <http://www.resourcecare.dk/?id=12>
- <http://www.boughtlandings.dk/?id=17>
- <http://www.kompetencekoerekort.dk/skoda/> - not working any more
- <http://www.internetgaver.dk/?id=9>
- <http://landkobet.dk/?id=16>
- <http://www.fargedelinser.no/billige-linser/>

The inbound links are from some of the other doorway pages.

Inbound links:

- www.fargedelinser.no/billige-kontaktlinser/
- www.fargedelinser.no/farge-linser/
- www.fargedelinser.no/farge-kontaktlinser/
- <http://www.fargedelinser.no/billige-kontaktlinser/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.dca-cdb.dk/tandpleje/>
- <http://spidsroden.dk/>
- <http://wellness-4-all.dk/>
- <http://spidsroden.dk/?id=11>
- <http://www.mc-onsdagsklubben.dk/?id=6>
- <http://www.boughtlandings.dk/>
- <http://www.disneyfilmsidan.dk/>
- <http://www.boughtlandings.dk/?id=5>
- <http://www.atwebhost.dk/> - not working any more
- <http://www.smilingeyes.dk/>
- <http://www.honeys.dk/1%E5n/> - not working any more
- <http://www.bif-nord.dk/?id=10>
- <http://wellness-4-all.dk/?id=9>
- <http://www.smilingeyes.dk/?id=16>
- <http://www.boughtlandings.dk/?id=17>
- <http://www.ohhappydayfilmen.dk/?id=15> – not working any more
- <http://www.agenda21networks.dk/> - not working any more
- <http://www.fargedelinser.no/kosmetiske-linser/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.pfoto.dk/?id=6>
 - <http://www.mc-onsdagsklubben.dk/?id=10>
 - <http://nr-snedebueskyttelaug.dk/?id=4> – not working any more
 - <http://mdw.dk/?id=14>
 - <http://www.myreef.dk/?id=5>
 - <http://www.clan-xg.dk/?id=9> – not working any more
 - <http://www.rebootcamp.dk/?id=1>
 - <http://www.sygehusledelse.dk/?id=2>
 - <http://www.kompetencekoerekort.dk/skoda/> - not working any more
- <http://www.fargedelinser.no/øvefarge/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- <http://www.hfkfyn.dk/>
- <http://www.thebellydance.dk/>
- <http://www.senbo.dk/?id=8>
- <http://spidsroden.dk/?id=11>
- <http://www.vvf.dk/%F8yefarge/>
- <http://www.boughtlandings.dk/?id=5>
- <http://brygden.dk/?id=1>
- <http://www.hfkfyn.dk/?id=13>
- <http://www.smilingeyes.dk/?id=16>
- <http://www.thebellydance.dk/?id=11>

- <http://www.rocketbrothers.dk/?id=11> – not working any more
 - <http://www.boughtlandings.dk/?id=17>
 - <http://dss-clan.dk/?id=13> – not working any more
 - <http://dss-clan.dk/> - not working any more
- <http://www.fargedelinser.no/FreshLook-Dimension-kontaktlinser/>

The inbound links are from some of the other doorway pages.

Inbound links:

- www.fargedelinser.no/vaeske/ www.fargedelinser.no/linse/
 - www.fargedelinser.no/kontaktlinser/
 - www.fargedelinser.no/billige-linser/
 - www.fargedelinser.no/billige-kontaktlinser/
 - www.fargedelinser.no/oyenfarge/
 - www.fargedelinser.no/kontaktlinser-colors/
 - www.fargedelinser.no/Fargedelinser/
- <http://www.fargedelinser.no/crazy-linser/>

This is a doorway page with inbound links from Aleksika operated link farms only. There are no inbound links from other doorway pages.

