YOTTAA

eCommerce Site Cyber 5 Holiday Prep List

Things you Need to Do NOW to Get Your eCommerce Site Holiday Ready!

Even though there's plenty of summer fun left to enjoy, it's time to get your eCommerce site ready for the Cyber 5 holiday, the busiest and highest revenue generating shopping time of the year. The checklist below will help you ensure that your brand gets happy shoppers and high conversion rates during the holidays. Don't miss out – start planning today!

✓ Compare your site's performance to other leading brands

✓ Confirm your holiday website staffing hours

✓ Load test web pages to handle the additional influx of holiday traffic

✓ Finalize adding any features and functionality to your site

✓ Establish an emergency plan for site performance issues

✓ Get the full inventory and errors of your 3rd parties with a Performance Snapshot

✓ Make sure your site is performing optimally and providing the best possible experience for your shoppers. Get a free site performance report today!

Save a second of load time now, and increase conversions for the holidays

Did you know that if you shaved just one second off your page load times, you could get a 5.7% lift in conversion on mobile and a 3.3% lift on desktop? Plus, you could reduce your bounce rate by 12.2%. Imagine what happens when even more seconds are saved in time for the holiday shopping season...

Where does this data come from? It's based on the real shopping activity of more than 25 billion page views across 200 leading brands, and it's available on the eCommerce Speed Hub. The Speed Hub is an educational website that's home to the all-new Site Speed Standard benchmarking data. You can use this information to see how your site compares to other leading brands.

Don't miss the opportunity to increase your holiday convesions. Follow this performance readiness timeline and position your site for the most lucrative holiday season yet!

RIGHT NOW!

Learn About Performance

Your brand can have both a fast site and 3rd party technology. Learn how with the Site Speed Standard Benchmark.

BY AUG 20

Performance & 3rd Party Evaluation

YOTTAA evaluates current performance standing and potential improvement.

BY SEP 03

Business Value

YOTTAA helps you build proven business value with calculated ROI.

BY SEP 17

Free Trial

Performance test to prove conversion impact.

BY OCT 04

Go Live

Performance improves up to 60% and conversions increase up to 20%.