



# Optimise your website for Christmas

Join the webinar  
**16<sup>th</sup> December, 11am**



SKILLS FOR TOMORROW

SMALL  
BUSINESS  
BRITAIN

# So why are you here?

Mark Tomkins, Creative Director & Founder of Aubergine, a multi award-winning web agency, with over 30 years in the web sector, he'll provide guidance, tips and dispel myths believed will help boost Google search results and help website owners understand what they should stop doing and what they should be doing to help improve the web visibility and a good user experience - which will lead to more enquiries & engagement especially at busy times like Christmas.

We'll call it the **12 days to optimise your website for Christmas**  
*(we'll ignore the fact there are only 9 left)*



*Aubergine*<sup>®</sup>



## 1. Opening Hours

Display Christmas and New Year opening hours on the **website** and **social media channels**.

Do a **social post** to remind people of the opening times.

**Pin that post** to the top of your channel - you can do that on Twitter, Facebook at Instagram.

## 2. Pre-Christmas offers

Remove **pre-Christmas offers and banners/graphics** on the website in good time or promptly after Christmas. Especially if there are **vouchers and discounts** - make sure those **discounts are disabled** too.

## 3. Website emails & system configuration

Make sure the email wording also shows the Christmas & new year opening times on the website emails.

Ensure any page titles & meta descriptions/Christmas-specific pages are removed or changed - either remove them or replace the content.

If you choose to remove the page, you need to 301 redirect that URL to somewhere else or Google will see a 404. Use a redirection plugin if your website is Wordpress.

# Tip #1

***Stock levels*** - if you run an ecommerce website - check the stock levels on the website actually reflect what you have in stock. Customer frustration of seeing something in stock, buying and then getting an email saying it was out of stock goes to 11 on the dial and you are unlikely to recover from that. Display a note to allow people to place a back-order. WooCommerce has this function already.

## 4. Set a date

Set a date (post-Christmas or new year) when you **remove all Christmas content, offers and wordings** from your website and system emails. Nothing looks more terrible than to get 'pre-Christmas' notices of delivery delays and offers when it's the 3rd January.

## 5. Planning

Start planning what the **website messages and graphics** are going to be when you **remove your Christmas content**. If you haven't got a **marketing plan & strategy** already - now is the time to make one! Even setting out a **rough plan of what to promote each month** and what the wording will be on what channel really helps you stay organised.

## 6. Email signatures

Add an **email signature reminder of your opening times** over Christmas/New year. If you aren't open at all, make sure the wording reflects that but it might be worth you **consider how to handle enquiries** in that time. **Respond? Wait?** Ask someone else to handle it.

You can either do this in your Outlook or if you use the Gmail interface you can do it there.

**Don't forget mobile signatures** - if you have your business email on your phone and use that to reply to customers, don't forget to **edit the signature on your phone**, too. It'll be a little more limited in character length but well worth adding any closure times.

## Tip #2

**Contact forms** – check them all. On the phone and PC – make sure you get the submissions!  
*Otherwise January will be quieter than you may wish.*

## 7. Customer Support

If your business provides any form of support to your customers, make sure that info is on the website setting out how people contact you over any closure period. And make sure any relevant team members know, too.

## 8. Be prepared

Switch the Christmas content over on Christmas Eve! Nobody is going to be buying online from you by then - and it's a really quick thing to do and means you don't forget or need to remember when you re-open. *Christmas still in April??*

## 9. Google & Search

Christmas and any opening & closure times are very short-term content so you don't need to do anything in relation to Google Search stuff.  
BUT.....

## Tip #3

***Being a little prepared*** – even if you just write it down on a calendar reminder or you go to town and write out a full Excel spreadsheet for the marketing plan – write down the sorts of things you want to promote and set them against each month as a starting point. If you add a monthly or bi-weekly calendar reminder it'll be that nagging marketing boss you need to do it.

***The marketing flywheel DOES pay you back.***



## 10- Google my Business

Log in to your Google My Business profile and update your opening times in there over Christmas/New Year as those details will display on searches and Google Maps. Setting the opening times - removing any offers - give the image library a bit of a refresh while you are there. These will get displayed when people search, particularly on local searches. If you aren't using it, take this time to set it up!

# Google My Business

Logo & photo gallery

Reviews

Key service  
description

Details

Edit your business (if claimed) or  
Own this business? Claim it.

The screenshot shows a Google My Business profile for 'Aubergine'. At the top left is the 'Aubergine' logo with a 'See photos' button. To the right is a map showing the location in Leighton Buzzard, with a 'See outside' button below it. The business name 'Aubergine' is prominently displayed. Below the name are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 5.0 star rating from 101 Google reviews. The business is described as a 'Website designer in Leighton Buzzard, England'. A blue checkmark icon indicates 'You manage this Business Profile'. The address is '12 Church Square, Leighton Buzzard LU7 1AE'. The hours are 'Open · Closes 5PM'. The phone number is '01525 373020'. At the bottom, there are links for 'Edit your business information', 'Add missing information', and 'Add appointment link'.

# 11.

## Reviews

Reviews - lots of traffic for most - make use of that - ensure to grab your Google Review link from in your Google My Business account and send it out to customers - if you don't ask, you won't get. Your email wording should be along the lines of *'Customer service and experience is at the heart of what we do and it would mean a lot to us all if you could share your experience of buying from us/working with us by leaving a review - here's the link.'*

Make sure you respond to that review on GMB as soon as they place it.

**Plan for 2022 and have Google Reviews as part of your offboarding or post-sales process** with your customers - Google Reviews are mightily powerful in supporting local searches as well as national ones.

## 12. Offer, discount and newsletter pop ups

Consider making 2022 the year you remove overlays and pop ups from your website.

Move the signup process to a more relevant place on your website.

Think about it - these pop ups appear when you first land on the website.

**Why would someone sign up to a newsletter before they have even looked around the website to see if they like you?**

No different to the shop assistant rugby tackling you the moment you open the shop door.

**Think smarter** - place it in a **more relevant place** on the website - such as on **specific product pages** and label the newsletter sign up panel with something that relates to getting news and info on xxx products or services.

**Google analytics tells us** that homepage newsletter pop ups and 'discount code overlays' that appear after a few seconds are singularly the most annoying thing to users - why would you annoy your potential customer before they have bought anything?

Those pop ups are about **YOU** (you want the person's data) - and not about the customer. **Make the experience about them.**

## Tip #4

*2022 needs to be about putting yourself in the mind of a customer –  
**BE that customer** - what would YOU want (and not want.)*

**Reputation**



**Influence**



**Credibility**



It's called the **Fundamental Digital Trinity** of online promotion.



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**Thank you and wishing you all a very Happy  
Christmas and a successful 2022.**