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## **Three Star Fix Redesigns Vacation Rental Website for Portland Business Owner**

*--Site now modern, easier to navigate and more search engine friendly.*

PORTLAND, Oregon. Working with web developer Kevin Saelee of KProDesign ([www.kprodesign.com](http://www.kprodesign.com)), Three Star Fix (3SF) has redesigned a Vacation Rental website for local Portland businessman, small business advocate and entrepreneur Chuck Jones of Chuck Jones Properties, Inc. The new website launched in October 2008 and is can be seen online at [www.vacationsunorskirentals.com](http://www.vacationsunorskirentals.com).

To build the website, KProDesign used the latest web technology including XHTML, CSS, JavaScript, Action Script 2.0, Dreamweaver, Photoshop, and Flash programming. The Vacation Rental website was then submitted to the major search engines and various search engine marketing (SEM) and search engine optimization (SEO) techniques were implemented to increase website visibility, page visits and improve sales conversion (rentals bookings).

“This website is light-years away from the previous version in terms of search engine visibility, web standards and general usability.” said 3SF owner and Creative Director Steve Rawlinson. “Using the latest web tools and standards helps our clients grow and achieve ROI for their marketing efforts.”

**Three Star Fix** is an advertising agency based in Portland, Oregon. The firm offers both creative and strategic advertising solutions in advertising, public relations, marketing, event planning, direct mail, Internet/New Media and other communications channels. For more information, visit [www.threestarfix.com](http://www.threestarfix.com).

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