

# The Ultimate Back-to-School Ecommerce Checklist

Is there any date more stressful in a parent's shopping calendar than the back-to-school rush? Any retailer that can take the hassle out of this shopping experience is a retailer that will win parents' custom.

Whether you sell school supplies, tech devices, college dorm decor, or clothing and sporting apparel, these search and merchandising tactics will help you boost online sales this season.



- Curate a back-to-school category page**  
Display all of your school or college-related items in one place for optimal product discovery.
- Add banners and badges to your store**  
Highlight special offers and draw attention to products with school-friendly features.
- Set up search synonyms and redirects**  
Ensure shoppers who search for non-product queries like "school" are served relevant results.
- Provide relevant filter and sort options**  
Enable shoppers to filter and sort products by price, ratings, and key attributes.
- Review reporting and insights from previous years**  
Use shopper behavior data to inform tactical decisions and eliminate past barriers to purchase.
- Display reviews and user-generated content**  
Inspire confidence in purchasing decisions with social proof and feedback from other parents.
- Offer buying guides and inspiration**  
Feature content like laptop guides or dorm decor inspiration with inline banners.
- Cross and upsell with product recommendations**  
Prompt shoppers to add complementary items to their cart to boost average order value.
- Make critical information easy to find**  
Ensure shipping costs, return policies, and FAQs are easily found via search and navigation.
- Amplify your strategy with targeted marketing campaigns**  
Drive shoppers to your site with consistent messaging across all touchpoints.

To learn more, view our comprehensive guide to [preparing your online store for the back-to-school rush.](#)

## About Searchspring

Searchspring is on a mission to give ecommerce teams superpowers. We are giving the worlds' most creative online brands the user-friendly search, merchandising, personalization, and analytics they need to increase conversion and curate unique shopping experiences. Learn more at [searchspring.com](https://searchspring.com) or visit the websites of some of our most heroic customers like Moen, Fabletics, Volcom, Wildfang, or Alternative Apparel.