Inbound links:

- www.medvindsplads.dk/
- www.ogelev.dk/
- www.sydthy-turist.dk/?id=13/
- www.webhostpriser.dk/domaene_klik.php?domaener_id=82/
- www.renovationoggenbrug.dk/
- www.kreativ-hinnerup.dk/?id=4/ - Not working anymore
- www.parabolsk.dk/?id=3/ - Not working anymore

- www.ogelev.dk/?id=9/
- www.atwebhost.dk/?id=16/ - Not working anymore
- www.medvindsplads.dk/?id=1/
- www.renovationoggenbrug.dk/?id=5/

The link farms that links to www.fargedelinsler.no doorway pages looks all like these examples:

X-v-aagaard.dk

Home | Reise | Billig fly | Billig overnatting | Ferie | Shopping | Skrivere | Datamaskiner | Bredbånd

Music

Produkt søgning

- ◆ Skrivere
- ◆ Datamaskiner
- ◆ Bredbånd
- ◆ Programvare
- ◆ Internett
- ◆ Mp3
- ◆ Dvd
- ◆ Kurs
- ◆ Dating
- ◆ Bolig
- ◆ Finans
- ◆ Forsikring
- ◆ Lån
- ◆ Bil
- ◆ Motor
- ◆ Hemdesign

Trygg Placering

Aktier
Aktier - att äga en aktie innebär att du är delägare i ett aktiebolag. Då har du också rätt att ta del av bolagets vinst och utdelning. Vänd dig till oss när du är intresserad av att köpa aktier, vi ger dig oberoende och professionell information om utbudet på marknaden.
<http://www.tryggplacering.se>

Trygg Placering

Ekonomisk förvaltning
Vi kan ekonomisk förvaltning välkommen till oss med dina frågor! Vår kompetenta personal har mångårig erfarenhet av sin bransch och vet därför hur viktigt det är för våra kunder att få oberoende information inför en investering. Av den anledningen arbetar ingen hos oss under säljkrav för oss är din förfrågan om ekonomisk förvaltning det viktigaste.
<http://www.tryggplacering.se>

Trygg Placering

Handla med aktier
Handla med aktier och upptäck hur enkelt det kan vara att få god avkastning på ditt kapital. Vår personal har lång erfarenhet av sin bransch


Din indgang til internettet!


EGENSEBY.DK

Linser

Helse

Styrketrening

Trening

Omega 3

Dilates



Dice games

Tilbehør til dice games finder du hos os. Vi har for eksempel et udvalg af spillekort, og kortblander til en hyggelig aften. Ligeledes har vi chipssæt til hyggelige dice games med vennerne.

<http://www.casinochips.dk>



Freshlook linser


Vi har FreshLook linser av høy kvalitet. Se vårt brede udvalg på vår hjemmeside. Lensene selges til lave priser, og vi sørger for rask

Inventarudlejning.dk

Home | Bok | Leksikon | Litteratur | Kunst | Barnebøker | Blader | Historie | Kama sutra

Produkt søgning

- ◆ Blader
- ◆ Historie
- ◆ Kama sutra
- ◆ Kultur
- ◆ Mat og drikke
- ◆ Eventyr
- ◆ Atlas
- ◆ Ordbøker
- ◆ Matematikk
- ◆ Pondus
- ◆ Nettbokhandel
- ◆ Ungdomsbøker
- ◆ Lydbøker
- ◆ Harry potter
- ◆ Lærebøker
- ◆ Motorsport
- ◆ Personlige
- ◆ Handklover

