

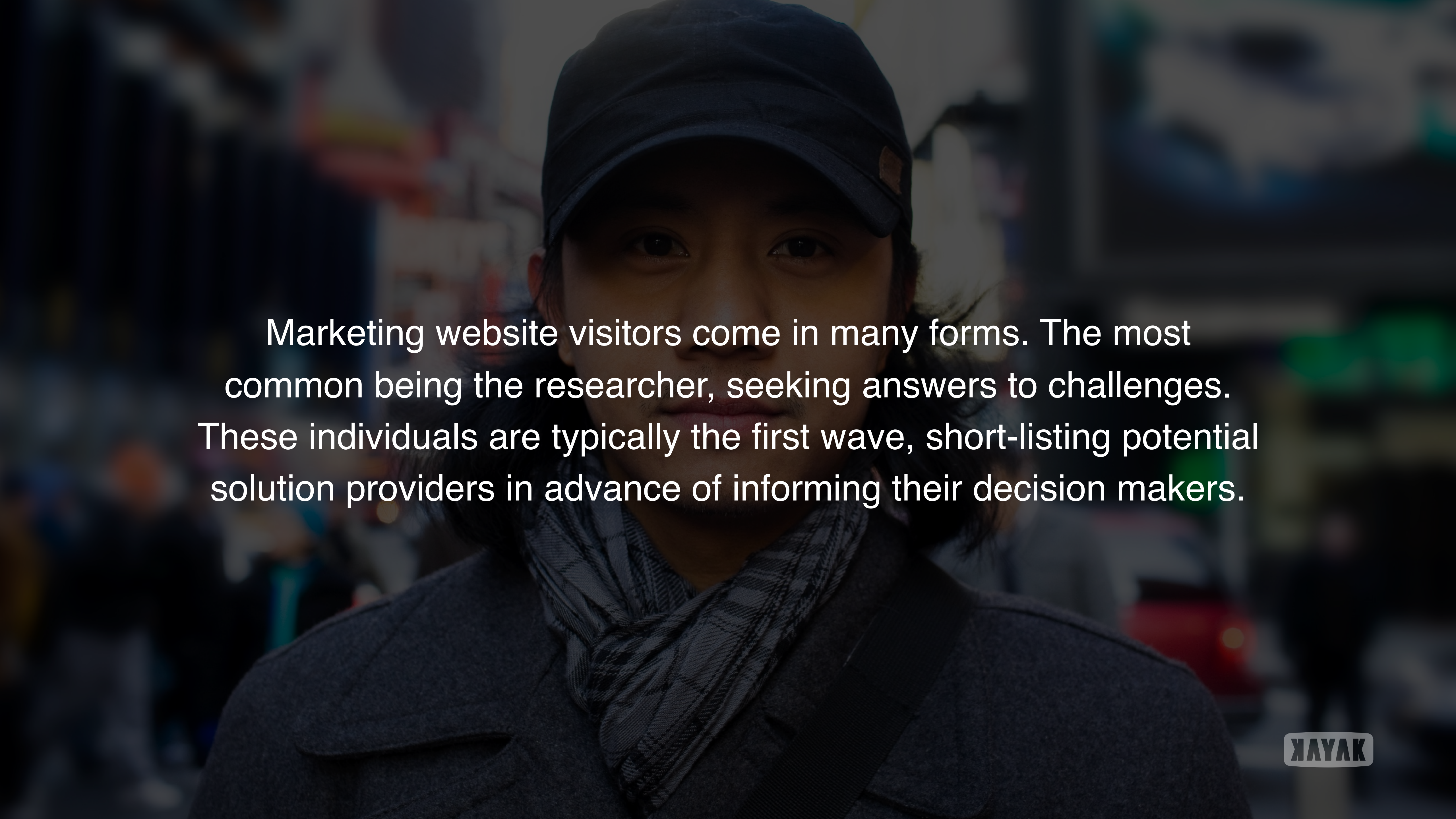
# Why KAYAK?

Because, for your business website, the whole  
is greater than the sum of its parts.





