




We're here to help you attract your best prospects, build trust, and grow your business online.



A man with curly hair and glasses is looking at a laptop screen in an office setting. He is wearing a red patterned shirt over a blue shirt. The background is slightly blurred, showing office shelves and a desk with a pencil holder.

Ultimately, we don't just do more
for you, we put you in a position
to do more for yourself.

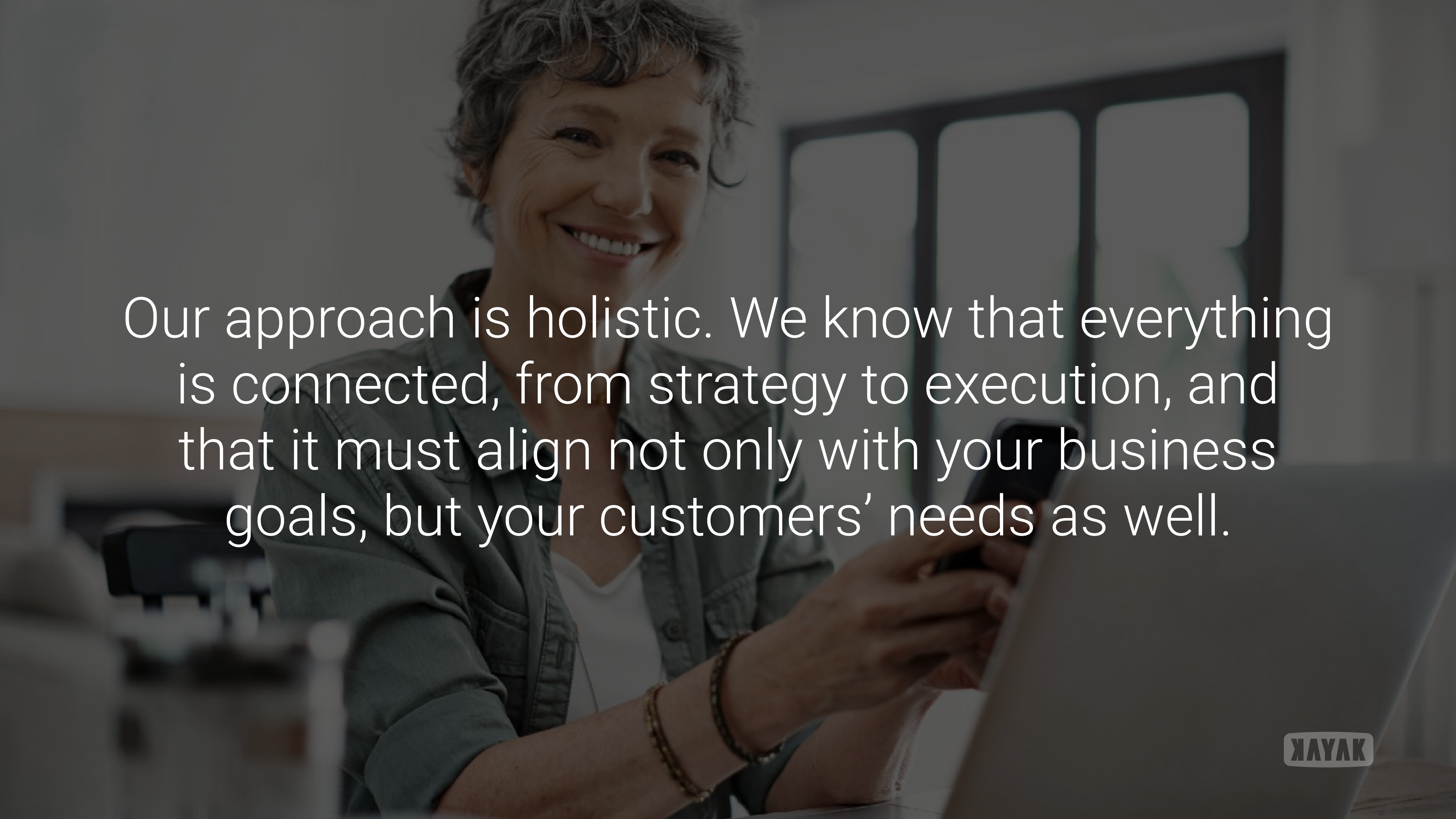
A man with curly hair and glasses is looking at a laptop screen in an office setting. He is wearing a red patterned shirt over a blue shirt. The background is slightly blurred, showing other people and office equipment. The text is overlaid on the image in a white, sans-serif font.

