

# Ultimate eCommerce Checklist To Explode Your Holiday Sales



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COVID-19 has heavily accelerated the growth of eCommerce. According to [DigitalCommerce360](#), eCommerce sales in the US touched \$196.66 Billion in Q1 of 2021. This is a 39% YoY growth as compared to the same quarter of 2020.

But the first quarter is not the period that sees most sales. It's the 4th one. The one with the holiday season. And if your eCommerce store is prepared for the holiday season, your sales can go through the roof.

So to cut the time short, I have prepared the best holiday e-commerce marketing tips and eCommerce Checklist for Holiday Sales 2021 that can help you increase sales so you leave no stone unturned.

Check and go.

# 1. Implement AMP

AMP gives a straightforward way to create web pages that are more compelling, smoother, and quick to load for users. To implement AMP (Accelerated Mobile Pages) on the WordPress website, you need to follow the steps.

## To-do :

- ✓ Install the Official [WordPress Plugin](#), which keeps on updated over [Github](#).
- ✓ Once it is installed, append “/amp/” or “?amp=1” (if there are no permalinks).
- ✓ In WordPress, navigate to Appearance -> AMP tab to open AMP Customizer Page
- ✓ In the dashboard, you can customize your AMP website by changing its appearance (text, link, background color) in the design tab.
- ✓ Publish (WordPress AMP only supports posts for now, not for pages).
- ✓ Return to AMP Dashboard, configure general settings (Post Type Support, Theme selector).
- ✓ Save Changes and Exit.

We cannot say, it directly affects the ranking of your website. It enhances the overall user experience for all mobile users.

## 2. Optimize image size across various devices

Optimize your website on mobile devices for free with selecting a responsive template or theme. These templates automatically adapt themselves with the display of the visitor's device.

### To-do :

- ✓ It is advisable to optimize your images before final uploading into your eCommerce site.
- ✓ Pick the correct format – DON'T always go for jpg, use png images.
- ✓ You should name your images plainly.
- ✓ Add proper alt attributes.
- ✓ Compress your PNG with tools like [ImageOptim](#), [TinyPNG](#), [Compressnow](#).
- ✓ Reduce the image size for those who use smaller screens.
- ✓ Don't forget to check image dimensions by choosing image sitemaps.
- ✓ Correct the dimensions of your images by using the srcset and sizes attributes.
- ✓ Use [a3 lazyload](#) in the images, which are above the fold.

## 3. Select a responsive template or theme

Optimize your website on mobile devices for free with selecting a [responsive template](#) or theme. These templates automatically adapt themselves with the display of the visitor's device. To make your website mobile-friendly, you need a responsive design template, dynamic website versions, and obviously a mobile app.

### To-do :

- ✓ Choose a responsive website template, you can browse Wix, Squarespace, WordPress, Themeforest.
- ✓ If your website is old, non-responsive, you can switch to fit the width by adding this one line of code inside the <head> tag. `<meta name="viewport" content="width=device-width, initial-scale=1.0">`
- ✓ Avoid heavy text (except blog posts), use light images and CSS.
- ✓ Use video embeds from third party, Add `?autoplay=0&rel=0` after the video URL.

## 4. Optimize your checkout page

Checkouts are the most desirable pages for every online retailer especially in Holiday Sales 2020, when traffic is huge. There are various tools and plugins available in the market which not only simplifies the checkout process but reduces the overall shopping cart abandonment rate of your website.

### To-do :

- ✓ Use a minimal number of CTAs, don't let your customers feel distracted.
- ✓ Display trust signals, with custom [trust badges](#), testimonials, happy customers.
- ✓ You can go for [one-click checkouts](#).
- ✓ Avoid shopping cart abandonment by making guest user sign-ups compulsory.
- ✓ You can optimize those pages by adding multiple fields to it.
- ✓ You can use interactive responsive [high converting checkout templates](#).

## 5. Provide better product recommendations

Suggest better products, deliver predictions, and give smart recommendations to your customers based on their budget, taste, and shopping behavior.

### To-do :

- ✓ Showcase your best sellers under “Best Sellers”, Or “Most Popular” category.
- ✓ Show recommendations based on customer’s ratings and reviews.
- ✓ Target products based on the visitor’s location using geo-targeting.
- ✓ Analyze customer’s behavior with visitor tracking script and cookies via [HubSpot forms](#).
- ✓ Pin most trending and fresh arrivals under the first scroll.