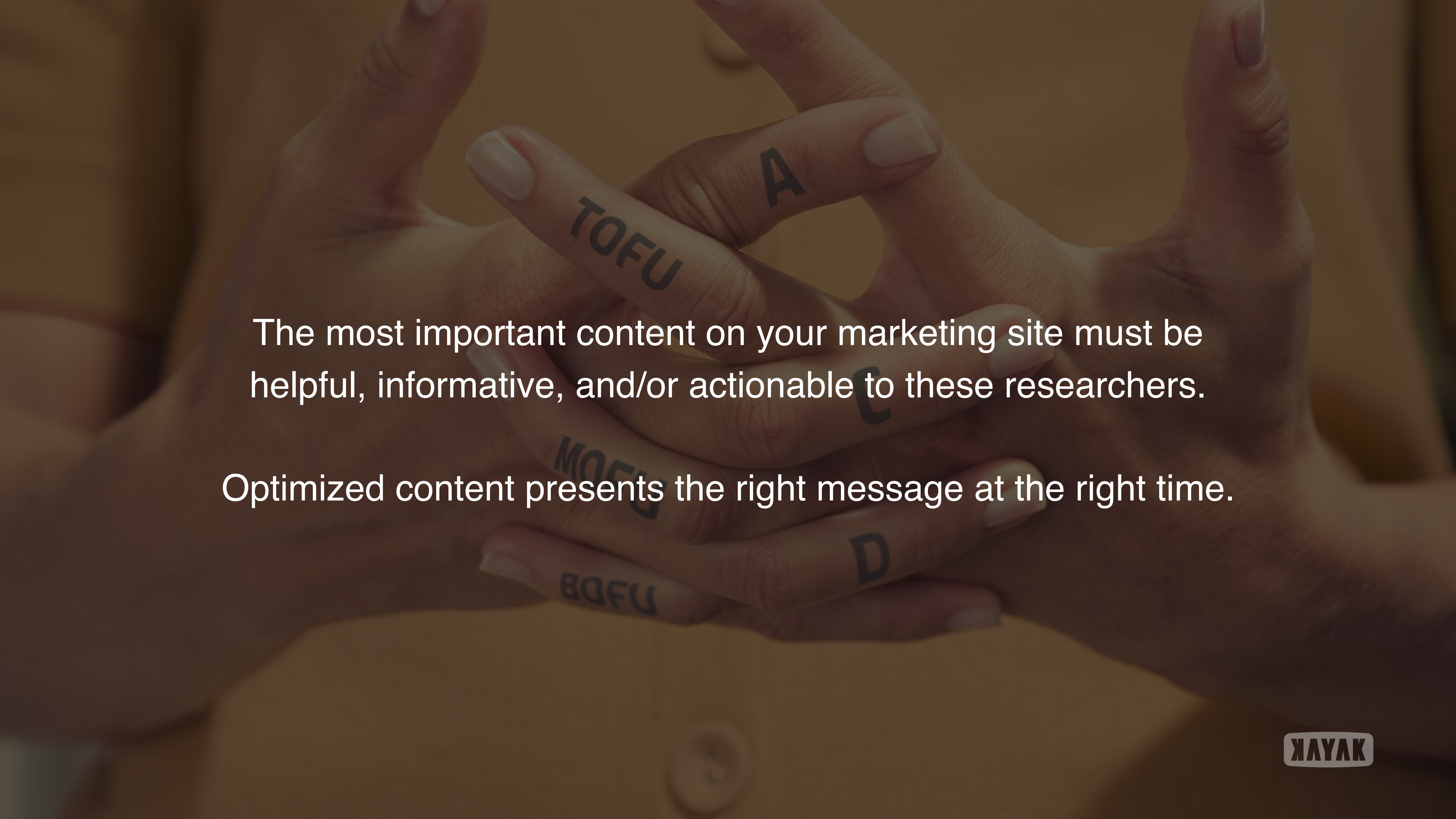
attract your very best prospects

A person with long dark hair, wearing a dark blue cap and a grey patterned scarf, is looking directly at the camera. They are wearing a dark grey jacket. The background is a blurred crowd of people in a city street, suggesting a busy, urban environment. The overall lighting is somewhat dim, with the person's face being the primary light source.