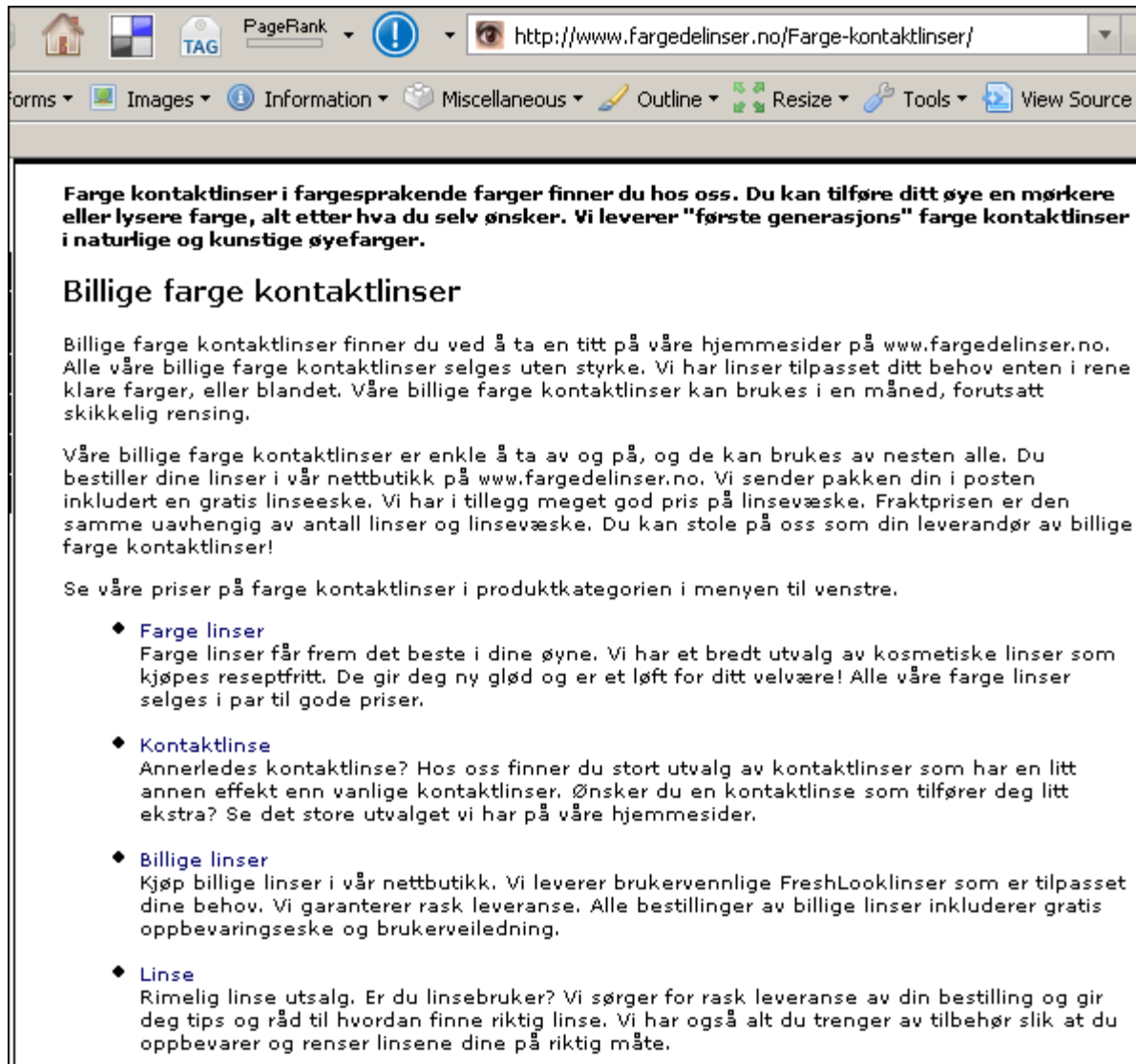


www.Fargedelinsler.no Doorway Pages looks like these examples:

The screenshot shows a web browser window with the address bar displaying "www.fargedelinsler.no". The page content includes a search bar, a navigation menu with categories like "FARGEDE LINSER", "LINSER MED STYRKE", "LINSEVÆSKE", "KOSMETIKK", "PARFYME", and "TILBUD". The main content area features a header with the site name "Fargedelinsler.no" and a navigation menu with links for "Spørsmål", "Brukerveiledning", "Kjøpsbetingelser", and "Kontakt oss". The main text promotes "Billige farge linser" (cheap colored contact lenses) and lists several benefits and product types:

- Farge kontaktlinser**: Farge kontaktlinser i fargesprakende farger finner du hos oss. Du kan tilføre ditt øye en mørkere eller lysere farge, alt etter hva du selv ønsker. Vi leverer "første generasjons" farg kontaktlinser i naturlige og kunstige øyefarger.
- Kontaktlinse**: Annerledes kontaktlinse? Hos oss finner du stort utvalg av kontaktlinser som har en litt annen effekt enn vanlige kontaktlinser. Ønsker du en kontaktlinse som tilfører deg litt ekstra? Se det store utvalget vi har på våre hjemmesider.
- Billige linser**: Kjøp billige linser i vår nettbutikk. Vi leverer brukervennlige FreshLooklinser som er tilpasse dine behov. Vi garanterer rask leveranse. Alle bestillinger av billige linser inkluderer gratis oppbevaringseske og brukerveiledning.
- Linse**

The page also features logos for Visa, MasterCard, and Verified by Visa, along with flags for Sweden, Norway, Denmark, Germany, and the UK. A "POWERED BY jet/hop" logo is visible at the bottom left.