We take the time to show you what we are doing, coach you on our strategies, and empower you to participate in the process.

From discovery to delivery, KAYAK takes a holistic approach to online success.

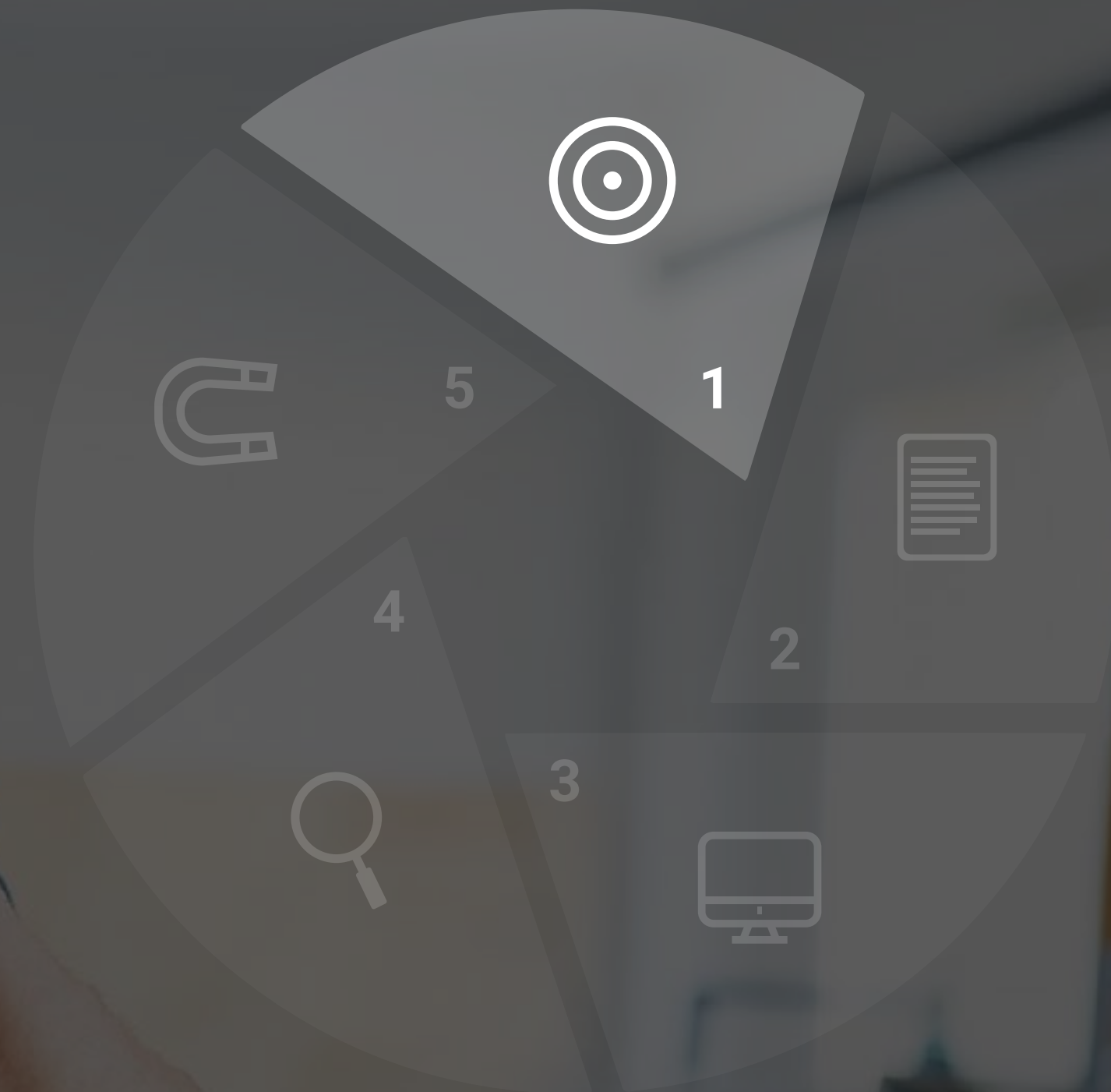


1. Marketing Strategy → 2. Creative → 3. Design & Development → 4. Search Optimization → 5. Activation

A woman with short, curly grey hair is smiling warmly at the camera. She is wearing a light-colored, button-down shirt over a white t-shirt. She is holding a black smartphone in her hands, looking down at it. The background is a blurred office environment with a window featuring a grid pattern. The overall image has a dark, semi-transparent overlay.