Marketing website visitors come in many forms. The most common being the researcher, seeking answers to challenges. These individuals are typically the first wave, short-listing potential solution providers in advance of informing their decision makers.

A close-up photograph of two hands, one slightly behind the other, with fingers spread. Each finger has a black marker label. From top to bottom, the labels are: 'A' on the top index finger, 'TOFU' on the middle finger, 'C' on the ring finger, 'MOFU' on the bottom index finger, and 'D' on the bottom middle finger. The background is a warm, out-of-focus brown. Centered over the hands is white text.

searchers seek answers,  
visitors seek refined answers

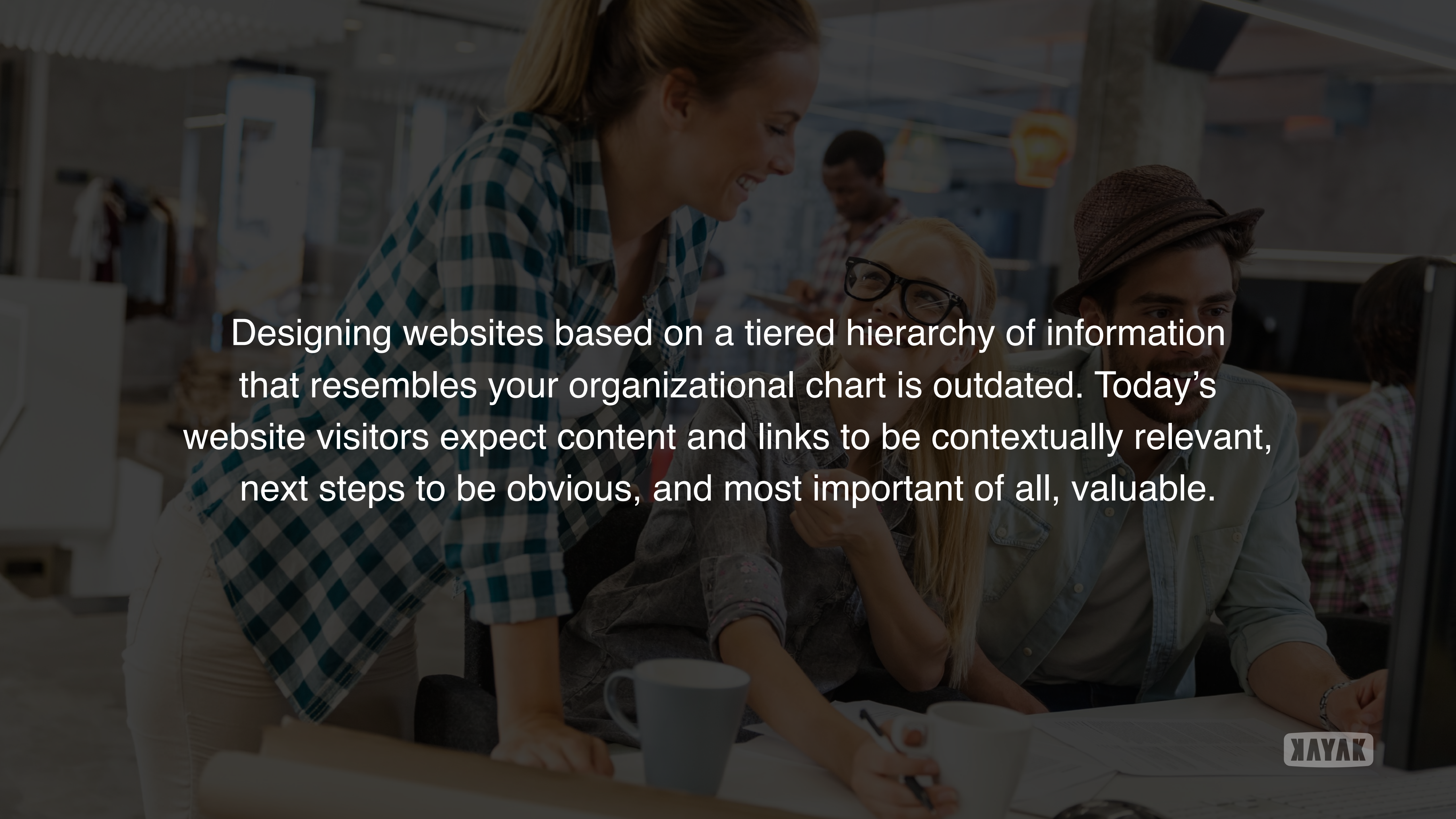
A close-up photograph of a hand with fingers spread, overlaid with a semi-transparent dark brown filter. Each finger is labeled with a marketing term: the thumb is 'TOFU', the index is 'A', the middle is 'C', the ring is 'MOFU', and the pinky is 'BOFU'. The background is a warm, out-of-focus orange-brown color.

