



LT Web Designs Client Newsletter

July

July 2026

Welcome to July, and Happy Independence Day! I hope you have a safe, fun, and blessed Fourth of July! I'll be taking a short vacation from July 3–6 to spend some time recharging, but I'll be back in my office on Tuesday, July 7.

As a reminder, this will be the final monthly newsletter before we switch to a quarterly schedule. Your next full newsletter will arrive in October, packed with fresh articles, marketing tips, and helpful resources for your business. In the meantime, don't worry—I'll continue sending important announcements, updates, and anything else you need to know throughout the summer.

Inside this issue:

- Digital Marketing MVP of the Month (our final feature)
- Top 10 Business Owner Concerns (final installment)
- Featured Article: A Day in the Life of a Website Designer and Social Media Manager
- July, August & September Marketing Calendars
- Labor Day Marketing Reminder

Thank you for being a valued client and for allowing me to be part of your business journey. I'll see you again in October with a fresh newsletter packed with smart marketing tips, helpful business resources, and new digital ideas to help your business grow!

Have a wonderful Fourth of July and a great rest of your summer!

~ Lisa

In this issue:

LAST ONE! **Digital MVP of the Month!**

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

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LAST ONE! **Top 10 Business Owner Concerns**

Turning a Bad Review Into Good Publicity

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FEATURE ARTICLE: **A Day in the Life of A Website Designer and Social Media Manager**

Ever wonder what I do all day? Here's your chance to find out!

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Labor Day Reminder!!

Don't forget to send me your Labor Day holiday schedule!

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Digital Marketing MVP of the Month

Our monthly Digital Marketing MVP award recognizes clients who go above and beyond to keep their online presence sharp, engaged, and dynamic.

This month, the recognition goes to... **Bennette's Best Homes in Saltillo, MS!**

Why They Stand Out:

Bennette and the sales team at Bennette's Best Homes do an outstanding job of keeping me supplied with fresh photos, videos, new inventory, promotions, and company updates. Their commitment to providing current content makes it easy to keep their website and social media active, relevant, and engaging.

The Results:

Because they're consistently providing fresh content, their website stays current, their social media remains active, and more potential customers are seeing what they have to offer. Search engines—and customers—love businesses that stay fresh and up-to-date!

The Reward:

As this month's Digital Boss Spotlight winner, Bennette's Best Homes receives priority scheduling for all website and social media update requests over the next 30 days. Their projects move straight to the front of the line!

Thank you to Bennette and the entire team for setting the standard for great digital collaboration!

As this newsletter series comes to a close, one message is worth repeating: your website and social media are never "finished." Businesses that continue sharing new photos, videos, promotions, inventory, and company news are the ones that stay visible online. Keep the updates coming, and I'll keep making sure your digital presence works as hard as you do. :)

TOP 10 BUSINESS OWNER CONCERNS

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Turning a Bad Review Into Good Publicity

No business enjoys receiving a negative review, but how you respond can leave a bigger impression than the review itself. Recently, I came across a restaurant owner who handled a critical Facebook review in a way that actually strengthened the business's reputation.

Rather than reacting emotionally or dismissing the customer's concerns, the owner calmly addressed each point with facts, transparency, and professionalism. They acknowledged the guest's experience, explained what was happening behind the scenes during a busy summer rush, and used the opportunity to highlight the hard work of their staff. Instead of placing blame, they expressed gratitude for loyal customers, pride in their employees, and a commitment to continually improving.

The response resonated with readers because it wasn't defensive—it was authentic. It reminded customers that real people are working behind the scenes, doing their best during hectic days. Even those who hadn't visited the restaurant could see the dedication and care that goes into serving every guest.

The lesson for every business owner is simple: don't fear a bad review. Respond with professionalism, honesty, and empathy. Future customers are often more interested in how you handle criticism than whether you've received it. A thoughtful response can transform a negative moment into one that builds trust, showcases your values, and reinforces why customers should choose your business.

Want to see a great example? Check out the thoughtful response from [Blackbeard's Grill & Steam Bar on Facebook](#). It's a masterclass in turning criticism into an opportunity to demonstrate professionalism, appreciation for customers, and pride in your team.

