

# It's the Most Wonderful Time of the Year:

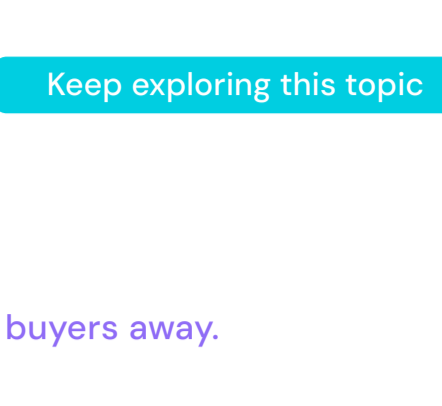
## Your eCommerce Checklist for a Successful Holiday Season and 2025 Prep

The holiday season is upon us, and with it comes the biggest opportunity for eCommerce growth—as well as the risk of lost revenue if your site isn't fully optimized. Time is running out to ensure your store is ready for the surge in traffic, increased demand, and evolving customer expectations. But it's not just about this season: use this checklist to not only ensure your holiday success but also prepare your site for long-term growth in 2025 and beyond.

### 1. Evaluate Your eCommerce Platform

Ensure your platform can support growth and handle high traffic during the holiday rush.

- Check if your platform can handle increased holiday traffic, flash sales, and promotions.
- Determine if you need more flexibility through custom integrations or enhanced platforms.
- Compare fully hosted solutions with self-hosted or headless setups to ensure scalability.



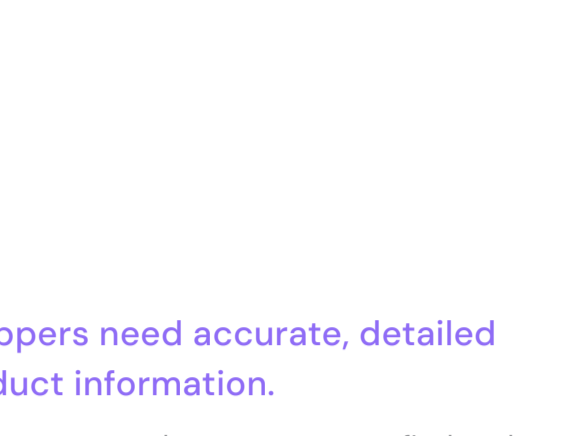
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### 2. Optimize Your Site for Speed & Mobile

A slow or unresponsive site can quickly turn potential buyers away.

**53%** In fact, 53% of mobile users will leave a site that takes longer than 3 seconds to load.

- Use performance insight tools to identify site performance issues.
- Ensure your site is mobile-friendly, with 55% of holiday traffic expected to come from mobile.
- Implement lazy loading for images and optimize all media formats to ensure faster load times.

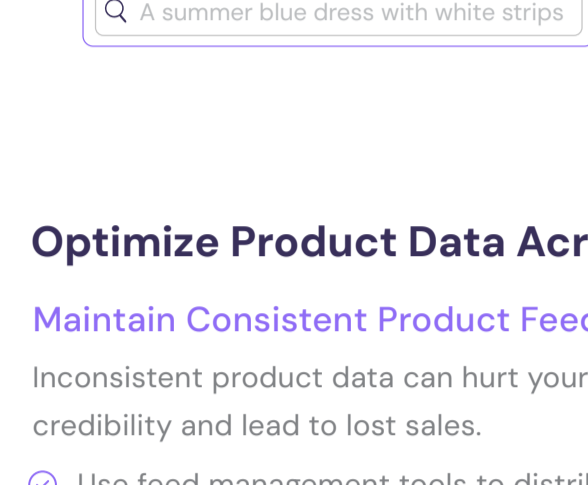


**Quick Win:**

Improving site speed can lead to a 7% increase in conversions for every second reduced in page load time.

Learn more about this

### 3. Organize Your Product Data



Shoppers need accurate, detailed product information.

Ensure your products are easy to find and understand with optimized descriptions and imagery.

- Use high-quality images, videos, and detailed product descriptions to reduce return rates.
- Proper categorization and tagging help shoppers navigate seamlessly.

