10 Tips to Get Your Website Ready for the Holidays

BEFORE THE HOLIDAY RUSH: PREPARATION MAKES PERFECTION

#1

Stay on Top of the Current eCommerce Trends

Many things changed in the way we live, think and feel in the last 6 months, so adjust your product inventory accordingly and address it in your marketing conversations.

#2

Create a Marketing Plan and Project Calendar

Write down your goals, highlight important dates, know your budget, and work the plan.

#3

Map the Customer Journey and Invest in Customer Experience on Your Website

Put yourself in your customer's shoes — what would you like to see, learn, and experience when engaging with an online store?

#4

Plan Your eCommerce SEO Strategy

Product categories, descriptions, keywords, schema, and images all influence search results.

#5

Explore Using Wishlists or a Loyalty Program to Encourage Shoppers to Share Your Store With Their Friends

Sharing is caring. Make it easy for your customers to spread the word about your products and store.

#6

Make Sure Your Website and Store Load Fast and Exhibit Great Performance

The time it takes your site to load directly affects your sales bottom line. Impatient customers will bounce, especially on mobile. Also: test your site on mobile yourself. Do you like what you see?

#7

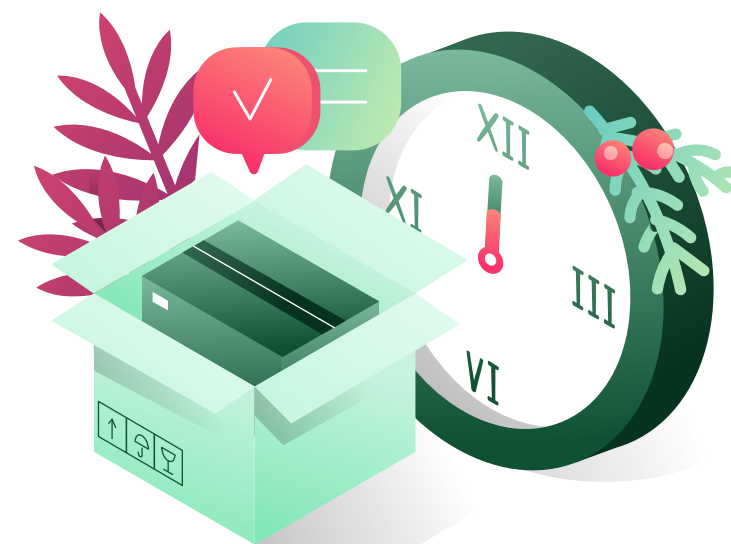### Measure, Optimize, and Repeat

Track your ads, email open rates, social campaign results, product selection and inventory and optimize relentlessly.

#8

Provide Timely, Phenomenal Service

Deliver on time, be available to promptly answer your customer's questions, and provide a personal touch.

START NEXT YEAR STRONG: KEEP THE MOMENTUM GOING

#9

Turn First-Time Shoppers into Repeat Customers

Your newest customers are your growth engine; invest in them. Repeat customers may drive the majority of your revenue in the future.

#10

Stay Engaged with Your Customers Through Constant Valuable Content

Whether you send them an email, write a blog post or create social posts, make your customers excited to hear from you and provide value in every interaction.