Our approach is holistic. We know that everything is connected, from strategy to execution, and that it must align not only with your business goals, but your customers' needs as well.

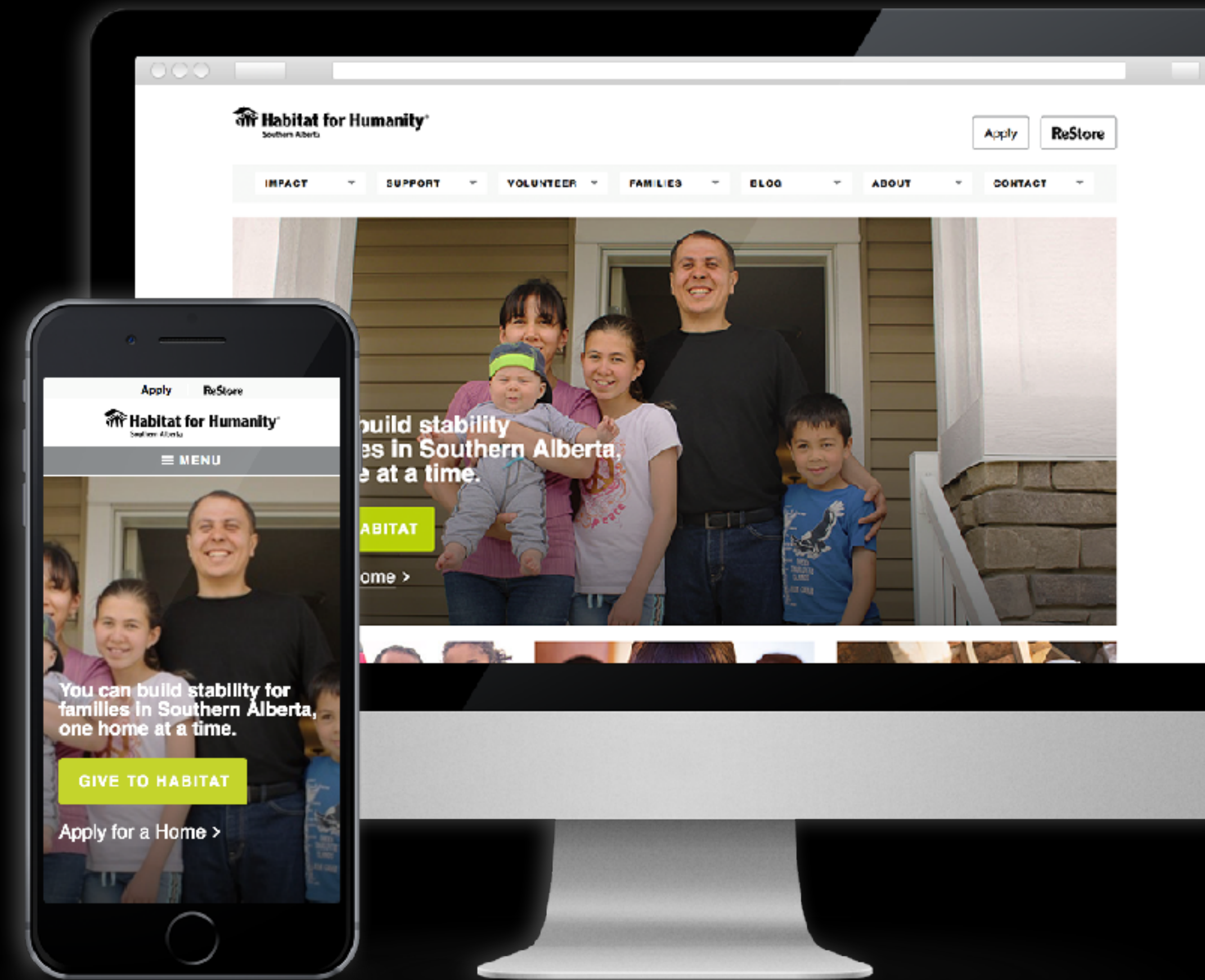
1. Marketing Strategy



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KAYAK helped Habitat Southern Alberta to refine the organization's messaging and improve communication. Then we created and deployed a pair of sites, one on HubSpot, and one on Wordpress.

