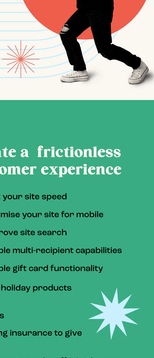
2022 Holiday Readiness Checklist

Start planning for the busiest shopping season of the year! Use this checklist to prepare your ecommerce store for the holiday rush.

Prepare for increased holiday traffic



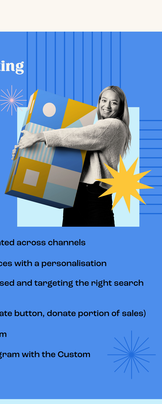
- [ ] Check in with suppliers and stock inventory appropriately
- [ ] Test your infrastructure to make sure it can handle traffic surges
- [ ] Update, evaluate and test your third-party apps and integrations

Create a frictionless customer experience



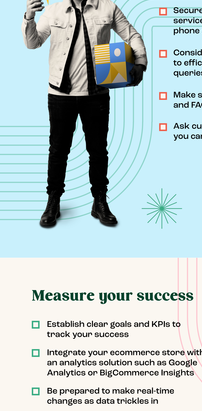
- [ ] Test your site speed
- [ ] Optimise your site for mobile
- [ ] Improve site search
- [ ] Enable multi-recipient capabilities
- [ ] Enable gift card functionality
- [ ] Strategise how to best merchandise holiday products (Example: Holiday Gift Guides or Gifts by Price)
- [ ] Activate abandoned cart notifications
- [ ] Offer product protection and shipping insurance to give customers peace of mind
- [ ] Provide customers their preferred way to pay by offering buy now pay later (BNPL), digital wallets and more
- [ ] Optimise checkout with single-page and guest checkout, or enable one-click checkout

Add sales channels to reach more customers where they shop



- [ ] Expand your reach with BigCommerce integrations to leading digital marketplaces, including Amazon, eBay and more
- [ ] Boost brand awareness and engagement with social commerce. Connect your BigCommerce store to TikTok and Meta to sell more via Facebook and Instagram Shops
- [ ] Sell your products on Google Shopping through BigCommerce
- [ ] Use Feedonomics to connect your store to the world's largest selling channels to meet your omnichannel strategy needs

Plan your shipping and fulfilment strategy



- [ ] Determine holiday shipping offers (such as free shipping or gift wrapping)
- [ ] Design your packaging and unboxing experience
- [ ] Evaluate and optimise your return and exchange policy

Finetune your marketing and promotions

- [ ] Create a holiday marketing calendar you can stick to
- [ ] Clean your email list to ensure you reach the right people
- [ ] Write ad copy and build holiday landing pages
- [ ] Create holiday-specific content with SEO keywords in mind
- [ ] Ensure campaigns are fully integrated across channels
- [ ] Deliver custom shopping experiences with a personalisation
- [ ] Ensure your Google ads are optimised and targeting the right search terms
- [ ] Support holiday giving (PayPal donate button, donate portion of sales)
- [ ] Adopt a rewards or loyalty program
- [ ] Develop a custom promotions program with the Custom Promotions Editor

Sharpen your customer service and support

- [ ] Secure dedicated customer service resources for email, phone and chat
- [ ] Consider using AI and chatbots to efficiently respond to simpler queries
- [ ] Make sure your contact information and FAQs are readily available
- [ ] Ask customers for feedback on how you can enhance their experience

Measure your success

- [ ] Establish clear goals and KPIs to track your success
- [ ] Integrate your ecommerce store with an analytics solution such as Google Analytics or BigCommerce Insights
- [ ] Be prepared to make real-time changes as data trickles in
- [ ] Apply insights from this year to plan your 2023 strategy!

Stop by our Ecommerce Learning Lodge to find resources and tools that will help you prepare for the busiest shopping season of the year.

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