

eCommerce Holiday Checklist

The summer season is upon us, but for eCommerce retailers, it's the ideal time to begin planning for the hectic holiday shopping season. The holiday season is critical to digital businesses, and now is the time to begin your 2023 preparation.

For eCommerce retailers, you can never be too prepared, and that's why ensuring your team is fully prepared is paramount to success. Giving your team a dress rehearsal now for the holidays helps them with the stress of executing and operating during peak times, as well as building

experience with new team members, and any new third-party partners before going into peak season.

Ensuring that you and your team have proper planning and execution nailed down prior to the holidays is crucial to allow you to focus on other areas that are so important to delivering the customer experience, including supply chain, logistics, and many more.

Here is a comprehensive checklist designed to ensure your website's readiness and maximization of holiday conversions.

The 6 Steps to 2023 Holiday Shopping Success

1

Check Site Speed

Are your web pages loading within the golden 3-second limit? Consider that the average Amazon page loads in just 2.3 seconds. Optimal site speed falls between 3 to 5 seconds. Where does your site stand?

Just a one-second reduction in page load time can lead to a 5.7% lift in mobile conversions, a 3.3% lift on desktop, and a 12.2% reduction in bounce rate. The implications for your sales from Black Friday to Cyber Monday could be monumental!

2

Evaluate Your Third-Party Stack

Getting the right mix of third-party tech on your site is critical to holiday success. First step: assess the number and functionality of third-party services running on your site. Then, determine which ones need attention or removal, and which site functionality is missing and needs to be added. Each third-party technology should serve a very important purpose, and if it doesn't, it's time to remove it from your stack. Third-parties are necessary to deliver the online experience your customers expect, but if they aren't sequenced properly for efficient loading, you risk losing significant site speed, and this can be a holiday conversion killer.

3

Stress Test Your Site

Simulate traffic spikes to ensure your site can handle increased holiday traffic without crashing. During the holidays, traffic to your site will be higher than at any other time of the year. Make sure it can handle the influx of traffic without slowing down page load times, or worst case, crashing your site. Preschedule load testing and final performance optimizations in advance so you have time to fix any issues ahead of the rush. The last thing you want on Black Friday is your site to be down.



Confirm Site Security

Make sure your site is fortified against potential malicious actors. For any digital eCommerce brand, it's always of the utmost importance to have a well-rounded security plan in place to prevent malicious threats. These security threats range from Magecart and DDoS attacks to Bot attacks and customer journey hijacking. The holiday shopping season is prime time for bad actors to attack your site. Make sure you have multiple security layers to keep your site and your shopper's data protected.



Review Team Roles and Emergency Plan

Define clear roles and emergency procedures to keep your operations running smoothly even in unforeseen situations. Coordinating schedules around the holidays can get tricky with travel, weather, and time-off, so this is something you need to confirm with your team now. Have a back-up plan in case of unplanned absences. When it comes to having a successful holiday season, you can never have enough planning.

Here are the areas that *must* be covered:

- **Marketing Operations** – Monitoring of campaigns and analytics
- **Technical Operations** – Monitoring of alerts and analytics
- **Troubleshoot and Fix** – Front and back-end issues and QA
- **Critical Issue Manager** – Triage, vendor coordination, status updates, escalation
- **Specialized Roles** – IT Security, Fraud/Risk



Manage Third-Party Violations

As third-party technologies account for 75% of page-load time on eCommerce sites, your plan should include strategies for handling third-party violations. Steps should include:

- Create a spreadsheet with support and escalation contacts for all third-parties
- Notify third-parties of your points of contact
- Request third-parties' troubleshooting guides and status pages
- Establish a maintenance page to inform shoppers of issues
- Ensure your stage/test site matches production

Timeline



Learn About Performance

YOTTAA provides info on the benefits of fast site speed. 1 second faster = 6% conversion lift.



Check Site Speed

YOTTAA runs a test on your site's current speed and sends you a report.



Evaluate Third-Parties

YOTTAA evaluates all third-party tech on your site and how they impact page load times.



Conduct Free Trial

YOTTAA runs an A/B split test trial to demonstrate site speed improvements.



Go Live

Your site's performance improves by up to 60% and conversions lift by up to 20%!