#### Related:

[Check out smart upselling strategies for holiday sales 2020.](#)

## 6. Analyze eCommerce last year keyword performance

You need to go through those keywords which ranked greatly in 2019. Keep an eye on the latest trends of course.

### To-do :

- ✓ Use [Google Search Console](#) to filter out the last 12 months of search volumes.
- ✓ Measure your keyword performance in [Google Analytics](#).
- ✓ Focus on getting authority backlinks with email marketing insights, guest blogging.
- ✓ Post fresh and high-quality content, do comment for better reach.
- ✓ You can have it from your affiliates, and channel partners as well.



# 7. Voice-related searches

Adobe released survey data in July that found [48% of consumers](#) are using voice for “general web searches.”

It’s trending. Add question phrases, which include the most frequent searches. Let’s see what more you can do to capitalize on your voice search popularity.

## To-do :

- ✓ Provide clear and concise answers with targeting “who”, “why”, “what”.
- ✓ Integrate long-tail keywords.
- ✓ Craft user-friendly product descriptions.
- ✓ Keep your answers under 30 words, to get into featured snippets.
- ✓ Use natural language in your queries.
- ✓ You can use [PageInsights](#), to reduce the website loading time.

### Related Post:

[Voice Search SEO: How to Optimize Website on Local Search](#)

## 8. Run special holiday campaigns with CRM Automation

Utilize your CRM to collect leads, assign, nurture them with Integrated CRM marketing tools.

### To-do :

- ✓ HubSpot Free CRM helps you design personalized emails.
- ✓ Automate follow-ups and tasks with workflows, save time, and stay ahead.
- ✓ Avoid unnecessary data entry with HubSpot Smart forms.
- ✓ Segment customers and create Holiday Sales special lists.

Read more:

[10 Free HubSpot Integrations For Startups Revenue Boost](#)

## 9. Create festive sales calendar for holiday promotions

Shoppers love discounts and [smart offers](#). And that's why a rush is always seen during festive sales season. Customers used to shop a lot when the season is festive especially during Black Friday or Cyber Monday and in fact, Halloweens cannot be ignored.

### To-do :

- ✓ Maintain [Holiday Sales Calendar 2020](#) to ensure you are not missing out best shopping days.
- ✓ Stay organized with Free tools like [Trello boards](#), and Google Sheets to mark your to-do's.
- ✓ You can also use the tool [Click-up](#) that personally I found best in the series, with lots of amazing process management features for free.
- ✓ Use [Free HubSpot CRM](#) to manage your tasks, goals, docs, chat all for free.

# 10. Audit your email segmentation strategy to boost holiday sales

When it comes to email marketing, taking a “one-size-fits-all” approach by sending bulk emails or haphazardly targeting your paid promotions will result in “one-size-fits-none” as output.

## To-do :

- ✓ Segment Top-of-funnel (TOFu) subscribers based on –
  - Demographics
  - Lead scoring
  - Engagement
- ✓ Segment Middle-of-Funnel (MOFu) based on –
  - Interest and behavior
  - [HubSpot RFM Analysis](#)
  - Product Recommendation
- ✓ Segment Bottom-of-funnel (BOFu) based on –
  - Purchase history
  - [Cart Abandonment](#)
  - Cart value

Read more:

[9 Creative Tips To Capture Your First 1000 Email Subscribers](#)

# 11. Show and increase urgency and FOMO (fear of missing out)

Timing and a sense of scarcity, more specifically, can mean the difference between decent sales and jaw-dropping sales, while limiting its availability.

Give the holiday shoppers exactly what they desire, and when they really need it. Thus, understanding your customers from the inside out is crucial.

## To-do :

- ✓ Use terms such as “few hours left”, “COD available”.
- ✓ Highlight the missed opportunities with “limited editions” and “ends tonight!”.
- ✓ Run the timer, to show urgency, make your customers feel they are losing a big deal.
- ✓ Use images like “Don’t miss out” to trigger FOMO.
- ✓ Show social proof on your website.
- ✓ Let your customers know how much more they need to spend to get Free Shipping.

## 12. Offer holiday special gift cards

One of the most popular techniques to [enhance customer loyalty](#) and client engagement. If you are looking for an effective way to boost your sales, WooCommerce Gift Cards provide a variety of benefits for your eCommerce startups business, ranging from increased revenue to greater [customer retention](#).