Farge kontaktlinser i fargesprakende farger finner du hos oss. Du kan tilføre ditt øye en mørkere eller lysere farge, alt etter hva du selv ønsker. Vi leverer "første generasjons" farge kontaktlinser i naturlige og kunstige øyefarger.

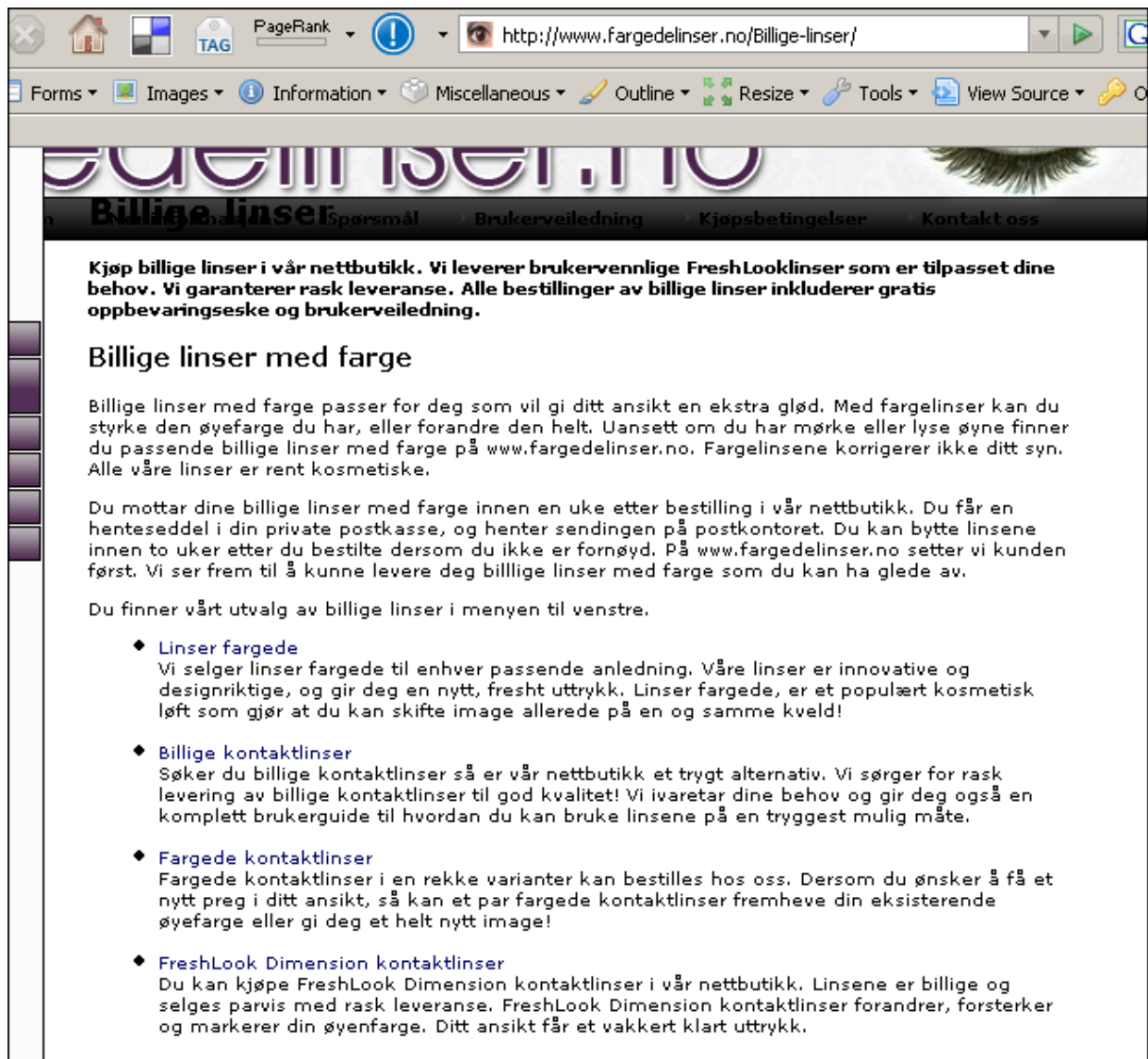
Billige farge kontaktlinser

Billige farge kontaktlinser finner du ved å ta en titt på våre hjemmesider på www.fargedelinser.no. Alle våre billige farge kontaktlinser selges uten styrke. Vi har linser tilpasset ditt behov enten i rene klare farger, eller blandet. Våre billige farge kontaktlinser kan brukes i en måned, forutsatt skikkelig rensing.

