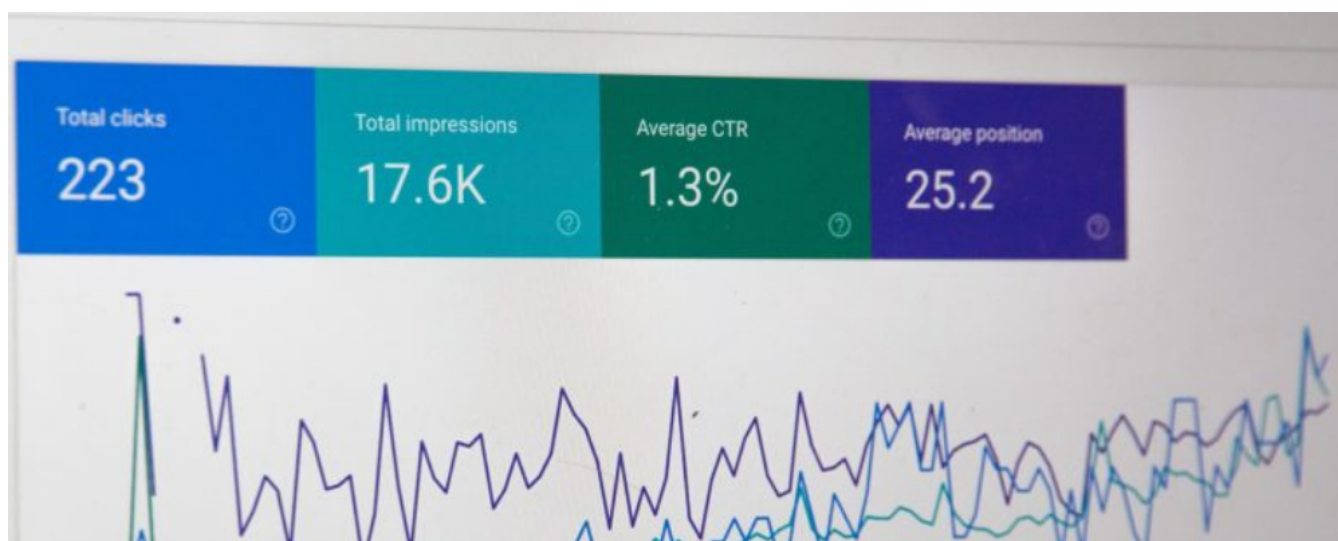




March | 2021

Deuteronomy 31:6 "Be strong! Be fearless! Don't be afraid and don't be scared by your enemies, because the Lord your God is the one who marches with you. He won't let you down, and he won't abandon you."



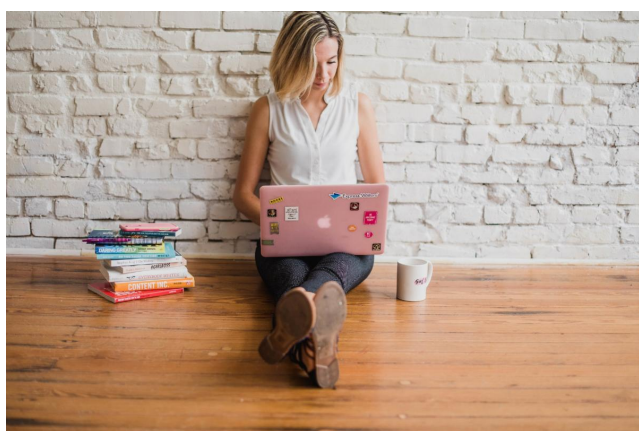
How to Use Google Search Console for Your Auctions

Google Search Console (GSC) is an important part of any digital marketing strategy when it comes to the search engine results page (SERPs). If you have a website presence, Google Search Console will be an amazing tool for you to utilize. GSC not only tells you everything you want to know about your website but also everything about the people who visit it daily. Read on for some insights on how to utilize Google Search Console to increase your auction traffic and gain more data about the people who visit your website.

