



# Your Black Friday-Cyber Monday 3-Month Checklist

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## August : Foundation & Visibility

Goal: Prepare your store's structure and design for BFCM traffic

1. Site & Brand Readiness:
    - a. Conduct Full Store Audit
    - b. Update Site Header (Logo, Cart Icon, Search Bar, Category Menu)
    - c. Add Product Galleries (New Arrivals, Best Sellers, Gift Ideas)
    - d. High Quality Product Images and Optimized Graphics
    - e. Add additional payment providers
      - i. BNPL, Paypal, etc
    - f. Add testimonials (KudoBuzz, etc)
  2. Product Page Optimization
    - a. Refine Product titles, descriptions, pricing, and shipping info
    - b. Add strong CTA buttons and trust badges
    - c. Enable "Related Products" or "Customers Also Bought"
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## September: Conversion & Strategy

Goal: Optimize your site for conversions and prep marketing tools

1. Sales & Retention Tools
  - a. Set up discount strategies:
    - i. Product Bundles
    - ii. Discounts & Coupons
  - b. Activate and test:
    - i. Loyalty Program
    - ii. Referral Program
    - iii. Abandoned Cart Automation
2. Marketing Setup
  - i. Improve shopping flow (side cart, guest checkout, branded styles)
  - ii. Set up and test email marketing (welcome, cart recovery, BFCM Promos)
  - iii. Launch early paid ad campaigns (Google or Facebook Ads)
  - iv. Hopp by Wix
  - v. Add Additional Sales Channels

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## October-November: Launch & Execute

Goal: Ensure store + campaigns are fully tested and ready for high traffic

1. Final Checks
    - a. Test the full buying journey: Homepage—Product—Cart—Checkout
    - b. QA Mobile UX, payment methods, coupon codes
  2. Tools & Functionality
    - a. Install essential last minute apps/configure essentials:
      - i. Countdown timer
      - ii. LightBoxes (for promos or email captures)
      - iii. Gift Cards
    - b. Create an SEO-Optimized BFCM landing page
    - c. Test mobile usability across pages
  3. Campaigns & Visibility
    - a. Launch teaser email or banner campaigns for BFCM offers
    - b. Finalize product inventory/confirm shipping times
    - c. Monitor Wix analytics weekly
      - i. Visitor Behavior
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## Join our BFCM Webinar Series

### Kickstart Your Action Plan for a Successful Selling Season

September 25th at 12pm EST

October 8th at 4pm EST



### Prep Your Store For Black Friday + Cyber Monday

October 15th at 1 pm EST

October 22nd at 4pm EST

### Ready, Set, Sell: Your Site's Final Holiday Checklist

November 4th at 12 pm EST

November 12th at 4 pm EST