How to Holiday-ify Your Ecommerce Store:

A Checklist

- ☐ Use a storewide banner to convey important information (e.g., shipping times, sale details, etc.)
- ☐ Customize your theme by adding holiday colors
- ☐ Take holiday-themed product photos. (e.g., add decorative elements like fake snow, snowflakes, bows, etc.)
- ☐ Create gift guides. Even better, make it interactive (e.g., a Buzzfeed-style quiz)
- ☐ Add tags to products that are must-have gifts
- ☐ Use merry elements in homepage **images**. (e.g., holiday-themed borders)
- ☐ Offer discount codes that allude to the holidays
- ☐ Feature holiday product bundles with seasonal favorites
- ☐ Add navigation buttons to holiday-specific pages
- ☐ Include holiday-related copy to product pages
- ☐ Infuse your site with holiday-related **keywords** and content
- ☐ Offer gift shipping and delivery (e.g., no receipts, customized message, holiday packaging)
- ☐ Review your returns and exchange policies. Check that there is information dedicated for gift recipients
- ☐ Include gift cards as an upselling opportunity at checkout
- ☐ Write **blog posts** related to the holidays — it'll help your SEO
- ☐ Feature user-generated content and reviews prominently throughout your site
- ☐ Make sure **customer service** channels are easily accessible. (e.g., a "help" pop-up when shoppers visit your FAQ page)
- ☐ Test your site speed