Insights

Google Search Console provides great analytics and insights that can be helpful in growing your business and adapting to provide your bidders a better experience. Some useful insights that can be gained from the Google Search Console dashboard are:

- The amount of web traffic your website is attracting
- Information about the people who are on your website
- The kind of platform people are on when they are visiting your site
- The pages of your website are seeing more traffic than others



Benefits

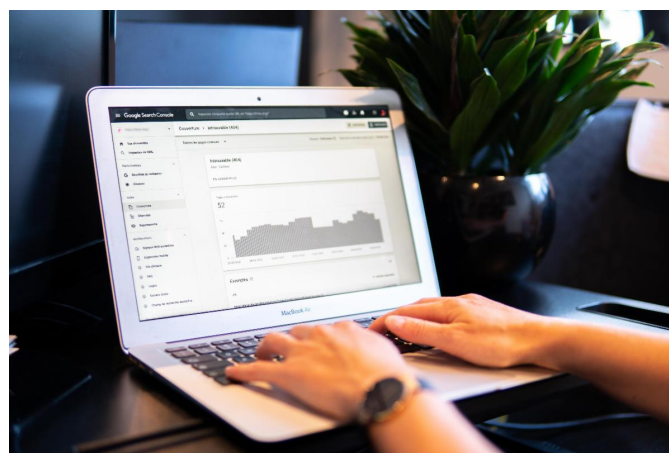
There are numerous benefits to utilizing Google Search Console in your digital marketing strategy, such as:

- Improves search engine visibility
- An optimized and up-to-date website
- Security from cyber threats
- Access to status reports to help you obtain rich results
- Ability to improve and optimize user experience
- Backlink analysis

Setting Up Google Search Console

Setting up your Google Search Console account for your auction website doesn't have to be hard! You will first need to **set up your account** and verify your website. Verifying is simple and can be done in 4 ways:

- Adding an HTML tag
- Upload an HTML file
- Through Google tag manager
- Secure your status as the domain name provider



We understand that the initial setup of analytics tools like Google Search Console can be confusing! Good thing we are experts! If you need some help getting things off the ground, give us a call or visit our website to learn more about our digital marketing services!

Learn More about our Digital Marketing Services



Facebook & Instagram Advertising

While organic, unpaid social media posts are great, and can gain a lot of traffic and engagement, they sometimes fall flat and don't generate the results we'd like to see. That's where paid Facebook and Instagram ads come in! Paid ads are great for reaching a wider audience and attracting people that might not normally see your organic posts. You can target people based on their demographics, location, interests, occupations, and more!

- Reach larger audiences and attract new customers
- Specifically target the people you want - and leave out the ones you don't!
- Wide variety of options when it comes to budget - as much or as little as you'd like!
- Ad recommendations to help guide you in creating the perfect ad!

Learn more about advertising on [Facebook](#) and [Instagram](#)

Need help with correctly
sizing your social images?

WE GOT THIS!

JUST IN CASE YOU MISSED IT!



How to Utilize Facebook Events for Your Auctions

If you're an auction company, you know how challenging it can be to have a large inventory of items that constantly change. Although some auctioneers specialize in one specific industry such as cattle and livestock, farms, vehicles, real estate, jewelry, or other items, it can still be challenging to find the right audience for each of your auctions, especially if you are one of the auctioneers that does NOT specialize in one specific area. For example, if most of your business's auctions are estate sales, it's likely that the items up for sale in each auction are going to be very different depending on the person whose estate you're selling along with many other factors as well. Facebook events can help you separate your auctions so that you can reach the best audience for the items you have selling, and we are going to show you how!

[Read More...](#)



How to Use Google Search Console for My Auctions

Google Search Console (GSC) is at the frontline of the battlefield when it comes to the search engine results page (SERPs). If you have a website presence, Google Search Console will be an amazing tool for you to utilize. GSC not only tells you everything you want to know about your website but also everything about the people who visit it daily. With that being said, you can see the importance of using Google Search Console for your auctions and the benefits that would come from it. Setting up your Google Search Console account for your auction website does not have to be difficult. You will need to first set up your account then verify your website and you are on your way to understanding more about traffic to your site, performance measures and potential threats.

[Read more...](#)



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