



LT Web Designs

Client Newsletter



April 2026

Spring has sprung, and I couldn't be more excited!

Between my birthday on April 6th and the first signs of Spring popping up, there is a lot to thank God for! There is so much to love about April, from the warmer weather to the fresh start it brings.

But as business owners, we aren't just watching the daffodils pop up—we're working! This month is all about "planting seeds" for your business to ensure your summer profits are in full bloom.

Here's what's on the agenda for April:

- **Digital Mastery:** Mastering your online presence when time is short.
- **Ad Insights:** The secret to why competitors are appearing above you on Google.
- **Shoutouts:** Meet our newest Digital MVP and see our latest website "grand openings."
- **Reminders:** Use our April calendar to stay ahead of your advertising schedule.

Let's make it a great month. If you need a hand with your strategy, don't hesitate to reach out. Happy Spring and Happy Easter!

Reminder: LT Web Designs will be closed on April 6th for my birthday and Easter Monday!

In this issue:

NEW FEATURE! Digital MVP of the Month!

See who's getting rewarded for being an outstanding digital MVP!

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NEW CLIENT WELCOME!

See who launched a NEW website in February!

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FEATURE ARTICLE: The Busy Owner's Guide to Digital Maintenance

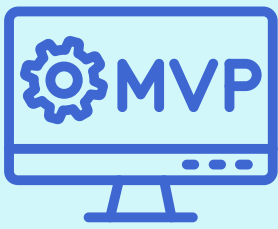
Finding time to audit your digital presence doesn't require a marathon session; it's about micro-scheduling and integration.

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NEW FEATURE! Top 10 Business Owner Concerns : Short Answers

Why are my competitors listed above me in Google Ads?

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Digital Marketing MVP (Most Valuable Partner) of the Month

Client Spotlight: Our March Digital MVP!

Last month, I started a monthly MVP contest to recognize those clients who are diligent about sending me updates for their websites, or responding to their social media pages. This month's winner is.....

St. Andrew's Episcopal Church!



St. Andrew's
Episcopal Church

Why they won: Rev. Les took the initiative to redesign the church logo and colors, and working together, we completely changed the look and feel of the church's website! Sarah Katherine was instrumental in sending me weekly church bulletin updates, daycare and preschool updates and new photos for the website.

The result? Working together with Rev. Les and Sarah Katherine, I was able to transform their old, outdated site into a new and refreshing site with current updates their members and new visitors could rely on.

The reward: **St. Andrews Episcopal Church** will receive TOP priority in website and social media updates for the next 30 days! That means their website and social media pages will be updated before anyone else's when updates come in!

Thank you, St. Andrews, for setting the standard for digital collaboration in March!

New Client Website Launch!

Join me in congratulating the Battleboro Community Volunteer Fire Department on the launch of their new website!



The Battleboro Rural Fire Department, H.L. Harrison Fire District, Inc., chartered on May 16, 1948, serves as the primary provider of fire and first responder protection in Nash and Edgecombe Counties for the Battleboro community.

I was proud and honored to have been chosen to design this very special website. Please visit their new site as well as their Facebook and Google pages.



<https://www.battleborofd.com/>



FEATURE ARTICLE

The Busy Owner's Guide to Digital Maintenance

1. Master the Art of Habit Stacking

Finding time to audit your digital presence doesn't require a marathon session; it's about micro-scheduling and integration. Start by "stacking" your review with an existing habit, such as checking your analytics while you drink your morning coffee or dedicating the final 20 minutes of your Friday to a quick sweep. **By treating this as a recurring, non-negotiable appointment in your calendar—rather than a task you'll get to "when things quiet down"—you transform it from a burden into a routine business operation.**