### To-do :

- ✓ Create an email marketing campaign for promotions
- ✓ Place gift cards above the fold on your website during holiday sales season
- ✓ Offer holiday-themed e-gift cards.
- ✓ Social media promotions of gift cards as the most flexible gifting option for last-minute shoppers.
- ✓ Market gift cards as “the perfect gift for holidays”.
- ✓ Use gift cards to reward loyal customers.

# 13. Offer Product bundles

Product bundling is an effective marketing strategy to sell products in bulk but also, simplifies the purchasing decision. There are various product bundle tools available in the market that can help you create product bundles with gift wrap.

## To-do :

- ✓ Help your customers pick items to create a [custom product bundle](#) of their choice.
- ✓ Create product bundles and [upselling strategies](#) opportunities wherever possible.
- ✓ Give your customers an easy way to create your own gift sets, with similar and complementary items.

# 14. Add multiple products/images on a single page

There are less than 7 seconds to convince your customers to buy from you. It is very important to utilize those few seconds smartly. Displaying a single product at a time reduces the probability of conversions, and what if he has slow internet connectivity? Crashed!

Displaying multiple products on a single page increases the chances of buying because he/she doesn't have to navigate much and can take frequent decisions by comparing the price, color, or anything in one sight. Adding multiple products on the page also raises the Average Order Value(AOV).

## To-do :

- ✓ In WooCommerce, you can add multiple products to your single page with product ID and SKU, or you can use this tool for [fast ordering](#).
- ✓ Add image galleries, sliders, product swatches to [display variations of your variable products](#). Let your customers go through every single product in detail, while staying on the same page.



# 15. Interactive landing pages for festive sales

The luxury British handbag company, Mulberry sets a beautiful example of a festive frame. To catch the viewer's attention in a go, this brand added the gift collection theme and clear CTA.

## To-do :

- ✓ Prepare an auto-feed with popular search terms like “holiday sale boosters”, “festive checkout essentials”, “seasonal gift cards”, etc.
- ✓ Add social media icons to let your customers share their favorites.
- ✓ Good festive hero image, rundown a timer to show urgency.
- ✓ Add attractive [Discount Winwheel](#) as an exciting discount gaming tool.
- ✓ Tuck most trending products at the top with clear personalized site navigation is a key to make your site look more festive oriented.
- ✓ Try to write content that is more festive-curated and pump your things up even if, it is not desired.

# 16. Avoid “No results seen” experience

Disappointments! that’s seriously not desired. But, it is always possible to show “no results” for what your website doesn’t have. You can make this Feature holiday gift guide to update content on your “NO RESULTS” page. So, how to make your dead pages work for you.

## To-do :

- ✓ Suggest categories based on the user’s search query.
- ✓ Show personalized recommendations with analyzing user behavior.
- ✓ Add the “Talk to sales” button.
- ✓ Attach a Live Chat option.
- ✓ Add “Top Trending Products” to the page.

# 17. Allow tracing shipping address of the online product on the map

There isn't a single customer who exists on this planet, doesn't eagerly wait, after making an online purchase. For me, the delivery tracking system is an essential part of the eCommerce process and customer experience.

## To-do :

- ✓ Give your customers an easy way to track their shipments, by adding a [shipping map](#) to your eCommerce store. This shipping map helps you as admin to keep a sharp eye on product delivery status. And streamlines the shipment process.
- ✓ Sync google maps by measuring product delivery distance through calculating longitudinal and latitudinal range from the admin's end.

# 18. Order tracking with different shipping companies

E-commerce is growing exponentially. And if your customers are tucked within How long does it take to deliver? How can I track my order? You need to re-think about shipment tracking and delivery.

## To-do :

- ✓ Get complete information on shipment and delivery with [order tracking software](#).
- ✓ Inform your customers about the status of their order via email notification.
- ✓ Track your store orders by syncing your eCommerce store with [adding shipping companies](#) like DHL, UPS, FedEx, RoyalMail, etc.

# 19. Avoid fraud with the payment process

Fake and fraudulent eCommerce deliveries have become common nowadays. Well, what are fake orders? Those orders that are placed with the intention of cheating the merchant are considered fake. To save your store from such deliveries, you can try out a middle way.

Here are some points, through which you can ensure genuine orders at your eCommerce store, let's see what you should focus on.

## To-do :

- ✓ You can check the email authenticity of your visitors with tools like [email checker](#).
- ✓ You can also check if their PayPal account is verified.
- ✓ Cross-check IPs, with customer's billing address with [IP address trackers](#).
- ✓ Avoid fake Cash-On-Deliveries with automating your [partial payments](#).

