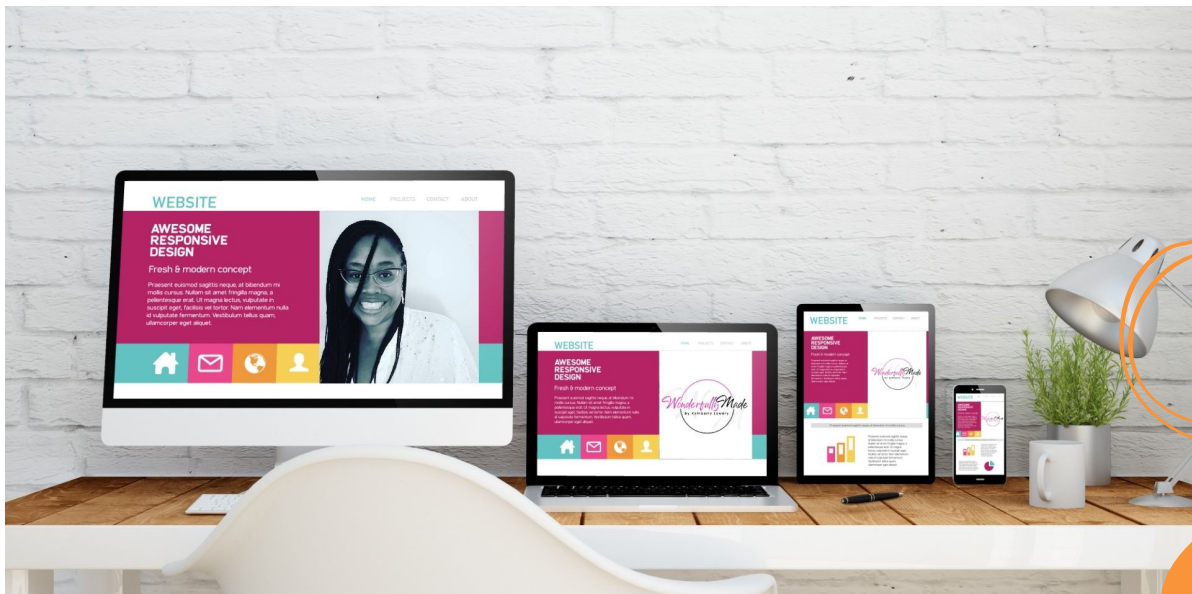


THE ULTIMATE HOLIDAY SUCCESS GUIDE

10 TIPS TO MAKE YOUR WEBSITE
WORK FOR YOU



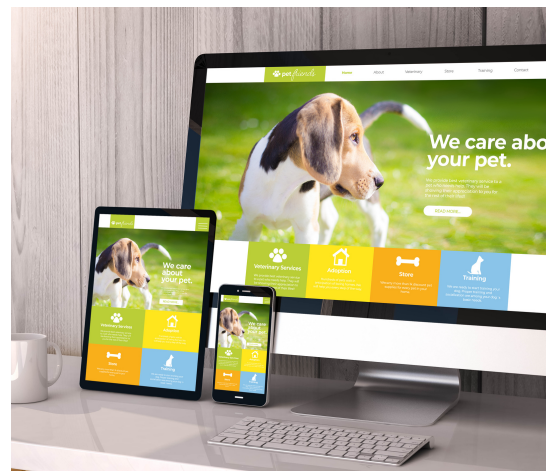
SUCCESS

INSIGHTS

Wow! Can you believe it?

The holidays are here and 2021 is right around the corner. Black Friday is the biggest shopping day of the year. With the pandemic, people will be all over the web looking for items to purchase.

There are a million ways you can make your website work for you during the holidays. Your website does not have to be a total time-suck or source of frustration.



Is your business ready for the increased traffic?

Have you set up your Black Friday and Cyber Week sales?

Is your website ready for holiday success?

In this guide there are 10 tips and tricks to ensure that your website will generate the leads and sales you are looking for during the holidays.

SUCCESS

HIGHLIGHTS

In this guide there are 10 tips and tricks to ensure that your website will generate the leads and sales you are looking for during the holidays.



01

RESPONSIVE DESIGN



04

SEARCH ENGINE OPTIMIZATION



07

DRESS IT UP



10

GET SOCIAL

01

RESPONSIVE DESIGN

Check out how your website displays on multiple devices. Not just the computer and the cell phone. iPads, tablets and smaller computers should be checked as well. It is important that the user have a seamless experience on any device they use to access your website,

02

PAGE LOAD SPEED

Ever visited a website (or at least attempted to) and just sat their waiting for the pages to load? Don't let this happen to your clients/customers. Help them get to exactly what they need quickly and with the least steps possible.

03

MOBILE OPTIMIZATION

Remember when I mentioned that your website needed to have a responsive design. 99% of people visit websites from their mobile device. You have to make sure that images, text and layout improve the user experience.

04

UPDATED SEO

Search Engine Optimization is crucial to holiday success. In order for people to locate you through a search, you have to have the right keywords in place and the correct website layout. I suggest hiring an SEO expert to ensure it's done right.

05

CATCHY COPY/CONTENT

Want people to stop in their tracks and tap that buy button? It can be done. Create eye catching copy (text) on your site that describes the problem your business solves for your client/customer.



06

IMPROVE NAVIGATION

Let's keep it simple. Make it easy for your potential clients and customers to find what they have come to your site looking for. Create clear Call To Action buttons that will direct clients/customers to featured items.

07

MAKE YOUR SITE FESTIVE

Yes, it is the holidays. This is the time of year when we like to decorate things. Get festive. Update your site so that it has holiday colors, enticing holiday images. Draw your customers in and make them want to shop with you because it is the holidays.

08

GET TESTIMONIALS

This comes in two parts. Share the wonderful things that people have said about your business and/or products on your website. Also, give people a place where they can leave a review. This builds trustworthiness on the web.

09

FEATURES FEATURES FEATURES

Make sure that the features you use on your website help to generate business not drive potential clients/customers away. Make it easy for clients to schedule a call. Ensure that customers checkout process is easy. Any features utilized in these processes must make things easier.

10

GET ACTIVE ON SOCIAL

You must be wondering what being active on social means for your website. Social media is another way to provide visibility for your website and drive traffic. Also, think about integrating your social media feed into your website design.





NEXT STEPS

Thank you so much for taking the time to read this Holiday Success Guide. As a small business owner, I understand how important it is to keep your business going throughout the holidays. Especially this year with the pandemic starring us in the face. With a few simple changes, you can ensure that your website is not a hinderance to your business, it is a help!

Just a little about me, my name is Kymberly Lowery and I am the SHE-E-O of Wonderfully Made. Wonderfully Made is a web design and branding agency that specializes in working with small business owners and entrepreneurs. We help e-commerce businesses, coaches and fitness experts to build their brand and showcase it on their own little piece of digital real estate.

Not sure if your website is ready for the holidays?

Want to learn more on how you can improve your website?

Want information that is tailored to your website?

Click the link below to sign-up for your Website Audit!

Learn everything you need to know about your website and how to make it better!

I WANT MY AUDIT!