

eCommerce Back-to-School Checklist

Given the current health crisis, kids going “back-to-school” might seem like a long way off. But it will be here before you know it. Here are 5 things you need to do NOW to get your eCommerce website ready for the back-to-school rush.



YOTTAA



Commit to going digital with flexibility

Along with **74% of retailers** that are switching to digital initiatives, you too should plan for online back-to-school promotions. Just pay attention to store openings in your region.



Load test your web pages to handle the influx in traffic

Considering **72% of brands** are seeing an increase in online traffic unrelated to holidays, make sure your site can handle the rush that will come with back-to-school shopping.



Take a full inventory of 3rd parties

Now is the time to establish full visibility into the 3rd parties running on your site. This way, you can see how they are affecting your site performance and catch any unwanted services.



Finalize any new features or functionality to your site

Thinking of adding some new and improved 3rd parties? Now is the time to enhance your digital experience to make back-to-school shopping as seamless as possible. Add as many as you want! But make sure to finalize these choices ASAP to allow time for optimization.



Optimize and stabilize your site’s performance

Your number one priority this back-to-school season (and always) should be to give your shoppers the best experience possible while on your site. Brands accomplish this by optimizing their sites for performance, with a focus on speed and consistency.



Many retailers are working on their site optimizations right now. But if you haven’t started yet, push it to the top of your to-do list!