

7 Ways To Get Your

ECOMMERCE WEBSITE

READY FOR

CHRISTMAS

IF YOU ARE JUST STARTING TO THINK ABOUT YOUR CHRISTMAS MARKETING PLAN THEN YOU ARE REALLY CUTTING IT FINE. CHRISTMAS SHOPPING HAS ALREADY BEGUN FOR MANY CONSUMERS.



A 3rd of all consumers do their Christmas in September and October

WHAT YOU SHOULD BE DOING:

1. Optimise Your Landing Pages

KEYWORD RESEARCH

Choose a phrase that includes as many of the recommendations as possible, but is also grammatically correct so it will fit naturally within content.

ON PAGE CONTENT

Go back to your page and make sure the phrase is reflected within the URL, Meta/Page Title, Meta Description, Page Headers, Content, Images and Internal Linking.

ON PAGE CONVERSION OPTIMISATION

Look at the front end of the website and check your call to actions. Making sure they are clear and understandable.



76% of Christmas Shoppers are more likely to buy a new brand on price alone

2. Christmas Offers and Discounts

Make sure your offers clearly displayed throughout your website, within category pages or product pages for instance. If someone knows they have to spend another ten pounds for free shipping, there's a good chance they will.

3. Have a Seasonal Front End Design

We decorate our homes, offices, gardens and food for Christmas so why not our website's? Show your website some Christmas cheer.



4. Prepare for a Social Push

Twitter, Facebook, Google+ and other social channels are your friends over Christmas. Don't forget to give them gifts as well.

5. Organise Adwords Campaigns

Be prepared for the influx of traffic you will receive. Stats can go haywire in a matter of hours and this can be very confusing for the uninitiated.

Budget:

Keyword Research:

Vigilance:



6. Double Check Your Categories

Make sure that all your categories and products are available for those Christmas shoppers. Don't let them search through your site to find the perfect gift only to find it is out of stock.

7. Set Up Analytics

So, you've planned the world's greatest Christmas campaign and it has gone off without a hitch. Fantastic! Now, where's your evidence? Make sure Google Analytics is on your nice list.

To Do List

- Set Up Analytics
- Get to Grips with Google Analytics
- Look at the details

Merry Christmas from Spiral Media Ltd

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