2. Implement a Targeted Rotation Strategy

Focus on high-impact zones rather than trying to fix everything at once. Use a "rotation" strategy: week one, check that all website links and contact forms function correctly; week two, ensure your social media bios and pinned posts are current; and week three, respond to any missed comments or reviews. **Breaking the digital footprint into these bite-sized pieces prevents burnout and ensures that no single platform becomes outdated or broken for long.**

3. Reclaim Your Time via Automation and Delegation

Finally, leverage automation and outsourcing to reclaim your hours. Use scheduling tools to plan your social media content in batches, which frees up your daily schedule from the pressure of posting in real-time. **If you find yourself consistently falling behind, consider delegating the initial "quality check" to a trusted employee or a freelance virtual assistant. They can provide a fresh set of eyes to catch typos or broken images, leaving you to only make the final, strategic decisions.**

April Digital Marketing Calendar

Your April digital marketing calendar is below, courtesy of LocalIQ! April brings us April Fool's Day, Easter, Earth Day and Arbor Day!

Reminder: Due to the pressures of time, social media posts will only be made for MAJOR holidays - New Years, Easter, Memorial Day, July 4th, Labor Day, Veterans Day, Thanksgiving and Christmas. If you wish to observe any other special day, you may make your own post to your social media page. If you do NOT observe a particular holiday, please let me know so I won't post anything for you that day.

April								
#AprilFools		#Spring		#Easter	#TaxDay	#NationalVolunteerMonth	#EarthDay	#AutismAwareness
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
29	30	31	01 * Passover ▶ Atheist Day ▶ April Fools' Day ▶ International Fun at Work Day	02 ▶ Children's Book Day ▶ Peanut Butter and Jelly Day ▶ Reconciliation Day ▶ Walking Day	03 ▶ Don't Go to Work Unless It's Fun Day ▶ Find a Rainbow Day ▶ Tweed Day ▶ World Party Day	04 ▶ Hug a Newsmen Day ▶ Walk Around Things Day ▶ School Librarian Day ▶ Tell a Lie Day ▶ World Rat Day		
05 * Easter ▶ Big Wind Day ▶ Go for Broke Day ▶ Dandelion Day ▶ Read a Road Map Day	06 ▶ California Poppy Day ▶ Plan Your Epitaph Day ▶ Sorry Charlie Day ▶ Teflon Day	07 ▶ Caramel Popcorn Day ▶ International Beaver Day ▶ Beer Day ▶ No Housework Day ▶ World Health Day	08 ▶ All is Ours Day ▶ Draw a Picture of a Bird Day ▶ Zoo Lover's Day	09 ▶ Name Yourself Day ▶ Winston Churchill Day	10 ▶ Golfer's Day ▶ Farm Animals Day ▶ Siblings Day ▶ Safety Pin Day	11 ▶ Barbershop Quartet Day ▶ Eight Track Tape Day ▶ Pet Day ▶ Submarine Day		
12 ▶ Big Wind Day ▶ Grilled Cheese Sandwich Day ▶ Licorice Day ▶ Walk on Your Wild Side Day	13 ▶ Plant Appreciation Day ▶ Peach Cobbler Day ▶ Scrabble Day	14 ▶ International Moment of Laughter Day ▶ Look up at the Sky Day ▶ Dolphin Day ▶ Pecan Day ▶ Reach as High as You Can Day	15 ▶ Take a Wild Guess Day ▶ That Sucks Day ▶ Titanic Remembrance Day ▶ World Art Day	16 ▶ Mushroom Day ▶ Eggs Benedict Day ▶ Librarian Day ▶ Save the Elephant Day	17 ▶ Bat Appreciation Day ▶ Blah, Blah, Blah Day ▶ Herbalist Day ▶ International Haiku Poetry Day ▶ Cheesecake Day	18 ▶ International Juggler's Day ▶ Newspaper Columnists Day ▶ Pet Owners' Independence Day		
19 ▶ Garlic Day ▶ Hanging Out Day	20 ▶ Chinese Language Day ▶ Look Alike Day ▶ Volunteer Recognition Day	21 ▶ Kindergarten Day	22 * Earth Day ▶ Girl Scout Leader Day ▶ Jelly Bean Day ▶ Administrative Professionals Day	23 ▶ Lover's Day ▶ English Muffin Day ▶ Zucchini Bread Day ▶ Take a Chance Day ▶ World Laboratory Day	24 ▶ Pig in a Blanket Day ▶ Administrative Professionals Day ▶ Arbor Day	25 ▶ East Meets West Day ▶ DNA Day ▶ World Penguin Day		
26 ▶ Hug an Australian Day ▶ Pretzel Day ▶ Richter Scale Day	27 ▶ Babe Ruth Day ▶ Morse Code Day ▶ Prime Rib Day ▶ Tell a Story Day	28 ▶ International Astronomy Day ▶ Great Poetry Reading Day ▶ Kiss Your Mate Day	29 ▶ Greenery Day ▶ International Dance Day ▶ Shrimp Scampi Day ▶ Zipper Day	30 ▶ Hairstyle Appreciation Day ▶ International Jazz Day ▶ Honesty Day ▶ Rains Day ▶ Mahjong Day	01	02		



