Christmas guide: Checklist

It's structured into 4 parts

1 **Building a strong foundation**

We cover key elements that you need to get right before thinking about marketing and advertising. This includes topics like page load speed, responsiveness and stock planning.

2 **Optimizing your website**

Now that the basics are covered, here we talk about how to ensure your website is highly optimized and converting.

3 **Getting the word out with marketing**

A well-crafted website will not attract visitors on its own. During Christmas, you need to double down and focus on marketing efforts to attract existing and new visitors. You will want to plan your marketing calendar early and execute it.

4 **Improving with post-Christmas evaluation**

Learn from what happened and use the learnings in your next special events for an even more successful event. Analyze, review and learn from Google analytics, marketing efforts and what your customers say.

Building a strong foundation

- [ ] Ensure that your theme loads within 3 seconds

- [ ] Make sure that the website is responsive and mobile friendly

- [ ] Ensure images are uncompressed

- [ ] Make sure image formats are in JPEG 2000, JPEG XR or WebP

- [ ] Use Google PageSpeed insights to ensure discover opportunities to optimize the speed

- [ ] Review bestselling products from the past events and the past 6 months

- [ ] Estimate stock needed for the bestselling products

- [ ] Ensure that suppliers can provide sufficient stock to avoid out-of-stock situations

- [ ] Ensure Google Analytics is working and tracking

- [ ] Review that the onsite apps are working and check their performance

- [ ] Ensure that there's no broken link

- [ ] Invest in having a backup link

Optimizing your website

☐ Build a Christmas-specific landing page

☐ Use clear hero banners on upcoming sale

☐ Define who main objectives of your customers and post gift guides on the homepage

☐ Optimize product description

☐ Organize discounted products by types of gifts or price range

☐ Use SimilarWeb to find out how your customers find the competitors and incorporate these keywords in your product description and/or blogs

☐ Add product recommendations to improve conversion

☐ Run a keyword search on Google to find out what are related keywords customers use to search for products

☐ Include recently viewed products to reduce browsing time

☐ Make sure that store reviews and social proof are up to date and clearly displayed

☐ Display countdown timer on the website

☐ Add an option to add personalized gift messages

☐ Add creative discount offers such as free shipping, extra discount over certain amount, next day delivery, gift cards

☐ Spend a day to review the checkout flow

☐ Run a test purchase to find opportunities to improve

Getting the word out with marketing

- [ ] Plan a marketing calendar

- [ ] Distribute your offers and promotions to influencers

- [ ] Design Christmas-specific emails

- [ ] Plan ads and copy

- [ ] Use paid ads such as Instagram and Facebook, start campaigns early to generate excitement

- [ ] Schedule paid ads and email campaigns per marketing calendar

- [ ] Verify email campaigns are working

- [ ] Consider sending exclusive offers to your VIP customers

- [ ] Send "We Miss You" email to win them back

- [ ] Ensure retargeting is working

Improving with post-Christmas evaluation

☐ Review Google Analytics to look for trends

☐ Analyze your marketing efforts: did you get the traffic and quality for what you invested?

☐ Review orders to discover any surprises

☐ Review the performance of apps and plugins

☐ Ask customers to leave a review and feedback

☐ Send emails to new customers to keep them engaged

☐ Send emails to existing and VIP customers to show appreciation

☐ Be responsive with customer inquiries

☐ Communicate shipping progress and if there's any delay

— About DataCue

DataCue is a personalization solution for Ecommerce. **If your store is on Shopify, PrestaShop, Magento or WooCommerce, it's a one-click install.** We create a unique shopping experience for each visitor depending on their interests.

We change banners, product recommendations and notifications for each user, thereby creating a truly personalized experience. This delivers a guaranteed improvement in conversion and sales. Our clients have seen an average of 12% increase in conversion.

At any point you'd be spending your precious marketing budget in bringing in traffic, DataCue helps convert traffic into buyers so you get a better ROI from your ad spend.

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