

December | 2021

John 3:16: *“For God so loved the world that he gave his one and only son, that whoever believes in him shall not perish but have eternal life.”*



Spectrum Net Designs Wishes You a Merry Christmas!

Everyone at Spectrum Net Designs wants to wish you a Happy Holidays and a prosperous New Year. We want to thank you for helping us make this year so great. We have so much to celebrate this year and we understand that each and every one of you has contributed to that- we are so thankful for all of you who have continued to trust us with your auction software, websites, and marketing needs. You continue to make us who we are. We are excited for what the new year will bring for your business and ours and can't wait to continue to serve you the best that we can!

From ours to yours, Happy Holidays!

How to Help Optimize Your Website for the Holidays

It's not too late to get your website in the mood for holiday cheer. The holidays are a great time to freshen up your website for any newcomers and create a fun look for your faithful and returning visitors.

Decorate your website with some Christmas cheer

This is a fun way to showcase the more fun side of your business. Change out your main images or banners for something a little more festive. Add in some snow, Christmas trees, or ornaments to spice up the appearance of your website and give your visitors a little boost.

Optimize your site speed

This is one of the biggest ways you can optimize your website during the busy season. High site speed is an instant and easy way to lose your website visitors. Overall, a good goal for most websites is to keep your average site speed load time at or under 3 seconds.

Keep or Make your Website as Mobile Friendly as Possible



The holidays are a busy time for everyone which means that more and more people are utilizing mobile devices to order gifts and do all of their business. You have lots of people traveling to see family or spending the day out and about as they try to find their last-minute gifts. Don't miss the opportunity for your website to be seen and to be seen well via a mobile device. Check your mobile usability and make sure that all of your pages are either mobile responsive or mobile-friendly, both of which will help your customers browse your site

whenever and wherever they are.

Ramp Up Your Website Security

The holidays are a big-time for hackers to take advantage of a poorly secured site, so don't let your website be one of them. If your company has a network administrator or someone who handles all of your IT matters, make sure that you talk with them about what ways you are keeping your security on high alert this season.

Is Your Social Media Marketing Increasing Traffic to Your Website?

If you are not noticing more traffic being directed to your website through your social media advertising, there is a problem! There are many benefits to advertising on the most popular social media platforms, and one of them is detailed targeting. We can target your exact customer and people who are just like them and follow them all over the web, with YOUR specific opportunity!

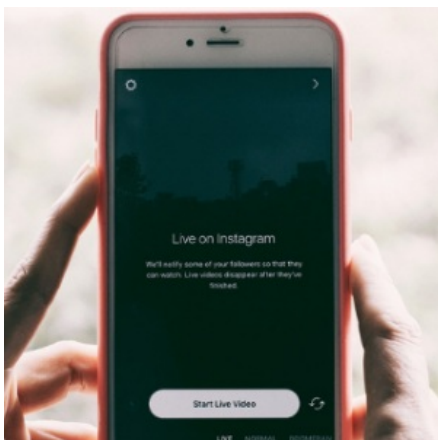
Learn more about our [social media marketing](#) and the various ways we can improve your marketing ROI.



Let's Go Digital!

SCHEDULE A QUICK CALL

In Case You Missed It!



How to Get My Engagement on Your Social Media Posts

Have you ever thought about how you can post so often with



How to Create a Landing Page for Your Business

A landing page is a frequently used marketing term for the first

seemingly good content, but people just aren't engaging with it? Many companies would love more engagement around their social media posts but don't understand how it works or stuck in an old strategy. Algorithms are tough to maneuver around given they're forever being tweaked, sometimes without notice. Your social media engagement always has the opportunity to be improved, there is no maximum engagement level that one can obtain. The more engaged your audience is with your brand, the more that other people will see your posts and the better you'll achieve your social media objectives.

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page a user lands on when they click on a link from an external source, such as an advertisement or SERP listing. They click the link, and it will take them to a specifically created page with the intent of getting them to take an action. The main objective for any business is to get their online users to then make a conversion, such as purchasing a product or filling out an enquiry form.

A landing page should grab the users' attention and be easy to navigate. It needs to encourage and tell the visitor exactly what they should do next and allow the call-to-action to be very obvious.

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