



The Ecommerce Merchandiser's Black Friday Checklist

Out with the old campaigns, in with the new

Clear out your summer sale's pinned products, boost rules, and banners - you don't want them to override your shiny new global merchandising campaigns.

Elicit holiday magic from last year's reports

Last year's popular searches? This year's landing pages and redirects. Plus, now is the time to ensure the "zero results" of the past don't happen again.

Turn those insights into landing page gold

Gifts for Her, Ideas for Him, Stocking Fillers Under \$50... Take the hassle out of gift-buying - your shoppers will thank you.

Tie it all together with search redirects and synonyms

Send sale or gift-related queries straight to hyper-relevant results on your beautifully merchandised landing pages.

Add sparkle with banners and badges

Bolster promotions with visual cues across the homepage, autocomplete dropdown, category pages, and more.

Let your star products shine with boost rules

Highlight products that are in stock, on sale, and selling fast so shoppers instantly find the hottest results. It's all about optimizing that [product display order](#).

Inspire with timely recommendations

Are you recommending the right products for the season? Prompt shoppers with enticing suggestions and cross-sell the must-have accessory for that gift.

Get festive with facets and filters

Offering curbside pickup? Last minute delivery? Guide shoppers straight to the products that qualify. And don't forget your [faceted navigation SEO](#).

Spruce up product finders

If you already have a product finder tool on your store, a quick refresh could turn it into a handy holiday gift finder.

Holiday-proof your delivery, returns, and FAQ pages

Ensure the critical details are up to date and easy to find.

Merchandise that no results found page

Keep shoppers engaged and guide them to alternative results with [these simple steps](#).

Don't forget your gift cards

[Clever placement and promotion](#) will get many undecided shoppers out of a gift-buying rut.

Check your site speed, check it twice

Optimize images, clean up plugins, set up caching, and ensure your solution providers can keep up at crucial moments.

Schedule your campaigns

Because who wants to manually click "launch" at 12:01 am?

Watch the conversions roll in

* Exhale *



Want to learn more about these tactics? Interested in real-life examples? Check out the [12 ecommerce tactics to skyrocket Black Friday & Cyber Monday sales](#) ebook.

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 or visit the websites of some of our most heroic customers like Moen, Fabletics, Volcom, Wildfang, or Specialized.