To follow through, we've provided ongoing strategy and coaching.



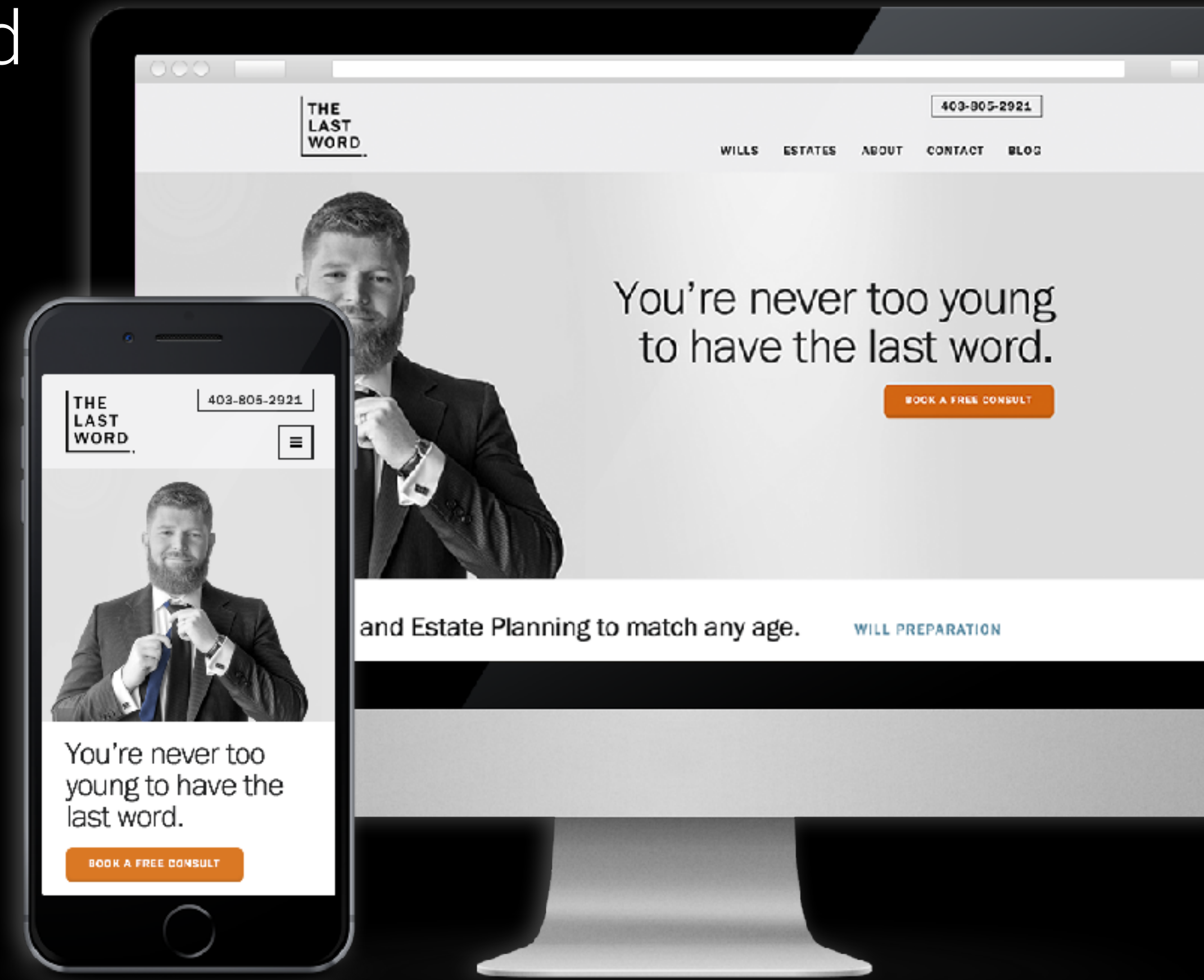
2. Creative Development



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KAYAK helped Wills and Estates lawyer Craig Tervit launch a new website talking to 20- and 30-somethings. His site needed to offer something the “older” sites didn’t: *personality*.

