



HOW TO PREPARE YOUR WEBSITE FOR BLACK FRIDAY

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Do you have an e-commerce website or [Amazon](#) drop-shipping site? You need to make sure you're ready for this year's major online sales! Here are some tips to get your site ready.

It doesn't take a genius to understand that global lockdowns and social distancing measures have devastated brick-and-mortar stores, but that might be half the story. Many people are spending their money smarter as they have lost their jobs or have been furloughed. That being said, consumers are looking for really good sales and will buy a great deal when they see one.

This year Black Friday falls out on Nov. 27th, but brands like Walmart, Home Depot, Best Buy, and Target will start their Black Friday sales as early as Nov 1st to drive online sales. Most stores will not open their brick and mortar stores at all on Thanksgiving and are relying on Black Friday to drive online sales.

Another major push has been to shop local and support small businesses. As many of us know, our community has always been very close-knit and always looks to shop local and support each other. Now is the time to start planning (you might even be late!) for the pre-Chanukah /Cyber Monday sales.

If you have an e-commerce website whether it is an online version of your brick and mortar store or an Amazon drop-shipping site, here are some tips to get your site ready for the busiest online shopping season ever.

Make sure your website is ready to go.

Before a racecar race, the pit crew checks the oil, gas, water, tires and makes sure the car is ready to race at full speed. So too your website should be in top shape. Are all your products updated and properly tagged? Is your site mobile friendly? Over 60% of online sales are made on a mobile device.

Do you have Google Analytics Installed?

Google Analytics is a great tool to analyze your traffic and customer's purchase patterns. You can see if the beginning of the week is stronger than the end of the week or if the majority of your customers are women or men. There are many gems that are hidden inside your analytics for future reference. A good digital marketing agency should help you decipher that data.

Are your pixels installed?

Do you have Facebook and Google remarketing pixels installed on your site? This is such an easy and cheap way to remarket your audience across the internet to bring them back to your website. It takes consumers many times of seeing your ad before they purchase. In marketing school they taught us the "rule of seven", a consumer needs to hear your message seven times before they act on it. Today might be less because of the internet and social media, but it is important to continuously remarket to your consumers. Remarketing on Facebook or Instagram is a cost-effective way to recapture past traffic that you might have otherwise lost forever. On average, our e-commerce clients see a \$6 for every \$1 return on remarketing advertising.

Do you have an email marketing plan?

Once a customer joins your email list what types of emails are you sending them? Do they get a weekly newsletter from you? If they are browsing and add an item to their cart and drop off do you send them a few reminders? What happens if they leave in the middle of browsing without adding to their cart? There are some great email marketing software that can boost your sales.

Finally, How are your deals?

Are you really offering the consumer something they will want to purchase at a great deal? You can always combine deals and if you buy one X for 30% off getting Y for an additional 15% off. Or you can offer free shipping on purchases over \$49.99 and encourage your customer to purchase a few items for free shipping. It is cheaper for you to throw two or three shirts into one polybag instead of one shirt at a time.

There are so many opportunities for e-commerce business this year during Q4. This small list is just the tip of the iceberg to help you increase your bottom line and grow your sales. Any well-qualified marketing professional should be able to help you review your website and make those minor changes that can bring major results. Wishing you and your business amazing success this Q4 season.