

5 ways to get your website ready for the holidays to help you improve sales

Prepared by: Leopoldo Pirela

Email: hello@pirelaconsultancy.com

Optimize Your Website

- Make your website part of the Holiday style, but don't forget your brand's identity
- Use Banners and sliders to showcase sales
- Use top bars on your website to identify news, opening hours, sales
- Make sure your location and contact information is clear
- Add a Google Map with your location(s) if possible

Make Your Website Mobile Friendly

- Make sure your font and images are fully optimized for mobile
- Remove any elements that do not fit properly on mobile
- Optimize your website's speed for mobile
- Have your contact information accessible on mobile and tablet

Update Your Photos

- Use high-quality images only
- Showcase all the angles of the product
- Add a human touch to at least one photo of the product
- Use image-size guideline for faster optimization

Optimize Your Website for SEO

- Use FAQ that is oriented to the holiday season
- Add a chat option to your website
- Guide your users through your buying process with the chat option

BONUS

Create Instagram stories for your top products: There are over 1 Billion on Instagram right now, and the best part about it is that you can geo-tag your Instagram account to reach even more people closer to your business.

Create at least 12 stories that you can use showcasing your products. Also, make sure to create stories highlights of your products and give your followers updates on what is taking place. Furthermore, you can enhance this strategy even more by doing some sort of give away or prizes that someone can win through a contest.

With these 5 unique website sales strategy for this upcoming season, your website and business will be ready for a great start. The best part about these strategies is that you can literally use them for each season, holiday or date that you may be targeting. Furthermore, these same strategies can also help you to shorten the work next year, as all of them are 'Ever Green' strategies that can be optimized for the following year.

If you thought this was useful, let me know by commenting below. Also, if you have any questions or want to consult further on this, click the button below and set up a one-on-one meeting right away!