We made it fun and created a form tool to gather wills information along a timeline. Participants add life events to it and are rewarded with fun sayings like, “At 18 you can legally write a will in Alberta. And drink alcohol. Hopefully, not at the same time.” Messaging that aligns with the target market.

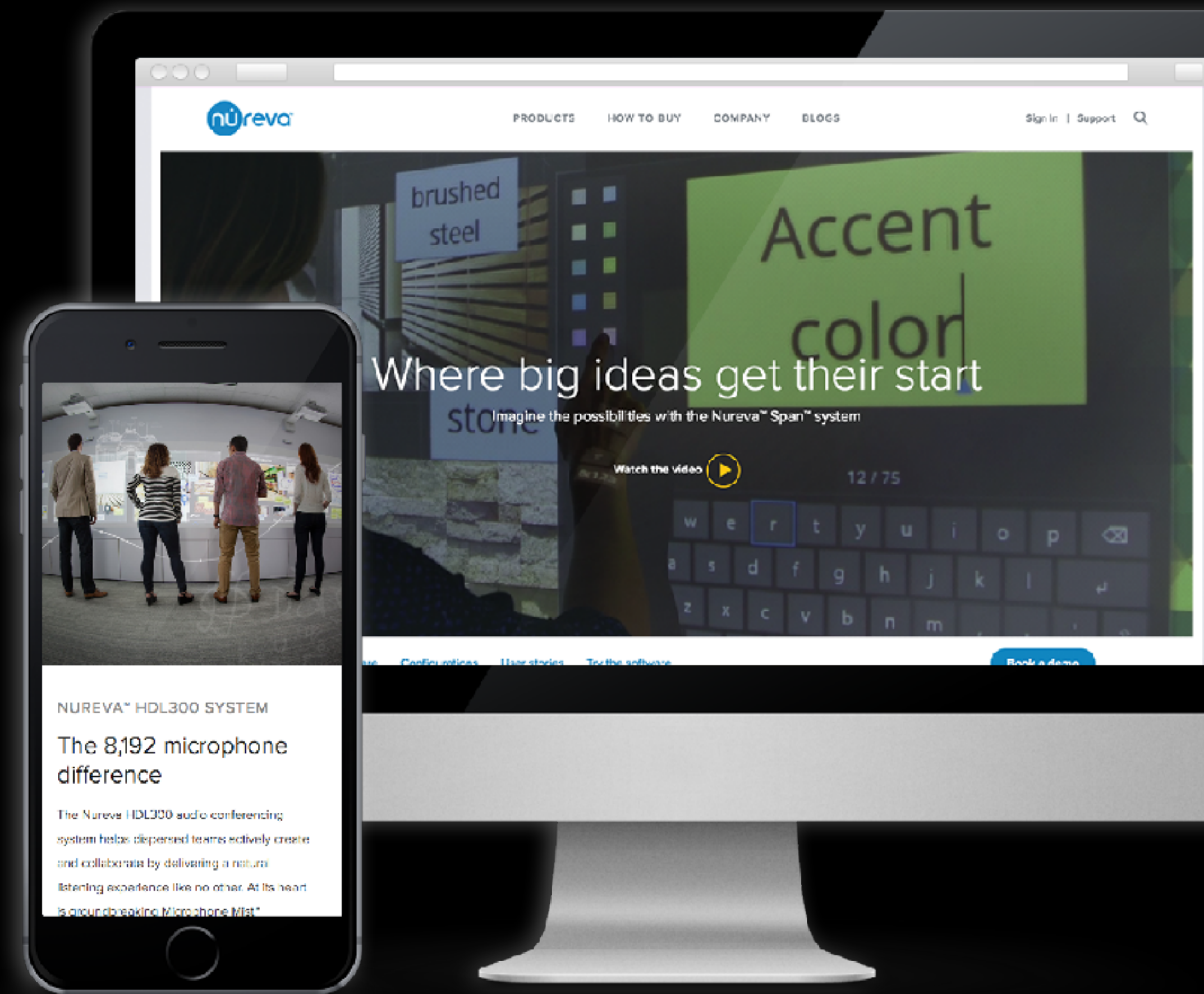


3. Website Design & Development