Våre billige farge kontaktlinser er enkle å ta av og på, og de kan brukes av nesten alle. Du bestiller dine linser i vår nettbutikk på www.fargedelinser.no. Vi sender pakken din i posten inkludert en gratis linseeske. Vi har i tillegg meget god pris på linsevæske. Fraktprisen er den samme uavhengig av antall linser og linsevæske. Du kan stole på oss som din leverandør av billige farge kontaktlinser!

Se våre priser på farge kontaktlinser i produktkategorien i menyen til venstre.

- ◆ **Farge linser**
Farge linser får frem det beste i dine øyne. Vi har et bredt utvalg av kosmetiske linser som kjøpes reseptfritt. De gir deg ny glød og er et løft for ditt velvære! Alle våre farge linser selges i par til gode priser.
- ◆ **Kontaktlinse**
Annerledes kontaktlinse? Hos oss finner du stort utvalg av kontaktlinser som har en litt annen effekt enn vanlige kontaktlinser. Ønsker du en kontaktlinse som tilfører deg litt ekstra? Se det store utvalget vi har på våre hjemmesider.
- ◆ **Billige linser**
Kjøp billige linser i vår nettbutikk. Vi leverer brukervennlige FreshLooklinser som er tilpasset dine behov. Vi garanterer rask leveranse. Alle bestillinger av billige linser inkluderer gratis oppbevaringseske og brukerveiledning.
- ◆ **Linse**
Rimelig linse utsalg. Er du linsebruker? Vi sørger for rask leveranse av din bestilling og gir deg tips og råd til hvordan finne riktig linse. Vi har også alt du trenger av tilbehør slik at du oppbevarer og renser linsene dine på riktig måte.



http://www.fargedelinser.no/Billige-linser/

Forms Images Information Miscellaneous Outline Resize Tools View Source

Billige linser Spørsmål Brukerveiledning Kjøpsbetingelser Kontakt oss

Kjøp billige linser i vår nettbutikk. Vi leverer brukervennlige FreshLooklinser som er tilpasset dine behov. Vi garanterer rask leveranse. Alle bestillinger av billige linser inkluderer gratis oppbevaringseske og brukerveiledning.

Billige linser med farge

Billige linser med farge passer for deg som vil gi ditt ansikt en ekstra glød. Med fargelinser kan du styrke den øyefarge du har, eller forandre den helt. Uansett om du har mørke eller lyse øyne finner du passende billige linser med farge på www.fargedelinser.no. Fargelinsene korrigerer ikke ditt syn. Alle våre linser er rent kosmetiske.

Du mottar dine billige linser med farge innen en uke etter bestilling i vår nettbutikk. Du får en henteseddel i din private postkasse, og henter sendingen på postkontoret. Du kan bytte linsene innen to uker etter du bestilte dersom du ikke er fornøyd. På www.fargedelinser.no setter vi kunden først. Vi ser frem til å kunne levere deg billige linser med farge som du kan ha glede av.

Du finner vårt utvalg av billige linser i menyen til venstre.

- ◆ **Linser fargede**
Vi selger linser fargede til enhver passende anledning. Våre linser er innovative og designriktige, og gir deg en nytt, fresht uttrykk. Linser fargede, er et populært kosmetisk løft som gjør at du kan skifte image allerede på en og samme kveld!
- ◆ **Billige kontaktlinser**
Søker du billige kontaktlinser så er vår nettbutikk et trygt alternativ. Vi sørger for rask levering av billige kontaktlinser til god kvalitet! Vi ivaretar dine behov og gir deg også en komplett brukerguide til hvordan du kan bruke linsene på en tryggest mulig måte.
- ◆ **Fargede kontaktlinser**
Fargede kontaktlinser i en rekke varianter kan bestilles hos oss. Dersom du ønsker å få et nytt preg i ditt ansikt, så kan et par fargede kontaktlinser fremheve din eksisterende øyefarge eller gi deg et helt nytt image!
- ◆ **FreshLook Dimension kontaktlinser**
Du kan kjøpe FreshLook Dimension kontaktlinser i vår nettbutikk. Linsene er billige og selges parvis med rask leveranse. FreshLook Dimension kontaktlinser forandrer, forsterker og markerer din øyenfarge. Ditt ansikt får et vakkert klart uttrykk.