The Only Marketing Calendar You Need For 2026 22

April

MARKETING AND PROMOTION IDEAS

- ▶ With many schools on Spring Break this month, consider a Spring Break sale or promotion.
- ▶ Run a Tax Day sale to entice shoppers to spend their refunds with you-or to help those who just paid their taxes save.
- ▶ Spring clean your web presence by doing a quick search for your brand name and taking note of what shows up-does everything look good?
- ▶ April is National Volunteer Month, so gather your employees and volunteer with a local organization. Make sure to share pictures to your social sites!

EMAIL SUBJECT LINES

- ▶ April Fools' Deals That Aren't Even Funny
- ▶ You've Invited! RSVP to Our Spring Event
- ▶ Peep these savings, [Name]
- ▶ [Name], it's raining deals! Come in for a treat
- ▶ Showers of savings all month long



Social Calendar Ideas

APRIL 1
April Fools' Day
Announce a "new" product or service that will get your social media audience laughing. (Make sure to reveal it was all an April Fools' joke on April 2!)

#AprilFools

APRIL 11
National Pet Day
Who doesn't love an excuse to post pet pics? Share your business's pets, repost pet pictures from other social accounts, or ask your followers to send in pictures of their pets for people to admire.

#NationalPetDay

APRIL 22
Earth Day
Celebrate Earth Day by sharing ideas for sustainability, pictures of you and your team volunteering with a local clean-up, or how your business contributes to restoring our earth year-round.

#EarthDay



April

THIS MONTH'S MARKETING MUST

How do your listings look online? Your local listings are an important part of your online presence because they show up in local searches, house reviews, and can increase your visibility on search engines.

QUICK TIPS

- ▶ Make sure your business is listed on the [top local listings sites](#).
- ▶ Do a quick search for your business name and check that the listings that show up have the correct information about your business.
- ▶ Keep your business name, address, and phone number consistent across all your listings. Consistency is an important ranking factor!

68% of people would stop working with a local business if they found incorrect info in their local listings.

Source: BrightLocal



NEW FEATURE!

Top 10 Business Owner Concerns

Every month we're going to address the questions you'll hear most often from small business owners, and provide concise, high-impact answers for each of the top 10 concerns, focusing on the core issue and the recommended first step.



Why are my competitors listed above me in Google Ads?

Short Answer: Your competitors are likely "Cutting the Line." They are paying for the privilege. Google prioritizes its "Paid" section at the very top of the page. Even if your website has superior SEO, competitors using Google Ads are essentially "cutting the line" by bidding on keywords to ensure their business appears before any organic (non-paid) search results.

Core Issue: The fundamental issue is the hierarchy of the search page. Google's business model relies on advertising revenue, which creates a "pay-to-play" environment at the top of the SERP (Search Engine Results Page).

