



# SEO Don'ts Myths and Scams



## Search Engine Strategies

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# Agenda

- » Between the <HEAD> tags
- » On-site issues
- » Images
- » Links
- » Behind the scenes

## Between the <HEAD> tags

### DON'T...

- » ...use the same title tags on every page
- » ...overuse of meta tags
  - `GOOGLEBOT=index, follow`
- » ...stuff keywords in the meta tags

## On the site

### DON'T...

- » ...use hidden text
- » ...use doorway pages
- » ...duplicate your content
- » ...publish before you're ready
- » ...bury your links in JavaScript
- » ...use too many parameters in your URLs

# Images

## DON'T...

- » ...stuff keywords in ALT tags
- » ...use images when CSS will do
  - sIFR ([www.mikeindustries.com/sifr](http://www.mikeindustries.com/sifr))
- » ...use inline CSS
- » ...use Flash

# Links

## DON'T...

- » ...attempt to get hundreds or thousands of links at once (especially paid or automated)
- » ...engage in non-relevant link exchanges
- » ...participate in link directories
- » ...participate in link farms
- » ...focus all your links on landing on the home page
- » ...register lots of domains using fake names and addresses
- » ... get green pixel envy

## Behind the Scenes

### DON'T...

- » ...guess what you should do with robots.txt
- » ...have multiple URL variations pointing to the home page

## 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



# 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

## Something to remember

- » Who are you optimizing for?
- » What's the point of ranking for something the user can't even use?

**THE SEARCH ENGINES?**

**THE USER?**

# My Best Advice

**DON'T...**

» ...forget to communicate with your development team!



Lyndsay enjoys a Starbucks meeting with WestJet Vacations developer Marshall Stevenson

Thanks for your time!

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