



Christmas Website Preparedness Checklist

Design & Branding

- ☐ Update website banners, hero images, and graphics with festive Christmas themes
- ☐ Add holiday-themed icons, colors, and typography for a seasonal look
- ☐ Ensure branding remains consistent with the overall company identity
- ☐ Create a Christmas logo variation or favicon for the season

Content & Messaging

- ☐ Update homepage copy with Christmas greetings and promotions
- ☐ Highlight holiday sales, bundles, or gift guides
- ☐ Add a dedicated Christmas landing page for seasonal campaigns
- ☐ Prepare blog posts or articles with holiday tips, gift ideas, or festive inspiration

Promotions & Marketing

- ☐ Plan and schedule Christmas email campaigns
- ☐ Create social media graphics and posts for holiday promotions
- ☐ Set up discount codes, coupons, or free shipping offers
- ☐ Add countdown timers for Christmas sales or shipping deadlines

User Experience

- ☐ Ensure navigation highlights Christmas deals and gift categories
- ☐ Add a "Gift Finder" or "Shop by Price" feature
- ☐ Optimize product descriptions with holiday-related keywords

- ☐ Provide clear shipping and return policies for holiday shoppers

Technical Readiness

- ☐ Test website speed and optimize for high traffic
- ☐ Ensure mobile responsiveness across all devices
- ☐ Check that checkout and payment systems are working smoothly
- ☐ Back up website data before launching holiday campaigns

Visual Enhancements

- ☐ Add festive animations, snow effects, or interactive elements
- ☐ Use Christmas-themed product mockups and lifestyle images
- ☐ Update product packaging visuals to reflect holiday editions

Customer Support

- ☐ Extend customer service hours if needed
- ☐ Add live chat or chatbot support for quick responses
- ☐ Prepare FAQs for holiday shipping, returns, and gift wrapping
- ☐ Train staff on handling increased seasonal inquiries

Analytics & Tracking

- ☐ Set up tracking for holiday campaigns in analytics tools
- ☐ Monitor conversion rates, cart abandonment, and traffic sources
- ☐ A/B test holiday landing pages and promotional banners
- ☐ Prepare reports to evaluate campaign performance post-season

Post-Christmas Planning

- ☐ Schedule post-Christmas clearance sales
- ☐ Prepare thank-you emails for holiday customers
- ☐ Plan New Year promotions and transition website visuals
- ☐ Archive Christmas assets for reuse in future campaigns