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### 4. Optimize Product Data Across All Channels

Maintain Consistent Product Feeds.

Inconsistent product data can hurt your brand's credibility and lead to lost sales.

- Use feed management tools to distribute accurate, consistent product information across every marketplace and social channel.
- Tailor your listings to specific platforms (Google Shopping, Facebook, Instagram, etc.) to maximize visibility and reach.
- Ensure that your product feed management is automated to update stock levels and prices in real-time, avoiding overselling or inaccurate product information.

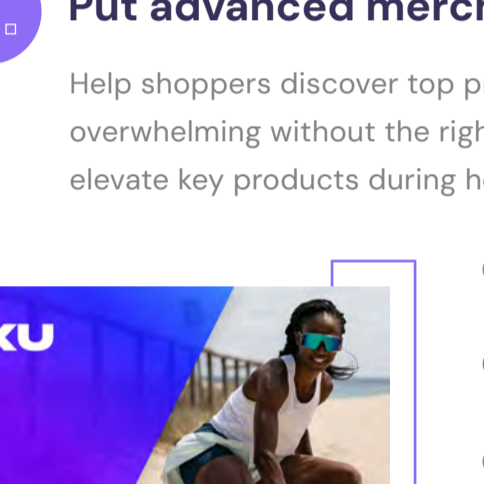
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### 5. Enhance On-Site Search & Product Discovery

Shoppers expect immediate, accurate results.

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- Turn to Generative Discovery to enhance your search capabilities beyond standard AI-search, leveraging intent data to help customers find products that fit their needs.
- Add personalized recommendations based on customer behavior to boost conversions.
- Widen your audience by supporting multiple languages on your site.
- Implement dynamic filters that allow customers to sort products based on preferences like price, rating, or availability.



**156%** Case Study: The Oodie saw a 156% increase in conversions with personalized search results.



Did you know that \$4 trillion is lost each year to ecommerce businesses due to search abandonment? Generative discovery is key to ensuring your shoppers stay on your site and find what they need.

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### 6. Put advanced merchandising strategies into action

Help shoppers discover top products and promotions. Holiday traffic spikes can be overwhelming without the right strategies in place. With dynamic merchandising, you can elevate key products during holiday promotions.

- Use automated merchandising to dynamically adjust product displays based on stock levels, trends, and performance data.
- Highlight promotional offers and best-sellers on high-traffic pages.
- Set up rules to feature best-selling, high-margin, or holiday-themed products at key touchpoints.
- Sync your inventory across all sales channels in real-time. Set up automated stock alerts to notify customers when an item is back in stock.
- Review historical holiday data to forecast demand and avoid overstock or stockouts.

Learn more about this

### 7. Leverage Product Bundles & Offers

Encourage higher average order values (AOV) with strategic bundling and limited-time offers.

- Create product bundles based on frequently purchased items to simplify choices for shoppers.
- Use AI to predict and recommend bundles that increase AOV.
- Highlight discounts for buying multiple items, especially for gift purchases.

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**Pro Tip:**  
The use of product bundling can increase AOV by **20-30%**

### 8. Test & Optimize Your Google Shopping Campaigns

With 60% of retail clicks coming from Google Shopping, this is a must-optimize area.

- Check product feed quality: ensure your data is accurate and regularly updated.
- Use custom labels to categorize and test various product groups for better performance.
- Optimize product titles and descriptions for seasonal keywords.

+602% revenue increase

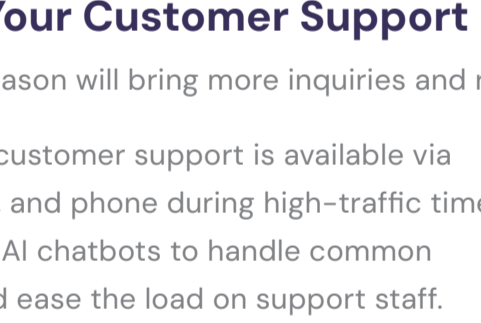
Success Story: Clarins saw a 602% revenue increase by optimizing their Google Shopping campaigns.