http://www.fargedelinser.no/Kontaktlinse/

Kundvagn [0] Summa 0,00 .- **ENDRE** Det finns ingen va

Kontaktlinse

Spørsmål Brukerveiledning Kjøpsbetingelser Kontakt oss

Annerledes kontaktlinse? Hos oss finner du stort utvalg av kontaktlinser som har en litt annen effekt enn vanlige kontaktlinser. Ønsker du en kontaktlinse som tilfører deg litt ekstra? Se det store utvalget vi har på våre hjemmesider.

Farge kontaktlinse

Søker du farge kontaktlinse uten styrke finnes det mange muligheter. Disse linsene passer til alle, også deg med perfekt syn. www.fargedelinser.no selger linser som endrer, fremhever eller markerer fargen i øyet ditt. Du kan få ekstra skinn, eller en blandet farge som gir øyet ditt et mer naturlig uttrykk. En farge kontaktlinse gir ditt øye mangfoldige nyanser!

Hele produktspekteret er tilgjengelig på vår hjemmeside. Du kan bestille farge kontaktlinse direkte via nettbutikken. Pakken blir levert per post senest en uke etter at du sendte ordre. Ønsker du bare en enkelt farge kontaktlinse kan du se vårt utvalg av crazy kontaktlinser. Farge kontaktlinser på www.fargedelinser.no leveres parvis, men til en meget billig penge.

Se vårt utvalg i kontaktlinse i menyen til venstre.



PageRank TAG

http://www.fargedelinser.no/Linse/

forms Images Information Miscellaneous Outline Resize Tools View Source

Linse masjon Spørsmål Brukerveiledning Kjøpsbetingelser Kontakt oss

Rimelig linse utvalg. Er du linsebruker? Vi sørger for rask leveranse av din bestilling og gir deg tips og råd til hvordan finne riktig linse. Vi har også alt du trenger av tilbehør slik at du oppbevarer og renser linsene dine på riktig måte.

Farge linse

Rikt farge linse utvalg fås i vår netthandel. På www.fargedelinser.no selger vi i hovedsak kosmetiske linser som ikke har effekt på synet ditt. Vår farge linse netthandel har fargelinser som passer uansett øyefarge. Farge linse kan gi deg et helt nytt image, eller bare markere litt ekstra den fargen du allerede har. Du velger selv hva du vil ha!

Farge linse med en kosmetisk funksjon har mange fordeler. Den kan gi øyet ekstra skinn, ekstra markering, eller en helt ny farge. Bruk av farge linse vinner stadig nytt terreng! Bestill direkte hjemmefra på www.fargedelinser.no. Vi sender pakken til ditt lokale postkontor. Du henter den senest 7 dager etter ordregistrering. Du finner mer om våre kjøpsbetingelser i hovedmenyen.

Kjøpe linse? Utvalget finner du i menyen til venstre.

- ◆ **Væske**
Linse væske i vår en-pakke løsning er alt du trenger for å rense, desinfisere og lagre dine linser skikkelig. En-pakke løsningen tilbys til en svært god pris. Linse væske leveres kort tid etter din bestilling.
- ◆ **FreshLook Dimension kontaktlinser**
Du kan kjøpe FreshLook Dimension kontaktlinser i vår nettbutikk. Linsene er billige og selges parvis med rask leveranse. FreshLook Dimension kontaktlinser forandrer, forsterker og markerer din øyefarge. Ditt ansikt får et vakkert klart uttrykk.

The Birth of a Link Farm

Our assumption is that Aleksika makes numerous link farms from domains not in use anymore in a revolving pattern to give the impression (to the search engines) that these are natural sites. It seems that the search engines are not able to identify this manipulation of the search results at the present moment

Here we give an example of how one of the link farms are born.