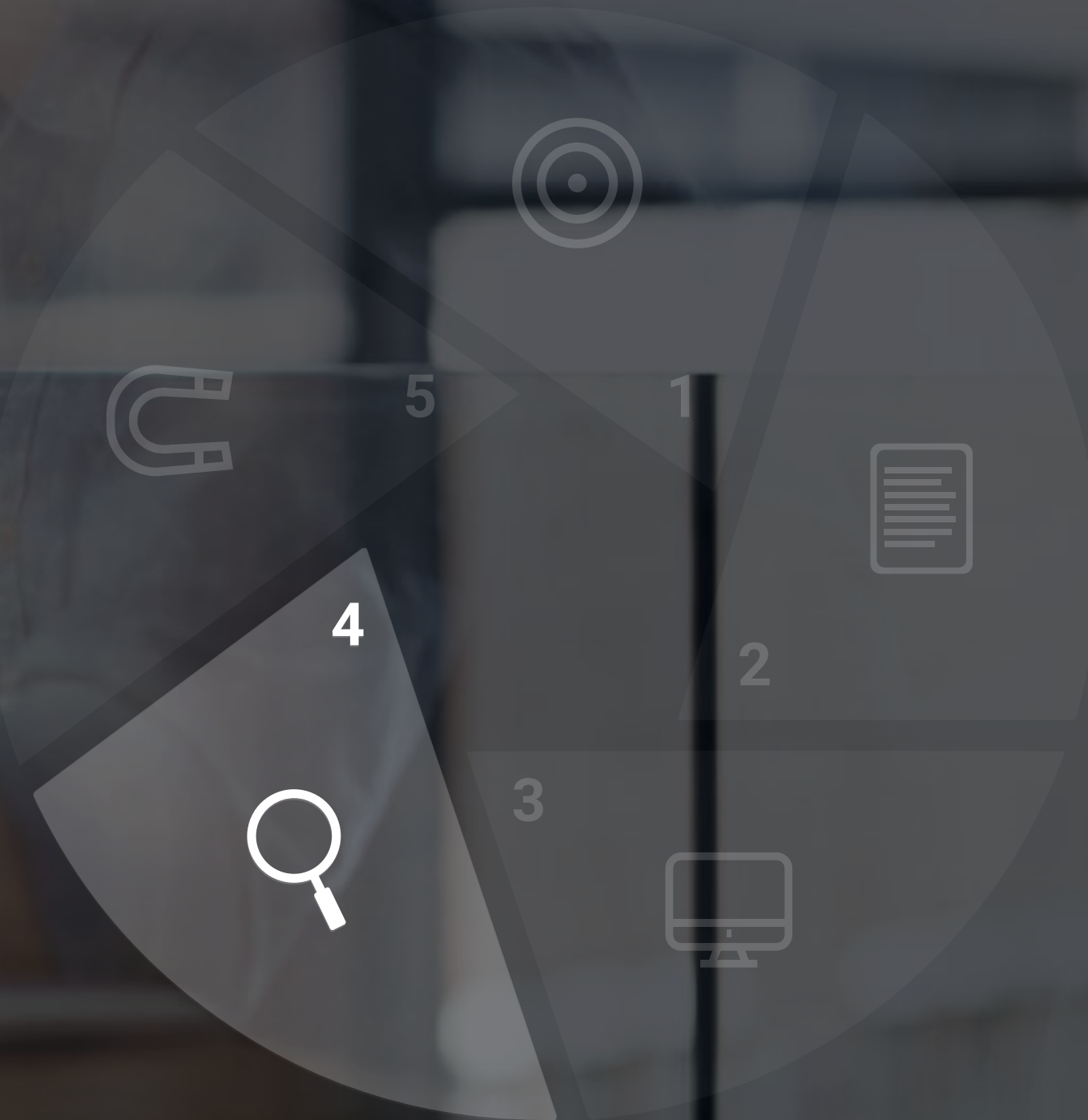
1. Marketing Strategy → 2. Creative → 3. Design & Development → 4. Search Optimization → 5. Activation



Nureva needed a site that could capture leads *and* look the part of a leading global technology company. So we built it. Nureva has an amazing content team working to activate the site and build on our foundational work.

