

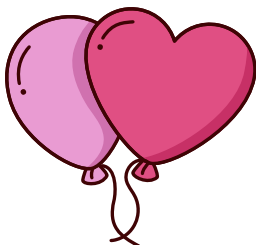


February 2021

Call for More Information: (800) 449-7250

# MARKETING TIPS FOR FEBRUARY

Written by Web Rocket Media



## 1. Take a stance.

People want to know who a brand is before they support them, and taking stances on social issues is a good way to tell people who you are. February is Black History Month, National Women Inventors Month, American Heart Month, Cancer Prevention Month, and LGBT History Month; there are stances linked to these different holidays that a brand can take to help their audience learn more about them.

## 2. Social media contest.

With Valentine's Day this month, you can run a contest on social media for a prize for two or a prize for a single person to celebrate self-love. This will also help you get more user-generated content, which is excellent for marketing.

## 3. Customer appreciation.

This is a good time of year to show your customers that you appreciate them. Run an email campaign sending them special offers to show your appreciation for your customers.

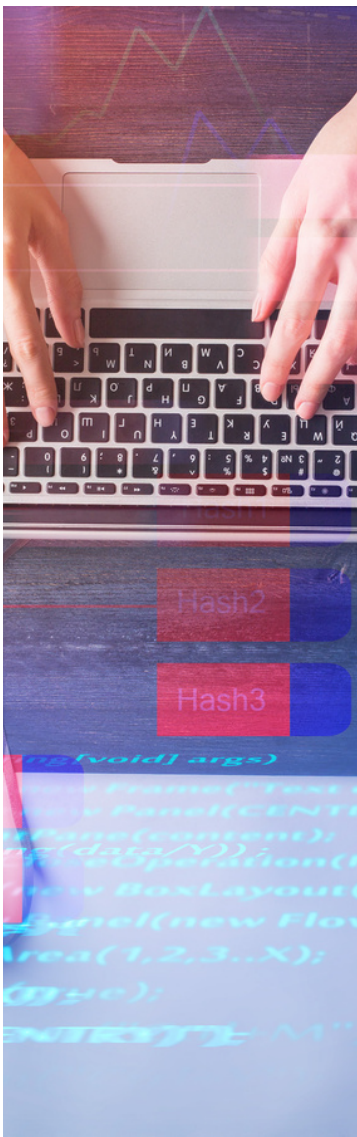
# THE LATEST GOOGLE ALGORITHM UPDATE

Google had two small algorithm updates in January. On January 7, there were numerous reports of rankings fluctuating and shifts in organic search rankings. Several sites saw large drops in their traffic overnight. It is currently unclear if this is linked to the December 2020 core update or if this is something else. The SEO community also saw indications of a small algorithm update on January 26 that showed some changes in traffic, and the speed of index crawling seemed to slow down. Google also made two changes to Search Console in January. They launched Google News performance reporting in order to help news publishers understand user behavior on Google News. With this, they can now access reports of their performance in the Search Console to view how many times their articles have appeared, which articles perform better than others, and even user behavior in other countries. Google also added an Index Coverage report to its Search Console that shows the indexing state of every URL Google has visited or tried to visit on your website. If you have a large website, this can be a helpful tool to optimize your website better.

# BLOGGING

Blogging is an important part of any content marketing strategy. Take a look at these statistics on blogging and content marketing:

- 53% of marketers make blogging their top priority in content marketing.
- If you have a blog, you can get approximately 67% more leads per month.
- 72% of marketers consider quality creation the most effective tactic for SEO.



## FEATURED BLOG POST

Our featured blog post for this month is "How Does Browser Caching Affect Web Design?" "Whether you're a complete novice in the realm of web design or a seasoned professional, you may be overlooking a key element that can take your websites to the next level. Have you ever heard of browser caching and wondered, what the heck is that and how does it affect my web design? If so, you're not alone! Browser caching is a data storage function that can tremendously improve website performance, yet many designers fail to take advantage of its benefits. There are a few simple reasons why browser caching affects your web design and how you can use it in your favor." [Read more](#)



Tune in to our weekly podcast, [A Breath of Fresh Marketing](#), where host **Melissa Psudakis** chats with some exciting guests and brings some fun to the world of marketing.

Recently, Melissa talked with **Geri Maroney**, a proud cancer survivor and author. Geri discusses her battle with cancer and her subsequent book, *The Beautiful Lady*, and her brand, **Big and Brave!**



# MARKETING INSPIRATION OF THE WEEK



"Marketing is no longer about the stuff that you make, but about the stories you tell."  
– Seth Godin

# BEHOLD: THE DIGITAL MARKETING EVOLUTION OF 2020

The world of digital marketing changes frequently as new technologies and trends emerge. This ebook on digital marketing shows you the many facets to a solid digital marketing strategy in 2020. You can download "Behold: The Digital Marketing Evolution of 2020" [here](#) today!



**MELISSA PSIHUDAKIS**  
CEO & FOUNDER

With over 20 years of digital marketing experience and as the former Global Marketing Director of Henry Schein Inc, a Fortune 500 Company, find out what Melissa and her team can do to get your business on track.

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