In 2002 **Auditiv.dk** is a site about "sound for television". In 2005 the site has a new design - before the domain some time after 2005 is put to rest. That is where Aleksika enters the stage and transforms it to one of their many link farms used to increase link popularity for their customers. The PageRank and inbound links are inherited.



Illustration 2 Auditiv.dk as the site looked June 7, 2003



Illustration 3 Auditiv.dk as the site looked February 12, 2005

Illustration 4 Auditiv.dk as the site looked at the time this report was written (February 2008).

You can have a look at the other link farms on the Internet Wayback Machine:
<http://www.archive.org/web/web.php>

Some of the link farms Aleksika use to boost rankings and lead the search engines to their customers

<http://auditiv.dk/>
<http://badattitudedance.dk/>
<http://clandef.dk>
<http://cykelnet.dk>
<http://franchise2001.dk>
<http://habboroyal.dk>
<http://it-search.dk/>
<http://kbh-nimbus.dk/>
<http://kritiskelicensbetalere.dk/>
<http://lortebil.dk>
<http://mail.bogselskabet.dk>
<http://monsterbilligt.dk>
<http://mr-fister.dk/>
<http://nettostrip.dk>
<http://om-os.dk>
<http://sel-plast.dk/>
<http://spidsroden.dk>
<http://stausholm-vinimport.dk/>
<http://takformufogh.dk>
<http://tantologi.dk/>
<http://tmws.dk/>
<http://underdawgz.dk>
<http://vfd.dk>
<http://www.5skole.dk>
<http://www.adhoceriet.dk>
<http://www.agroshoppen.dk>
<http://www.atwebhost.dk>
<http://www.badenbaden.dk>
<http://www.bh-rekruttering.dk>
<http://www.bilby-hjorning.dk>
<http://www.bobbelnet.dk/>
<http://www.boliguide.dk>
<http://www.brainbuilders.dk>
<http://www.brobybib.dk>
<http://www.buck-off.dk/>
<http://www.cglassdam.dk>
<http://www.cybarnator.dk>
<http://www.cykelnet.dk>
<http://www.dagligdagen.dk/>
<http://www.danish-hunter-force.dk>
<http://www.danskeselvportraetter.dk>

<http://www.dansknaturfoto.dk>
<http://www.daystar.dk>
<http://www.designblog.dk/>
<http://www.elmarked2003.dk>
<http://www.empatiet.dk/>
<http://www.enh-kbh.dk>
<http://www.esf2003.dk>
<http://www.etcnibe.dk>
<http://www.fapstorstroem.dk/>
<http://www.festogfart.dk/>
<http://www.fityourkid.dk>
<http://www.francofil.dk>
<http://www.fronrunners2.dk>
<http://www.Galop-online.dk>
<http://www.girlzonly.dk>
<http://www.gladsaxepedia.dk>
<http://www.grundmotorik.dk>
<http://www.heste-rapport.dk/>
<http://www.hold-fast.dk>
<http://www.hypnosedoktor.dk>
<http://www.i-bors.dk>
<http://www.jackkids.dk/>
<http://www.kallehave.dk/>
<http://www.kidswear4fun.nl>
<http://www.kmr-bornholm.dk>
<http://www.kolumbus.dk>
<http://www.kunstimidtylland.dk>
<http://www.labdance.dk/>
<http://www.lefthandcharity.dk>
<http://www.letsbet.dk>
<http://www.loever2002.dk/>
<http://www.mallingrock.dk/>
<http://www.manapool.dk>
<http://www.moolig.dk>
<http://www.ms-dagmar.dk>
<http://www.natkom.dk/>
<http://www.naturalcaringproducts.dk>
<http://www.nytdu.dk/horsens>
<http://www.omatleve.dk>
<http://www.openair2006.dk>
<http://www.paedal.dk>

