



The Worst SEO Myths, Don'ts, and Scams



Search Engine Strategies

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Lyndsay Walker

Web Analytics & SEO Coordinator

WestJet

Just kidding!

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Slide 1 of 87

Who am I?

» Creating web sites since 1997

- Text-only Internet
- Learn HTML without WYSIWYG

» 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

Types of SEO Strategies

» Long Term SEO

- I care about the methods used to rank my site, even if it takes a bit longer

» Short Term SEO

- I want to rank NOW and I don't care how!

Short Term SEO

- » Race to the top – get me there as quick as I can
 - Use fake names and addresses to register domains
 - Use those 50 domains you bought and interlink them all!
 - Ping the search engines 25 times a day
- » Get Rich Quick
 - Use lots of AdSense, but be sure to change the code to make it look like it's just part of your site
- » Overindulgence
 - More is better, right?
 - Temptation

But my boss/client really want to do it this way!

- » The moral dilemma
- » You're the expert
- » Taking a risk = risking your job
- » Do it right the first time

Case in point...

- » Surprise!
- » Make use of your in house crew

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Fight the Good Fight

- » Resist temptation
- » You can win without all the dirty tricks
- » Patience is key
- » Build your brand – but don't gamble with it!
- » Get ahead of the algo updates

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!

Lyndsay Walker
lwalker@westjet.com



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