The Ad Overlay: Google typically reserves the first 2 to 4 slots for sponsored content. If you aren't running ads, your listing is pushed down to the Organic Section, which begins only after the advertisements and the "Map Pack."

Keyword Bidding: Your competitors are likely bidding on your specific industry terms—or even your business name—to capture traffic before users have a chance to scroll down to your listing.

The "Quality" Multiplier: Google doesn't just show the highest bidder; they show the most relevant ad. If your competitor has a landing page that perfectly matches the user's search, Google will give them prime real estate to ensure a good user experience.

First Step: The first thing you should do is check your "Organic Reach" versus "Ad Coverage." Perform a search for your own business name and your top three services in an "Incognito" or "Private" browser window. If you see competitors appearing above you for your own brand name, they are likely running a conquering campaign. Identifying whether they are targeting your brand or just general industry terms will tell you if you need to start a small defensive ad campaign or simply improve your local SEO to stay competitive.

My Tip: Since LT Web Designs does not offer in-depth SEO marketing services, it is advised to contact an organization that specializes in SEO marketing for your industry.

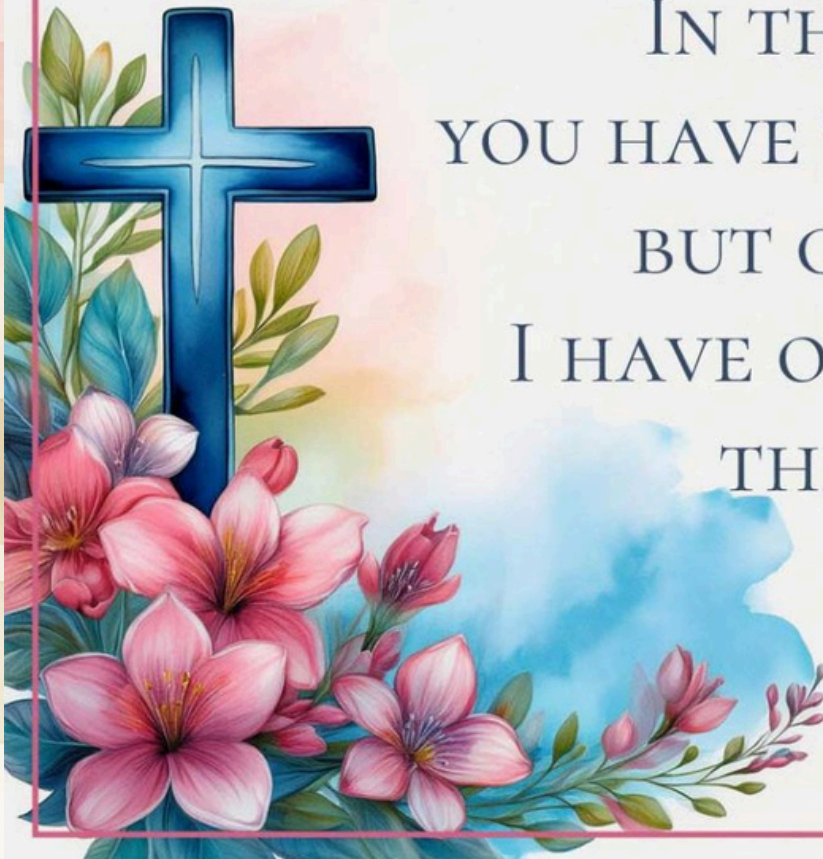
That's all for this month! Let me know if you need anything special from me this month! ~Lisa

I HAVE TOLD YOU THESE
THINGS, THAT IN ME YOU
MAY HAVE PEACE.

IN THE WORLD
YOU HAVE TROUBLE;
BUT CHEER UP!
I HAVE OVERCOME
THE WORLD.”

John 16:33

WEB



*Devotion
For Today*