



YOTTAA

eCommerce Holiday Checklist

7 Tips for Cooking Up Holiday eCommerce Success

The holiday season is a critical time for retailers. According to eMarketer, eCommerce sales for the 2024 holiday season are **forecasted to grow 9.5% to reach \$271.58 billion**¹. With the expected surge in traffic and sales, it's essential to ensure your site is ready to handle the influx and provide a seamless shopping experience.

Retailers and brands, you can never be too prepared, so getting your team's planning and execution in place before the holidays is key to letting you focus on other critical areas. A pre-holiday "prep list" helps them manage the stress of peak times and ensures a smooth customer experience.

Here's a practical checklist to help you maximize your holiday conversions while minimizing stress on your IT and engineering resources.





1 Check Site Speed

⚠️ ACTION

Optimize Your Site for Speed

Why It Matters

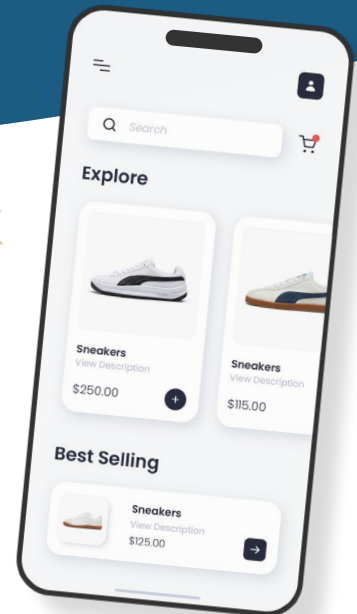
A one-second reduction in page load time can lead to a 5.7% lift in mobile conversions, a 3.3% lift on desktop, and a 12.2% reduction in bounce rate.

Steps

- Assess your site speed using real user data and assess against industry benchmarks with a solution like Yottaa.
- Aim to achieve a page load time within the golden three second limit.
- Compress images and leverage client-side browser caching to minimize HTTP requests and drive fast page loads.

IMPACT

Faster page loads mean better user experience, higher conversion rates, and reduced bounce rates.



2 Ensure Mobile Responsiveness

Why It Matters

A significant portion of holiday shopping is done on mobile devices. A seamless mobile experience can boost conversions.

Steps

- Test your site on various mobile devices and screen sizes.
- Implement responsive design principles to enhance the mobile user experience.
- Automate optimizations based on the device-type from which shoppers visit your site to ensure the fastest experience with a solution like Yottaa.

⚠️ ACTION

Get Your Site Mobile Ready

IMPACT

A mobile-friendly site can increase customer satisfaction and boost sales by ensuring a smooth shopping experience on all devices.



3

Evaluate Your Third Party Stack

! ACTION

Optimize and Sequence Third-Party Apps

Why It Matters

Third-party technologies can account for 75% of page-load time on eCommerce sites.

Steps

- Audit the number and functionality of third-party applications on your site.
- Remove any unused or redundant third-party apps.
- Assign pre-built sequencing rules so each third-party loads in the most optimal order with a solution like Yottaa.

IMPACT

Efficient third-party app loading will significantly improve your site's speed and reliability, especially on mission-critical pages like your homepage and the shopping cart.

4 Monitor Third Parties

Why It Matters

Continual monitoring ensures optimal site performance, reliability, and user experience by preventing third-party apps from causing slowdowns or issues.

Steps

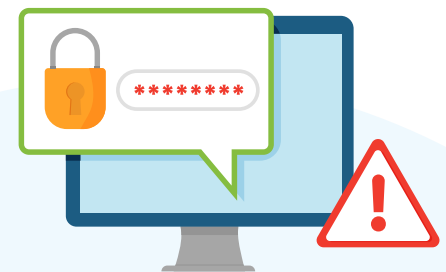
- Create a spreadsheet with support and escalation contacts for all third parties.
- Notify third parties of your points of contact and request troubleshooting guides.
- Leverage your FAQs page to inform shoppers of any issues may they arise.
- Schedule automated alerts to detect any performance anomalies so that they may be immediately resolved with a solution like Yottaa.

! ACTION

Establish Protocols for Handling Violations

IMPACT

Effective management of third-party violations will ensure your site remains fast and reliable during the holiday season.



5 Maintain a Reliable Site

! ACTION

Ensure Your Site's Reliability

Why It Matters

Reliability ensures that your site remains operational during peak shopping times, preventing lost sales and frustrated customers.

Steps

- Leverage performance monitoring tools to track site performance in real time.
- Implement redundancy and failover mechanisms to minimize downtime.
- Conduct load testing to identify and address potential bottlenecks.

IMPACT A reliable site ensures a smooth shopping experience, reducing the risk of lost sales during peak times.



6 Stress Test Your Site

! ACTION

Simulate Traffic Spikes

Why It Matters

High traffic volumes can overwhelm your site, leading to slowdowns or crashes, which result in lost sales.

Steps

- Simulate traffic spikes to see how your site performs under stress.
- Schedule load testing well in advance to fix any issues.
- Audit your site and get alerted automatically when traffic spikes or dips so your team can ensure no sites issues impact shoppers with a solution like Yottaa.

IMPACT

Ensuring your site can handle high traffic without crashing will prevent potential loss of sales during peak shopping times like Black Friday and Cyber Monday.



7 Review Team Roles & Emergency Plan



ACTION

Prepare Your Team for Peak Season

Why It Matters

Clear roles and emergency procedures are essential to keep operations running smoothly during peak times.

Steps

- Define emergency roles for marketing, technical operations, troubleshooting, and customer service, including specific areas of accountability for each team member.
- Coordinate schedules and have backup plans for unplanned absences.
- Conduct an emergency “dress rehearsal” to ensure everyone is prepared.

IMPACT Proper planning and coordination will help your team manage peak season stress and ensure smooth operations.

Timeline for Preparation

21

August 21

Evaluate the benefits of site speed improvements and conduct initial speed tests. If you're interested in a full Yottaa implementation, [start a dialogue](#) with a Yottaa team member.

18

September 18

Conduct A/B split test trials to demonstrate and evaluate possible site speed improvements.

4

September 4

Install [Yottaa Insights](#) to benchmark your site speed and evaluate all third-party technologies on your site.

2

October 2

Go live with improved site performance with plenty of time to drive additional improvements if necessary.



Bonus Step: Code Freeze

ACTION

Implement a Code Freeze Period

Why It Matters

A code freeze minimizes the risk of introducing new issues during the critical holiday shopping period, ensuring your site remains stable and reliable.

Steps

- Schedule a code freeze for the last several weeks of the year to prevent any changes that might cause disruptions.
- Communicate the code freeze dates to all team members and third-party vendors.
- Conduct thorough testing and finalize all necessary updates before the code freeze begins.

IMPACT

A code freeze ensures that your site remains stable and reliable during the busiest shopping weeks of the year, preventing last-minute issues that could impact sales.

Conclusion

With Cyber Five just three months away, it's crunch time for retailers and brands. Following this checklist will ensure your site is ready to handle the holiday rush and maximize your sales potential.

Yottaa's solutions provide the tools you need including third-party and dynamic content loading, browser caching, and real-time performance monitoring to provide visibility into site speed and optimize your site for optimal performance — helping you deliver a seamless and efficient shopping experience for your customers. Don't wait until it's too late! Schedule a demo today to see how Yottaa's advanced solutions can supercharge your site's performance and boost your holiday sales.

Transform Your Holiday Readiness with Yottaa:

[Schedule Your Demo Today!](#)

(1) [Guide to Holiday Retail: Consumer spending stats and shopping trends](#)

