

BLACK FRIDAY ECOMMERCE CHECKLIST



Black Friday is one of the busiest shopping days of the year, and while you might not be feeling the urgency in say, September, it's the perfect time to gear up for an increase in traffic and make sure your eCommerce platforms are ready to provide a seamless shopping experience for customers.

This checklist includes aspects such as site speed, user experience, technical performance, and security to help you prepare your site for your big eCommerce holiday.

#1 PERFORMANCE TESTING



Before launching any eCommerce platform, your web development team should have conducted rigorous functionality, integration, and performance testing. Still, it's a good idea to conduct load and stress tests to ensure your website can handle a surge in traffic. Make sure your site speed and load times are optimized to prevent delays.

For optimal performance, page size should be below 3MB and should become fully interactive within 5.3 seconds. Slower load times will cause visitors to abandon your site, reducing conversions and sales.

#2 GATEWAYS AND PAYMENT OPTIONS

Ensure all payment gateways are functioning correctly. Even minor glitches can cause cart abandonment and reduce sales volume. Test various payment methods to verify they are working smoothly.



#3 SCALABILITY PLAN FOR TRAFFIC SPIKES

Ask your hosting provider what accommodations are in place to quickly scale up your resources if traffic exceeds expectations. Review your hosting plan to ensure it will support increased traffic and will not implement bandwidth throttling or outages if your traffic spikes.

#4 SECURITY CHECKS: HTTPS AND SECURE SOCKET LAYER (SSL)



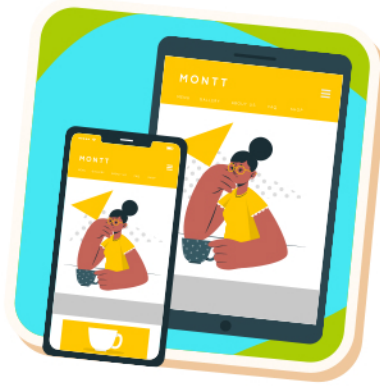
HTTPS protects websites from attacks and lets customers know your site is protected and trustworthy. Make sure all links on your site are pointing to HTTPS links. Regularly scan for vulnerabilities, and keep your website's CMS up-to-date to ensure access to the latest security patches.

SSL is a standard technology for encrypting and protecting usernames and passwords as well as forms used to submit personal information, documents, or images. Confirm that your SSL certificate is up-to-date.

#5 MOBILE RESPONSIVENESS

Your website should be mobile-friendly and responsive year-round, but it's a good idea to review mobile responsiveness before your busy season to ensure a smooth shopping and browsing experience on all devices.

Mobile-friendly sites perform better in search results! Make sure interactive elements like buttons and links are not too small or too close together and mobile font size is at least 16 pixels.



#6 WEBSITE ACCESSIBILITY

Make sure that the plug-in or integration you're using for website accessibility is functional and up to date.

#7 CUSTOMER SUPPORT

Set up a dedicated customer support system to handle inquiries and issues. Ensure online chat, inquiry, quote request forms, and other contact methods are functioning properly. If you sell directly to consumers.

#8 TECHNICAL AND ON-PAGE SEO

If you use a site audit tool such as Ahrefs, check for broken links, server errors, and redirect loops that can cause delays and diminish search rankings. Make sure your images and files are optimized for fast loading.

#9 PROMOTIONS AND DISCOUNTS

Create and schedule your promotions and discounts. Ensure these promotions are prominently displayed on your website. Perform functionality testing to ensure your discount codes are properly applied at checkout.

#10 EMAIL MARKETING

Prepare and schedule email campaigns to promote your Black Friday deals. Segment your email list for targeted marketing. If you're offering a discount that's tied to a specific email promotion or other digital campaign, ensure your analytics platform is ready to report on your conversions.

#11 SOCIAL MEDIA INTEGRATION

Prepare social media content to promote your Black Friday discounts. When your website is integrated with your CRM and social media profiles, you'll have access to comprehensive analytics on the performance of your social campaigns.

#12 SHIPPING AND FULFILLMENT

Clearly communicate shipping times and options. Ensure your fulfillment process is efficient and reliable.

#13 OPTIMIZE YOUR GOOGLE ACCOUNTS

If you use Google accounts to manage your online presence, ads, or analytics, make sure they're connected and recording data accurately. Ensure your Google Business Profile (GBP) is up-to-date with your holiday store hours.

#14 POST-BLACK FRIDAY STRATEGY

Last, you want to make sure that you keep all of those new customers who found you! Plan for customer retention by optimizing your post-purchase experience (thank you emails, shipping and delivery confirmations, and other follow-ups), loyalty programs, and return and exchange services. Also, monitor and respond to new online reviews, and consider an email campaign to thank your customers and ask for an experience rating.

NEED A PRE-BLACK FRIDAY PERFORMANCE AUDIT?

Talk to BoxCrush. We specialize in eCommerce website development for retailers and multi-location consumer services.



CONTACT US

Contact us to learn more about optimizing your eCommerce platform to provide the ultimate Black Friday shopping experience.