5 Ways to Get More Customers on Cyber Monday

1 - Create dedicated landing pages

If you're tech-savvy enough, you can create targeted landing pages for Cyber Monday as well as Black Friday. If you maintain these pages throughout the year, they can dominate the search results for your brand when the time comes. To maintain the website, update it a couple of times a year.

2 - Optimize images on your webpage

Optimizing images on your website can help search engines and customers discover your holiday content easier.

You should focus your keywords not just on Cyber Monday, but on Black Friday and Thanksgiving Day as well.

3 - Use a mobile-friendly website

In recent years, there has been a major increase in the number of people purchasing through a mobile device during holiday sales.

In fact, mobile transactions now outpace purchases made from traditional computers.

Even people shopping in physical locations may be checking out your business's website to make sure they are getting the best deal possible.

4 - Develop holiday keywords

To fully take advantage of the holiday, you should strategize targeting keywords that relate to the occasion you are optimizing for.

When adding these keywords, think about what you would type into Google to find what you are looking for. For example, if you are a handbag store, your key phrase could be "leather purse Cyber Monday."

5 - Take advantage of social media

One of the best ways to advertise deals and communicate with potential customers is through social media. Make sure you have predetermined messages scheduled to go out on your business's social media throughout the day. Doing this is especially important if you have promotions that are only happening during certain times of the day.

If you get to work early on promoting your Cyber Monday sales using SEO best practices, you will be able to compete with other brands and businesses in your industry during the upcoming holiday sale season.

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