The most important content on your marketing site must be helpful, informative, and/or actionable to these researchers.

Optimized content presents the right message at the right time.

A photograph of three people in a modern, open-plan office. A woman with blonde hair, wearing a blue and white checkered shirt, is leaning over a desk, smiling and looking at a computer screen. A woman with blonde hair and black-rimmed glasses is sitting at the desk, also smiling and looking at the screen. A man with a beard and a brown hat is sitting next to her, looking at the screen with a smile. The office has large windows, modern lighting, and other people working in the background. The text "design for visitors first" is overlaid in the center of the image.

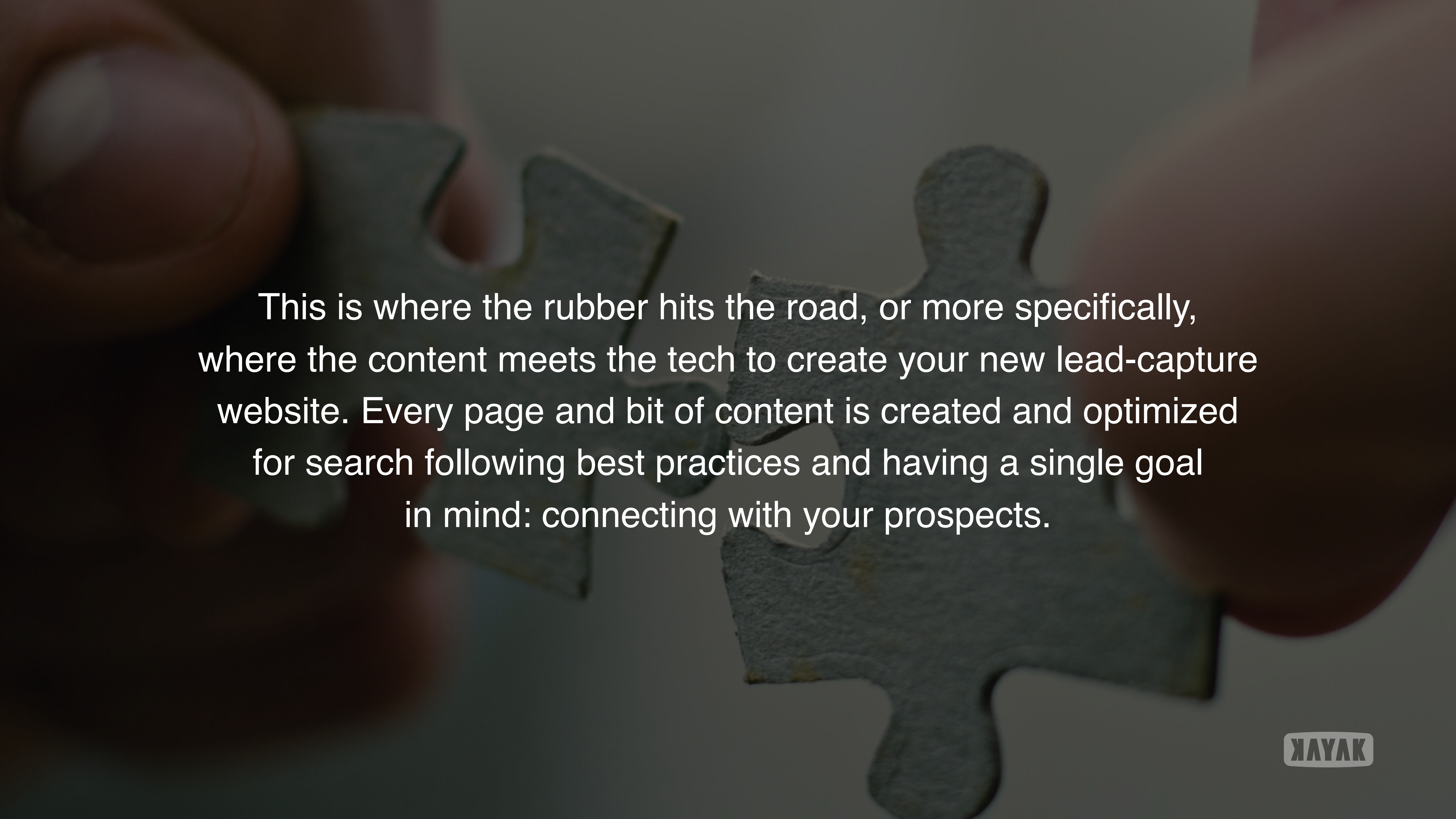
design for visitors first

A group of people in an office setting, smiling and looking at a computer screen. The image is dimmed to serve as a background for the text.


Designing websites based on a tiered hierarchy of information that resembles your organizational chart is outdated. Today's website visitors expect content and links to be contextually relevant, next steps to be obvious, and most important of all, valuable.

A close-up photograph of two hands holding two interlocking puzzle pieces. The hands are positioned on the left and right sides of the frame, with fingers visible. The puzzle pieces are a light grey color and are being held together, with their interlocking edges facing each other. The background is a soft, out-of-focus grey.


pulling all the pieces together

A close-up photograph of a hand placing a grey puzzle piece into a larger assembly of similar pieces. The background is dark and out of focus, emphasizing the action of fitting the piece together. The text is overlaid on the image in a clean, white, sans-serif font.

This is where the rubber hits the road, or more specifically, where the content meets the tech to create your new lead-capture website. Every page and bit of content is created and optimized for search following best practices and having a single goal in mind: connecting with your prospects.

A row of several wooden ducks, each painted with vibrant, abstract patterns in yellow, orange, green, and red. The ducks are arranged in a line, with the one in the foreground being the most prominent and in sharp focus. The background is a plain, light-colored surface.