Read more:

[Post checkout trick Fulfillment – Shipping and Delivery](#)

## 20. Cutting the shipping costs

Around 47% of all online shoppers say that free shipping would make them more likely to purchase from another country. And, shipping is the most unglamorous but important part of eCommerce, which can't be ignored. Let's see how you can reduce your shipping cost to improve your margin?

### To-do :

- Decrease the shipping distance
- Make [online payments](#)
- Utilize PUP (Pick Up Points)
- Provide correct details
- Combine orders

# 21. Market Research and articulate on payment methods

Interrogate how your consumers want to spend. And what is the exact problem, they are searching for a solution? Explore their market research problem and come up with a wide range of solutions matching their queries; suggest ideas, and in fact terms to them, that can refine their search and give you clear insights into their problem. You can provide a currency converter.

## To-do :

- Compile a list of queries matching the terms, the customer did their past searches.
- Look out for the product categories.
- Filter out the most searched queries and group them under one sub-category.
- Now, go for a single question that sums up your entire sub-categories created.

## 22. Put together a “7 deals” offer

Try this! Present a new offer or deal each day from flat 30% OFF\* to SUPER COMBOS. Here are simple eCommerce promotion ideas to boost your store sales.

### To-do :

- Flash Sale
- [Buy One Get One \(BOGO\)](#)
- Free samples
- Exclusive Cross-sells
- Personal Recommendations
- Free shipping
- Giftcards



## 23. Last-minute holiday shopping predictions

Create a sense of urgency with “only three days left” or “there is still time!” Secure last-minute sales by putting top trending products, fresh arrivals of your store on the first scroll.

### To-do :

- ✓ Offer free e-books during festive deadlines, etc.
- ✓ Add a section to enhance Last-minute Most Searched, Most Viewed, Most Preferred products on sale.
- ✓ Target your customers based on their region, browsing behavior using geo-targeting.
- ✓ Hook [gift cards](#) on top strip for last-minute shoppers.

## 24. After the shipping drop-dead date

After Holidays, you can sell gift vouchers, including redirecting key site search queries or shipping cutoffs. Look at your return policy.

### To-do :

- ✓ Keep your refund policy clear in words.
- ✓ Personalize your refund policy based on the target audience.
- ✓ Make your returns easy with RMA.
- ✓ Make your “Talk To Sales” 24\*7 open.
- ✓ Check your FAQ’s, support pages.
- ✓ Consider homepage banners, graphics holiday-oriented.
- ✓ Maintain email and social messages with [free marketing automation tools](#).

## 25. Offer digital Gift Cards gracefully

Promotional strategies like gifts are truly an engaging method to attract customers and more traffic to your website during the peak 11th-hour shopping.

### To-do :

- ✓ Don't overlook Gift Cards Laws and Regulations.
- ✓ Do proper Packaging and make the Gift Card looking "Gift-Ready".
- ✓ Use appealing or Updated Gift Card designs.
- ✓ Investing in [Gift Card Marketing](#).
- ✓ Offer Customizable Gift Cards Templates.
- ✓ Provide Coupons/Discounts to Attract Customers.
- ✓ Provide Multiple Delivery Options on Gift Cards.
- ✓ Allow your Customers Gift Card Scheduling.

## 26. Check your return and exchange policies for your holiday sales

92% of shoppers say they will buy again if the returns process was easy.

Make sure your refund and exchange portal is all set to handle all the bulk requests and provides a hassle-free refund and exchange process whether its a return, refund, or exchange.

### To-do :

- Create clear product descriptions.
- Choose an automated tool to ensure smooth [refunds and exchanges with RMA Authorization](#).
- Get an automated refund and exchange system.
- Notify your customers over email about each step of the refund step.
- Give your customers the facility of advanced e-wallet to ensure a faster payment process.

## 27. Run automated email campaigns

The communication doesn't stop after the Christmas holidays. Use email marketing strategies to [schedule the workflows](#) and set email campaigns to nurture your leads.

### To-do :

- Welcome emails after a sign-up
- Seasonal greetings
- Confirmation messages after a registration
- Early-bird Offer
- Black Friday Sale
- Holiday invitation emails
- Cyber Monday Promotion
- Gift Cards promotion
- Abandoned cart emails
- Last-minute offers
- Winter deals
- Product reviews
- Happy New Year



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