FEATURED ARTICLE:

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A Day In the Life of a Website Designer and Social Media Manager

People often imagine my workday as sipping coffee while casually building beautiful websites. If only.

Here's what actually happens...

My morning usually starts with opening my email to find a logo that's 187 pixels wide, a blurry photo someone took from Facebook, and a text that says, "Can you make this look professional?"

Challenge accepted.

Next comes social media.

Some days clients send great photos and information. Other days... nothing.

So I become part marketing director, part copywriter, part comedian, and part mind reader, trying to create engaging posts about your business while pretending that "Business as usual!" is exciting enough to stop someone from scrolling.

Then comes the website update.

"We'd just like to make a few small changes."

Translation: We're redesigning the entire homepage, changing the colors, replacing every photo, rewriting all the text, and moving everything to different pages.

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No problem.

Somewhere between redesign number three and updating SEO keywords, my phone rings.

"Why aren't I on the first page of Google?"

I smile... because this is only the hundredth time I've explained that Google doesn't hand out first-page rankings like participation trophies. Great websites, strong SEO, fresh content, competition, and time all play a role. Not to mention deep pockets for paid Google advertising!

Five minutes later...

"Hey, don't forget to send me your holiday hours."

Silence.

A week later...

"My website still says we're open on Christmas."

That's because my crystal ball is still in the repair shop.

The afternoon is filled with designing promotional graphics, sale flyers, event banners, Facebook ads, and anything else needed to help businesses stand out online.

Then I notice your Facebook page has an unanswered customer message from three days ago.

Or maybe someone left a one-star Google review.

So I send another message:

"Just wanted to let you know..."

Because sometimes I'm not just your website designer—I'm also your unofficial social media watchdog.

Finally, evening arrives.

I sit down, turn on my favorite TV show, and just as the opening credits begin...

Ding.

"Can you add this photo to my site?"

Buzz.

"Can you design a flyer by Friday?"

Ring.

"I've got an idea..."

And because I genuinely care about my clients and their businesses, I answer.

Despite the late-night texts, the mystery photos, the emergency flyer requests, and Google's ever-changing rules, I wouldn't trade it.

Helping local businesses grow, watching their websites succeed, and seeing a social media post bring in new customers makes every busy day worthwhile.

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So the next time you visit a polished website or see a great Facebook post from your favorite local business, remember...

There was probably someone behind the scenes resizing blurry photos, fixing typos, researching SEO, designing graphics, answering after-hours texts, and gently explaining—once again—why Google doesn't work by magic.

And yes...

We're probably doing it while our coffee or our dinner gets cold.

END

July–Sept Digital Marketing Calendars

Your July–Sept digital marketing calendars are below, courtesy of LocalIQ!

July						
#NationalGrillingMonth #July4th #NationalJunkFoodDay #SummerVacation #SummerVibes #BBQTime						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	01 • Postal Worker Day • World Broccoli Soup Day • International Joke Day	02 • National Craftsgiver Day • World Jiffy Day • Cool Biquish Day • Forget Day	03 • Stay Out of the Sun Day • International Plastic Bag Free Day • Compliment Your Mirror Day • French Fry Day	04 • Independence Day • Hotdog Day • National Egg Frying Day
05 • Billion Day • Day of Cooperations • Nonsensical Day	06 • International Kissing Day • Fried Chicken Day • Nonsensical Day	07 • World Chocolate Day • Global Pangameness Day	08 • Love Your Skin Day • Cow Appreciation Day • Video Game Day	09 • Gumpet Sale Day • Book Lovers Day • Reading Day	10 • National Kitten Day • French Fry Day	11 • World Population Day
12 • Simplicity Day • Mistle Day	13 • National Bears 'N' Friends Day	14 • International Teen Chicks Day • Wheat and Cheese Day	15 • Chew Beauty Day • Give Something Away Day	16 • Hot Dog Day • World Snicker Day • Cherry Day	17 • National Lottery Day • World Email Day	18 • Nelson Mandela Day • World Learning Day
19 • Knight Assassination Safety • Professional Day	20 • International Chess Day • Ice Cream Day	21 • Junk Food Day	22 • Hammock Day	23 • Gumpet Grandma Day	24 • Tossle Day • Give This Day • Naughty Day • International Self Care Day	25 • Viva El Wetman Day • Christmas in July
26 • Unicorn and Hunt Day	27 • Disability Independence Day • Quacks Day • Cheese Fiddle Day • Parent Day	28 • Milk Chocolate Day	29 • Chicken Wing Day • Ketchup Day • Laundry Day • Tiger Day • Lizard Day	30 • Chameleon Day • Rain Day • Laundry Day • Broom Day	31 • World Ringer Day • Anecdote Day	01

