

10 Quick & Easy Steps

to Prepare Your eCommerce Website for Surges in Last Minute Holiday Traffic

- Let your hosting provider know you are expecting increased traffic.
- Check your top 10 most visited / highest converting pages of your website for errors.
- Plan your sales & promotions... and inform your entire team.
- Emails blasts, email blasts, email blasts.
- Communicate your shipping offers clearly and effectively.
- Triple check your checkout process (make sure it's not broken!)
- Tell the world about all your delightful offers via social channels.
- Prepare your advertising and hit them hard.
- Treat your best customers with the best deals before anyone else.
- Make absolutely certain your mobile experience is flawless.