<http://www.partytoons.dk/>
<http://www.pfoto.dk/>
<http://www.pharcyde.dk/>
<http://www.platweb.dk/>
<http://www.priks.dk>
<http://www.primevision.dk>
<http://www.pro-soft.dk>
<http://www.psyk-osthimmerland.dk>
<http://www.radiofladsaa.dk>
<http://www.rebootcamp.dk>
<http://www.rystrobotten.dk>
<http://www.sclerose-baglandet.dk>
<http://www.sfmssoftware.dk>
<http://www.shunozahra.dk>
<http://www.sitetsalg.dk>
<http://www.skojteanlag.dk>
<http://www.sp-orbak.dk>
<http://www.sptm2007.dk>
<http://www.ssf-fuglenyt.dk>
<http://www.steinunnhelga.dk/>
<http://www.stensauto.dk>
<http://www.stoevring-erhverv.dk>
<http://www.strano.dk>
<http://www.suzan.dk/>
<http://www.tantologi.dk/>
<http://www.taxiklub.dk>
<http://www.team-wild-ones.dk>
<http://www.telefoni-gratis.dk/>
<http://www.trepka-dania.dk>
<http://www.troldemor.dk>
<http://www.vfd.dk>
<http://www.vidensbank.dk>
<http://www.visithimmerland.dk>
<http://www.visuel-kommunikation.dk>
<http://www.vk-aps.dk>
<http://www.voksenlaerling.dk>
<http://www.vrf.dk/>
<http://www.zipart.dk>
<http://www-sex.dk>
<http://zionkoret.dk>

See separate appendix for a selection of doorway pages that are getting inbound links from these link farms.

Some of the customers found in the "customer library" on Aleksika's link farms

<http://7senses.jetshop.se>
<http://abcfliiser.dk>
<http://bofab.jetshop.se>
<http://clockhouse.jetshop.se>
<http://delphinium.jetshop.se>
<http://ejendom.altidbulgarien.dk>
<http://ericsonsfoto.jetshop.se>
<http://familiensterapeut.dk>
<http://hova.jetshop.se>
<http://lomax.dk>
<http://ortagubben.jetshop.se>
<http://revision.bendixrevision.dk>
<http://scootech.jetshop.se>
<http://shop.6-land.dk>
<http://shop.bennedsbobler.dk>
<http://shop.bladkiosken.dk>
<http://shop.elministeren.dk>
<http://shop.filmudsalg.dk>
<http://shop.trend2kids.dk>
<http://tannimar.jetshop.se>
<http://tjenestetorget.no>
<http://tsvinimport.dk>
<http://tusenchennatt.jetshop.se>
<http://vvsweb.dk>
<http://www.123finans.no>
<http://www.1-class-6toys.dk>
<http://www.1more.dk>
<http://www.24.se>
<http://www.24ink.dk>
<http://www.2bnetworks.dk>
<http://www.2sleep.dk>
<http://www.2wellness.dk>
<http://www.4mom.se>
<http://www.5ibyen.dk>
<http://www.6toy.dk>
<http://www.6toys4u.dk>
<http://www.abcvvs.dk>
<http://www.activebabycare.se>
<http://www.addfocus.dk>
<http://www.aev.dk>
<http://www.afrikasafari.se>
<http://www.agsauto.no>
<http://www.ahvidevarer.dk>
<http://www.alarmshop.dk>
<http://www.allplast.dk>
<http://www.altidbulgarien.dk>
<http://www.amorspilar.se>
<http://www.anemarie.dk>
<http://www.argenta.se>
<http://www.askochembla.se>
<http://www.asonor.dk>
<http://www.assic.dk>
<http://www.atexd.dk>
<http://www.audishopen.se>
<http://www.aura4laura.dk>
<http://www.b2u.dk>
<http://www.babykoncept.se>
<http://www.babymirakel.dk>
<http://www.babymirakel.no>
<http://www.babyplan.no>
<http://www.babysamesbjerg.dk>
<http://www.badogfliser.dk>
<http://www.bandolink.se>
<http://www.bigbelly.se>
<http://www.billige-teste.dk>
<http://www.billige-tester.no>
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<http://www.ya-hana.dk>
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<http://www.zebraut.se>
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Background articles on Aleksika

Some background articles and discussions on Aleksika methods:

Seo-forum.se: <http://www.seo-forum.se/allmaen-seo-info/782-optimering.html>

Aftenposten: <http://www.aftenposten.no/nyheter/nett/article913618.ece>

IT-avisen: <http://www.itavisen.no/showArticle.php?articleId=1304856>