July 2026

Month-Long Themes

- National Ice Cream Month
- National Grilling Month
- Made in the USA Month

Key Dates

- July 3 (Friday) – Independence Day (Observed)
- July 4 (Saturday) – Independence Day
- July 25 – Christmas in July
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August						
#BackToSchool #BookLoversDay #LazyDay #FamilyFun #BlackBusinessMonth						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01 • Quilts Day • National Peanut Day • National Peanut Day • National Peanut Day
02 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	03 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	04 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	05 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	06 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	07 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	08 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day
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16 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	17 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	18 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	19 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	20 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	21 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day	22 • National Quilts Day • National Quilts Day • National Quilts Day • National Quilts Day
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August 2026

Month-Long Themes

- Back-to-School Month
- National Black Business Month

Key Dates

- August 17 – National Nonprofit Day
- August 26 – Women's Equality Day
- August 26 – International Dog Day
- End of August – Back-to-School promotions wrap up
- Late August – End-of-Summer Sales begin

September						
#LaborDay #FirstDayOfFall #Fall #FallFashion #AutumnDecor #Leaves #HispanicHeritageMonth						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	01 • Labor Day • World Letter Writing Day	02 • V Day • Blueberry Popcorn Day	03 • World Reader Day • Synonym Day	04 • Mobile Day	05 • Teacher Pay Day • International Day of Charity
06 • Coffee Ice Cream Day • Read a Book Day	07 • Labor Day • Labor Day • Labor Day	08 • International Day • International Literacy Day	09 • Teddy Bear Day	10 • The Great Day • World Suicide Prevention Day	11 • World Suicide Prevention Day • Water Year Best Day	12 • Chocolate Wilkade Day
13 • National Day • Poutine Thinking Day • Ketchup Awareness Day	14 • Clean Filled Donut Day	15 • Language Day • Cheese Toast Day • International Day of Democracy	16 • Geographic Day • Consensus Ketchup Bread Day • International Day of the Girl Scout	17 • Constitution Day • Apple Dumping Day	18 • Cheesburger Day	19 • International Pudding Day • Talk Like a Pirate Day
20 • Preparation Phase Day	21 • World Catfishing Day • International Day of Peace • Paper Ladder Day	22 • Clean Filled Donut Day • Elephant Appreciation Day	23 • Shark Stick Day	24 • Punctuation Day	25 • Comic Book Day • One Hit Wonder Day	26 • Parade Day • Johnny Appleseed Day
27 • Chocolate Milk Day • Corned Beef Month	28 • Strawberry Cream Pie Day • Good Neighbor Day	29 • Coffee Day	30 • Hot Alcohol Cider Day • Cheering Gun Day	01	02	03

Reminder: Due to the pressures of time, social media posts will only be made for MAJOR holidays - New Year's, 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.

September 2026

Month-Long Themes

- National Self-Improvement Month
- National Preparedness Month
- Hispanic Heritage Month begins September 15

Key Dates

- September 7 (Monday) – Labor Day
- September 11 – Patriot Day
- September 15 – Hispanic Heritage Month Begins
- September 22 – First Day of Fall
- Late September – Fall decorating, Halloween, and holiday shopping campaigns begin

Labor Day Reminder!

Labor Day is Monday, September 7th. Please don't forget to send me your Labor Day holiday hours at least two weeks in advance so I can schedule posts for your website and social media pages. I will be sending out another reminder in August, but if you already know your schedule, you can send it to me now by clicking the button below.

Note: LT Web Designs will be CLOSED on Labor Day!

[Send Labor Day_
schedule now](#)



That's all until October! As always, if you need anything before then, don't hesitate to reach out. Have a wonderful July, and I'll see you again this fall!

~Lisa

