





WEBSITE OPTIMIZATION ON VALENTINE'S DAY



Valentine's Day is the first big campaign of the year for brands. How can digital marketers take advantage of it and reach their target audience?


THINK OF A WIDER AUDIENCE



Planning for an effective campaign should start with an analysis of the target audience. It has been observed that the recipients of a Valentine's Day gift go beyond romantic partners, with more than half of adult Americans identifying themselves as single. This does not stop them from celebrating the occasion with family, friends, co-workers, or pets.


PICK THE RIGHT KEYWORDS

The right use of keywords depends on a proper understanding of your target users. As we've seen, gifts go beyond husbands and wives, with friends coming second in the searches for Valentine's Day on Bing.



business consultant industry management qualifications development corporate organization growth strategy information technology results projects teams plan ideas goals winwin success leadership womanpower synergy mentoring coaching training learning skills teamwork mission partnership

PICK THE RIGHT TIMING



Valentine's Day is an occasion of short planning and quick turnaround, with 46% of searches and shopping taking place in early February. Only 23% of shopping occurs in January, while 10% takes place on the day before the occasion.

This brings out a great opportunity for marketers who are present at the right time, just when the searches and clicks increase.


HOW TO OPTIMISE SEARCH FOR VALENTINE'S DAY

It has been observed that the use of desktop and mobile devices is almost equal in Valentine's Day searches, which means that mobile optimisation is crucial.

48% of all Bing searches for Valentine's Day in 2016 were performed on a mobile device, up 8 percentage points from 2015.



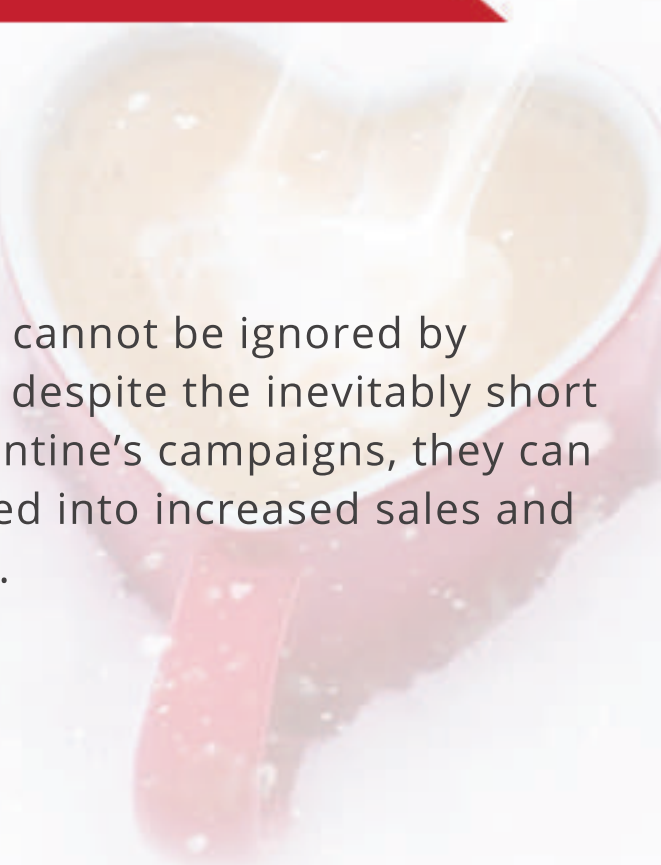
THE POWER OF MOBILE



As mobile search keeps increasing, marketers need to improve their mobile ads to ensure that they drive the desired engagement.

Multiple extensions tend to be more effective, with site link extensions, location extensions, and call extensions leading to higher click-through rates.

OVERVIEW



Valentine's Day cannot be ignored by marketers, and despite the inevitably short lifespan of Valentine's campaigns, they can still be converted into increased sales and new customers.



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<https://searchenginewatch.com/2017/02/06/valentines-day-insights-for-digital-marketers/>

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