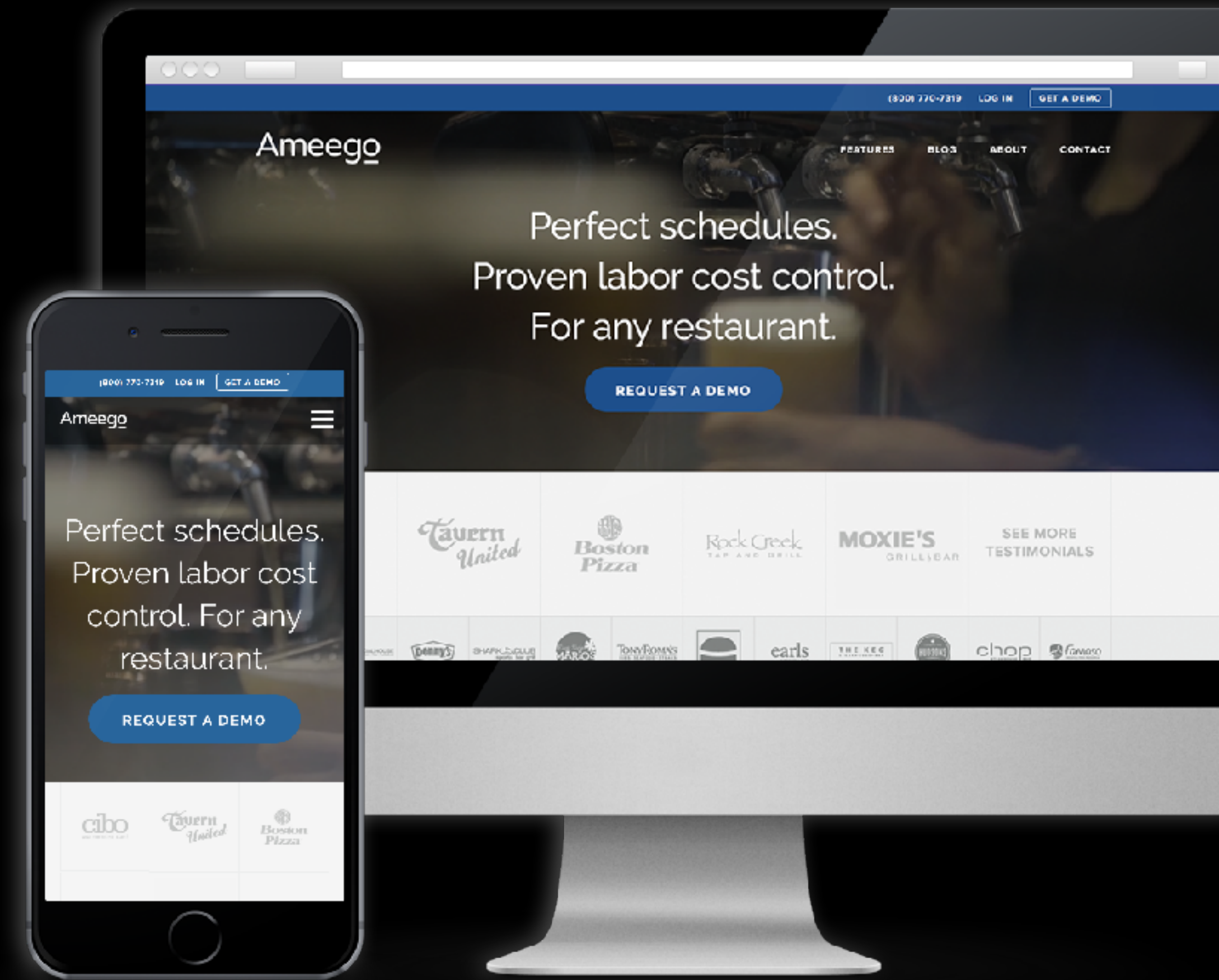


4. Search Optimization



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Restaurant scheduling software company Ameego came to us for website improvements. We all know how powerful testimonials can be. Ameego had them in spades, so we decided to showcase them in video format. The resulting time on page and multi-page views bolster search rankings. *And conversions.*



5. Website Activation



1. Marketing Strategy → 2. Creative → 3. Design & Development → 4. Search Optimization → 5. Activation

Having launched a new lead generation site for PolicyWorks, the team came to us to execute email campaigns. Results have been stellar, often 200% greater than industry averages. How do we do it? Easy-ish, *personalization*. Knowing your customer makes all the difference.



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A man and a woman in business attire are looking at a laptop on a balcony. The woman is covering her mouth with her hand, and the man is smiling. The background shows a cityscape.

Thank You

KAYAK

kayakonlinemarketing.com