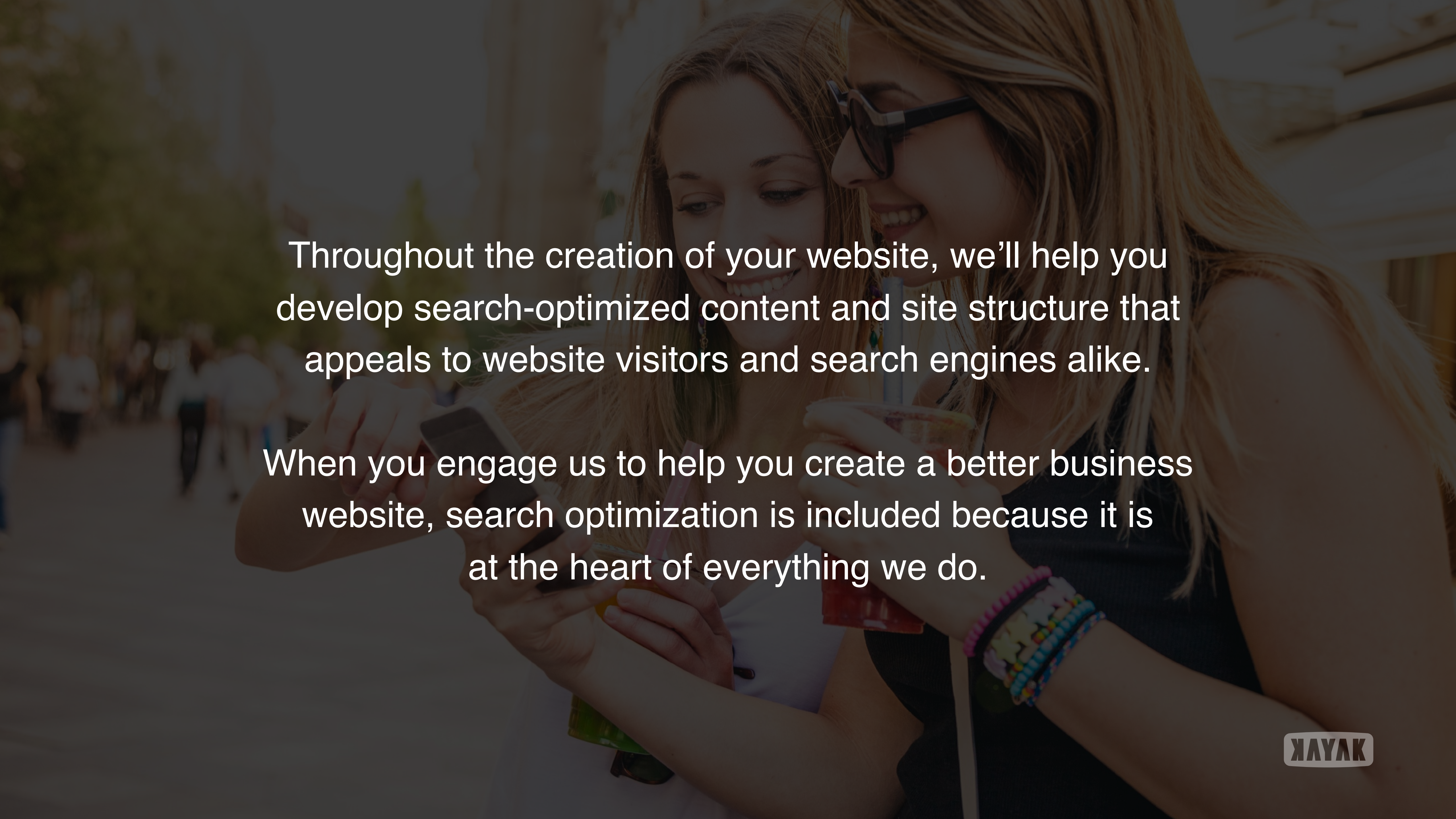
your ducks are in a row, let's get them quacking



Through an organized program, we share our knowledge and strategies around content creation, social engagement, search optimization, and other day-to-day online marketing activities. Because when you succeed, we have succeeded.

A photograph of two young women with long blonde hair walking on a city street. The woman on the left is holding a smartphone and looking at the screen, while the woman on the right, wearing sunglasses, looks on with a smile. They are both holding colorful drinks with straws. The background is a blurred city street with other pedestrians and buildings. The text 'optimize for search and searchers' is overlaid in white on the lower half of the image.

optimize for search and searchers

A background image showing two young women with long blonde hair, smiling and looking at a smartphone together. They are outdoors, possibly at a festival or event, with a blurred crowd in the background. The woman on the right is wearing sunglasses and a black top, while the woman on the left is wearing a white shirt. They are both holding drinks. The image has a dark overlay to make the text stand out.

Throughout the creation of your website, we'll help you develop search-optimized content and site structure that appeals to website visitors and search engines alike.

When you engage us to help you create a better business website, search optimization is included because it is at the heart of everything we do.

# Why not KAYAK?

Your inbound marketing partner.

[www.kayakonlinemarketing.com](http://www.kayakonlinemarketing.com)

