



SEO Design



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Just kidding!

WESTJET 

Slide 1 of 87

Who am I?

- » Creating web sites since 1997
- » SEO for three years
- » In-House
 - Pharmaceutical
 - Payday Loans
 - Travel
- » Consulting
 - Critique web sites for SEO friendly design
 - Offer SEO trips and training if requested
 - Partner with other agencies, providing SEO services

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Who is WestJet?

- » Canada's leading low-cost airline
- » Founded in 1996
- » Based in Calgary, Alberta
- » Over 70 Boeing Next-Generation 737s
- » 45 Destinations
 - 26 Canadian
 - 12 US (including Hawaii and Las Vegas)
 - 7 International
- » 70% of bookings come through WestJet.com
- » WestJetVacations.com

Where do I start?

- » Design for your visitors
- » Clear navigation
- » Avoid Flash
- » Images vs. Text
- » DIVs are your friend!
- » Use your stats
- » Designing for a browser
- » Landing pages

Must Haves!

- » Title tag
- » Description tag
- » Header tags
- » Strong code-to-content ratio
- » External JavaScript and CSS
- » DIVs vs Tables
- » Don't forget your keywords!
- » Links

Examples

» http://www.westjet.com/sale_offers/las_landing.html

» <http://www.westjetvacations.com/content/destinations/mazatlan.html>

Inadvertent SEO

- » The forgotten “don’t”
- » Publishing before you’re ready
- » Don’t underestimate the power of linking
- » Published content
- » Case Study: Red River Ex Married on the Midway

Thanks for your time!

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