

# Spectrum Net Designs

CREATING WEB SOLUTIONS

*Serving you by creating web solutions for over 20 years.*

November | 2020

---

**1 Chronicles 16:34** "O give thanks unto the Lord; for he is good; for his mercy endureth for ever."

---

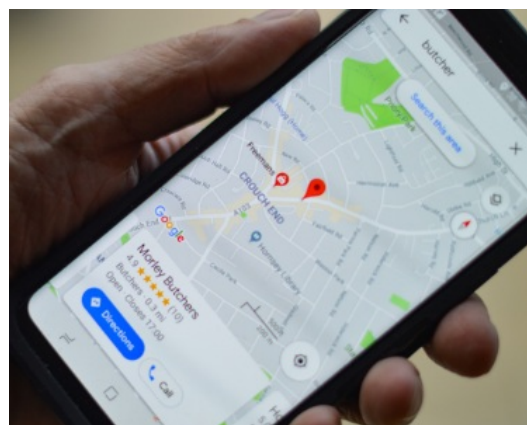


## Prep Your SEO for the Holiday Season!

We know it might sound early to be thinking about Christmas, but search engine optimization is all about being proactive! You will want to make sure that all of your company information is up to date and ready for online shoppers to find you! Here are just a few things that we would recommend you do to make sure that you are set for the holiday shopping rush:

### Check Your Google Listing

If you haven't recently checked in on your Google listing, take a minute to make sure that your address is correct, you have updated holiday hours, and your website is properly linked. After all, if people can't find you they can't shop from you!



---

### Review Your Social Media

Similarly to your Google listing, go



through your social media bios, profile pictures, and contact information to make sure it's all updated. Create content to post out reminding followers about holiday shopping and spend some time engaging with other users and businesses to show that you are an active account!

---

## Focus On Your Keywords

It can take time for Google to process new content on your pages, so you will want to add in any keywords you're looking to rank for early on in the holiday season. Besides adding keywords to main pages, try writing a blog or creating gift guides that are relevant for your business.



## Website Updates

Have you been struggling with your e-commerce platform? Been meaning to update your online product offerings? Need to switch out graphics on your main page? Now is a great time to make sure that your website is up to date so you can provide shoppers the best user experience possible!

[Learn More About Our SEO Services](#)

## Need An E-Commerce Site?

Haven't had the chance to build a website for your business yet? Here is your chance! We offer a variety of web design services so your shop can be up and running for the holidays.

[Learn more about our web design...](#)





## Need Some Help With Your Holiday Social Media?

[CONTACT US TODAY!](#)

### In Case You Missed It!



#### **Utilizing Social Media For Your Small Business**

Small businesses have a huge opportunity to utilize social media to connect with customers and build their brand. However, many companies struggle to define their online presence and will often put social media marketing on the back burner. This needs to change! Small



#### **How Does A Mobile Responsive Website Affect User Experience?**

Mobile Responsive Web Design is a fairly simple idea, but not as simple of an idea to bring to fruition. A mobile responsive website is a website that is designed to adjust certain aspects or elements of the web page based on the device that is

businesses need to start taking advantage of social media to discover all that it can do for them.

[\*Read More\*](#)

being used. These elements mainly include text, images, and buttons but truly carry across the board to all parts and pieces of your site.

[\*Read More\*](#)



[www.spectrumnetdesigns.com](http://www.spectrumnetdesigns.com) | 866-773-2638 | [info@spectrumnetdesigns.com](mailto:info@spectrumnetdesigns.com)