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## FW: Boost Holiday Sales & Stay Squarespace Compliant This Season

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**Manke, Terri [IH]** <Terri.Manke@interiorhealth.ca>  
To: Lesia Payne <lesia@lesiadesign.com>  
Cc: "Derksen, Tessa [IH]" <Tessa.Derksen@interiorhealth.ca>

Mon, Nov 17, 2025 at 8:48 AM

Good morning Lesia. I think those hackers may be at play again, as this didn't come from your regular address.....

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**From:** Lesia Design <info.lesiadesign@gmail.com>  
**Sent:** Saturday, November 15, 2025 7:26 AM  
**To:** [info@vjhfoundation.org](mailto:info@vjhfoundation.org)  
**Subject:** Boost Holiday Sales & Stay Squarespace Compliant This Season

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Hi,

I hope you're doing great! With the busy holiday season approaching, I wanted to share a few ideas to help your store stand out and capture more sales during November and December two of the biggest months in retail.

Squarespace has been running a **platform-wide review** to ensure all stores meet the latest **security, performance, and configuration standards**. This is a great opportunity for us to **verify your license key, SSL certificate, API integrations, and technical SEO setup** making sure your store stays fully **compliant, optimized, and running at peak performance**.

Here's what I suggest to get your store ready for the holidays and aligned with Squarespace's latest standards:

- Launch a **"Black November" or holiday sale campaign** to build excitement early while improving your store's visibility and SEO performance.
- **Update your homepage banner** with bold, seasonal visuals that spotlight promotions and ensure banners are optimized for speed and SSL security.
- Add **festive design touches** (colors, fonts, layouts) for a high-energy, holiday-ready look that stays in line with compliance and accessibility best practices.
- Feature **giftable products or curated holiday collections** to boost conversions while keeping product metadata and schema markup optimized for search.
- Include **limited-time discounts or bundles** to create urgency and drive sales, with verified app integrations to ensure smooth checkout performance.

With these updates and a quick compliance check, your store will be both **secure and optimized** — perfectly positioned to capture holiday traffic and maximize conversions.

Would you like me to prepare a quick concept and schedule the compliance verification together?

11/17/25, 9:32 AM


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Warm regards,

**Lesia Design**

Certified Squarespace Expert

**Lesia Design**

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