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### 9. Create a Seamless Checkout Experience

The easier the checkout process, the more likely shoppers will complete their purchases.

- Check product feed quality: ensure your data is accurate and regularly updated.
- Use custom labels to categorize and test various product groups for better performance.
- Optimize product titles and descriptions for seasonal keywords.



**35%** Fact: A simplified checkout can boost conversions by up to 35%.

### 10. Strengthen Post-Purchase Communication

Delivering on promises after the purchase is key to building customer trust.

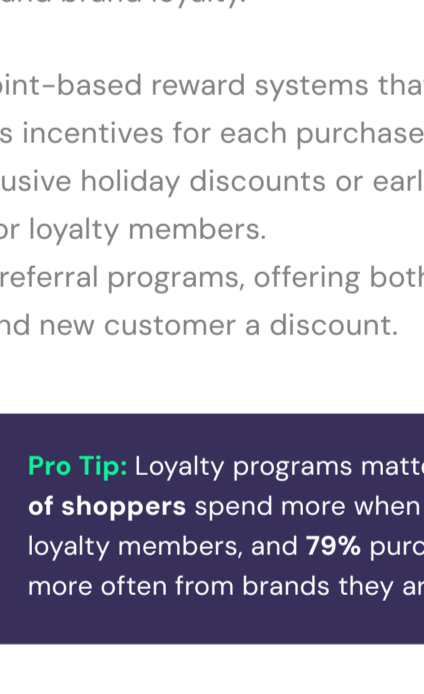
- Set up real-time shipping updates via email and SMS to keep customers informed.
- Add return shipping labels in your packages or offer hassle-free online returns.
- Follow up with a personalized email thanking customers and suggesting future purchases.

Fact: **76%** of first-time buyers are more likely to return if the post-purchase process is smooth.

### 11. Prepare Your Customer Support

The holiday season will bring more inquiries and returns.

- Make sure customer support is available via chat, email, and phone during high-traffic times.
- Implement AI chatbots to handle common queries and ease the load on support staff.
- Provide clear FAQs and troubleshooting guides to minimize support tickets.



### 12. Run A/B Tests for Continuous Improvement

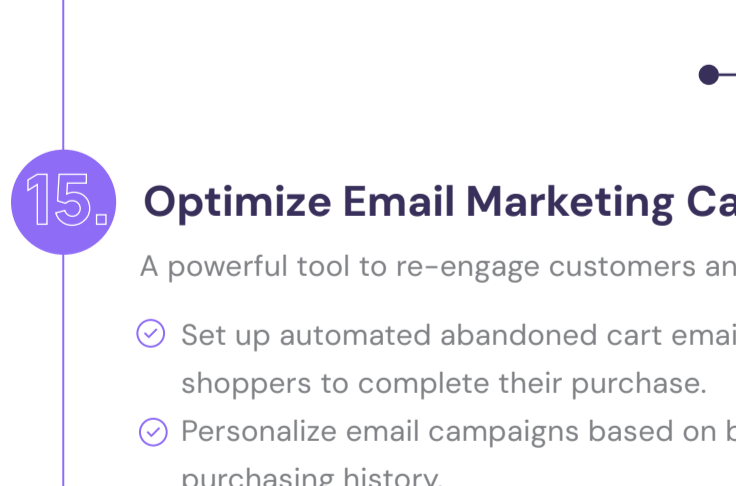
Optimize every aspect of your store by running experiments.

- Test different landing pages, checkout flows, and call-to-action buttons.
- Use A/B testing tools to identify what resonates best with holiday shoppers.
- Analyze real-time data to adjust campaigns as needed.

### 13. Implement Loyalty Programs & Rewards

Reward returning customers to drive repeat purchases and brand loyalty.

- Create point-based reward systems that give customers incentives for each purchase.
- Offer exclusive holiday discounts or early access to sales for loyalty members.
- Leverage referral programs, offering both the referrer and new customer a discount.



