

December | 2020

Proverbs 23:17-18 *"Do not let your heart envy sinners, but always be zealous for the fear of the Lord. There is surely a future hope for you, and your hope will not be cut off."*



Happy New Year from Spectrum Net Designs

Everyone, we made it! We have gotten through 2020 and we think that's a great reason to set off some confetti! While this year has had its ups and downs, we know that we have been able to grow stronger through it all. And now we get to look to the future and anticipate what 2021 will bring! We are excited for the conversations we will have with clients and the projects that are to come! Happy New Year from all of us here at Spectrum Net Designs!

Time To Set Some Resolutions:

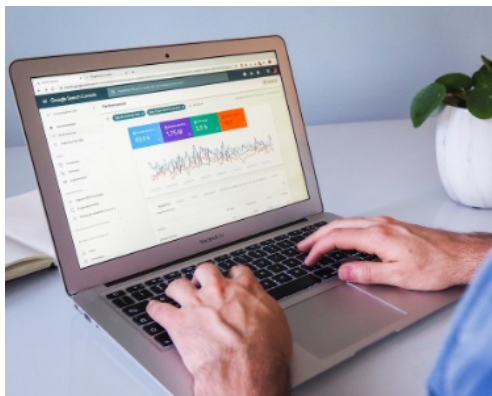
Doesn't everyone love a good resolution? The New Year is a time to start fresh, to look back and see what you have accomplished in the past 12 months and to think about what you want to do in the next year, both personally and professionally. This week we are recommending several tangible resolutions you can pick from to help grow your business in 2021!

Build Up Your Social Media Presence

- Spend 15 minutes a day engaging with other pages and interacting with your followers.
- Increase the number of times you post

every week - even if it's just once more than usual!

- Try using Facebook and Instagram Live.
- Find a way to incorporate user generated content.



Focus On Your SEO

- Evaluate your website. Do any pages have redundant information that could be deleted?
- Pick 5 high volume key words and phrases to implement on your website.
- Check in with Google Search Console at least once a month for site issues.
- Use Google Analytics to see which of your pages have the highest traffic and make sure they are pristine.

Create More Content

- Keep a list of blog ideas saved so you don't have to spend time coming up with an idea when it's time to start writing.
- Update 3 blog posts from 2020 that had a lot of traffic and re-publish them throughout 2021.
- Ask your customers what questions they have about your company or products and answer them on your blog.
- Make sure to read 1 article a week related to your industry to stay up to date and to get ideas for your own blog.



New Year New Design?

Thinking that you want to ring in 2021 with a fresh new website? You've come to the right place! We can help you refresh your site or do a complete redesign to help re-brand your company. Contact us today!

[Learn more about our website design services...](#)



Need A Helping Hand With Your Resolutions?

WE'VE GOT YOUR BACK

In Case You Missed It!



4 Things You Can Do Today For Your Marketing Strategy

So many articles about developing and maintaining your marketing strategy focus on big picture and long-term plans. But sometimes you a) want to do something tangible NOW b) only have a few minutes or c) lack inspiration to start. We all find ourselves in that position every now and again. So here are four things you can do today in less than 5 minutes to jump start your motivation!

[Read More](#)



How Often Should You Post To Your Blog?

Blogs are a great way to increase traffic to your website while providing valuable information to your customers about your company, products, or industry in general. One thing that is commonly discussed when it comes to blogging is how often you should be posting. You want to optimize for maximum exposure and traffic in order to get the most out of your content marketing.

[Read More](#)