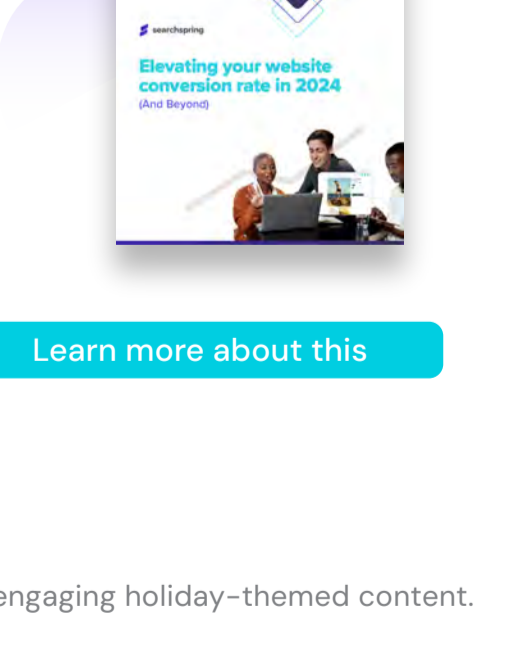
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**56%** Pro Tip: Loyalty programs matter—56% of shoppers spend more when they are loyalty members, and 79% purchase more often from brands they are loyal to.

### 14. Prioritize Social Proof & Reviews

Shoppers trust reviews more than ever when choosing products during the holidays.

- Showcase customer reviews, ratings, and user-generated content prominently on product pages.
- Enable customers to share photos or videos of their purchases in reviews.
- Consider adding a "Verified Buyer" badge for extra authenticity.



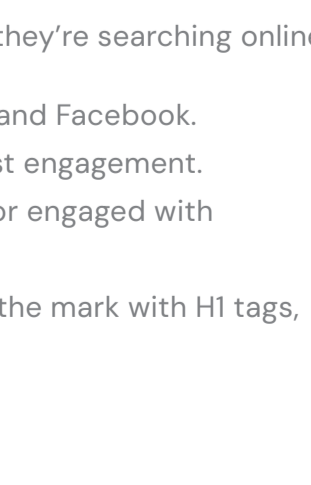
**30%** Fact: Products with social proof can see a 30% boost in conversion rates.

### 15. Optimize Email Marketing Campaigns

A powerful tool to re-engage customers and boost conversions.

- Set up automated abandoned cart emails to remind shoppers to complete their purchase.
- Personalize email campaigns based on browsing or purchasing history.
- Offer exclusive email-only discounts or early access to holiday promotions.

**50%** Case Study: Well-crafted holiday emails led to a 50% lift in conversions for one retailer.



Learn more about this

### 16. Craft Winning Holiday Content

Help your customers make decisions by creating useful and engaging holiday-themed content.

- Write gift guides, product comparisons, and top lists to assist in purchase decisions.
- Create holiday-themed blog posts, videos, or social media campaigns.
- Use storytelling to create emotional connections with shoppers.

**20%** Pro Tip: Holiday gift guides can lead to 20% higher conversions.

### 17. Leverage Social Media and SEO

Engage your audience where they spend the most time and where they're searching online.

- Promote limited-time offers and product bundles via Instagram and Facebook.
- Run holiday-themed social media contests or giveaways to boost engagement.
- Use paid social ads to retarget users who have visited your site or engaged with your content.
- Use keywords effectively in your blogs and ensure you're hitting the mark with H1 tags, titles, and metas.

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### 18. Expand Your Reach with Marketplaces

Be everywhere your shoppers are.

Around 87% of shoppers start their shopping journey on marketplaces. Ensure your products are where your shoppers are looking for them by leveraging marketplaces.

- Start by improving data quality & inventory management.
- Research which marketplaces are the right fit for your target market and your products.

**80%** Fact: 80% of products are invisible on key digital channels.

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By checking off each of these steps, your eCommerce store will be ready to handle the increased holiday demand and be in a better position to boost conversions, and drive more revenue in 2025. Remember, every improvement—big or small—can make a significant impact on your holiday sales performance.

Interested in learning more about how to optimize your store? Schedule a free site audit with Searchspring now

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