BFCM Store **Preparation Checklist**

ARCTIC LEAF

Ready to prepare your store for BFCM? Work through this checklist systematically, starting at least 6-8 weeks before Black Friday for best results.

General Site Content

Homepage & Promotional Content

- [ ] Audit homepage for BFCM campaign alignment
- [ ] Optimize above-the-fold space for key BFCM messaging
- [ ] Create clear BFCM-specific CTAs ("Shop Deals," "Get Early Access")
- [ ] Add temporary BFCM category or "Deals" tab to navigation
- [ ] Remove outdated seasonal content
- [ ] Identify and fix broken links across the site
- [ ] Remove expired promotions from all pages

SEO & Product Content

- [ ] Audit product descriptions for clarity and keyword optimization
- [ ] Update meta titles across key pages
- [ ] Update meta descriptions for SEO relevance
- [ ] Review recent SEO trends and adjust strategy if needed
- [ ] Verify product categories align with customer search behavior

Product Pages & Catalog

Inventory & Trust Elements

- [ ] Update inventory data for accurate availability
- [ ] Add shipping estimates to all product pages

- [ ] Display return policies clearly on product pages
- [ ] Add/update customer reviews and star ratings
- [ ] Implement trust badges and security signals
- [ ] Add social proof elements where applicable
- [ ] Include urgency elements (low stock counters, limited-time offers)

Visual Optimization

- [ ] Compress all product images (aim for ~500KB or less)
- [ ] Add descriptive alt text to every product image
- [ ] Test zoom functionality on desktop and mobile
- [ ] Verify images load quickly on mobile devices

Pricing & Offers

- [ ] Double-check all product prices for accuracy
- [ ] Test discount codes for proper application
- [ ] Verify bundle offers display correctly
- [ ] Check that sale pricing is reflected across all pages

Site Speed & Performance

Performance Testing

- [ ] Run speed test using PageSpeed Insights
- [ ] Run speed test using GTmetrix or Pingdom
- [ ] Check First Contentful Paint (FCP) score
- [ ] Check Largest Contentful Paint (LCP) score
- [ ] Check Time to Interactive (TTI)
- [ ] Check Cumulative Layout Shift (CLS)
- [ ] Verify site loads under 2 seconds

Optimization Implementation

- [ ] Compress and optimize all image files

- [ ] Minify CSS files
- [ ] Minify JavaScript files
- [ ] Minify HTML files
- [ ] Implement browser caching
- [ ] Consider/implement CDN for asset delivery
- [ ] Remove unnecessary plugins or apps

Mobile Responsiveness

- [ ] Test homepage on mobile devices
- [ ] Test category pages on mobile devices
- [ ] Test product pages on mobile devices
- [ ] Test cart page on mobile devices
- [ ] Test checkout flow on mobile devices
- [ ] Verify touch target sizes are adequate
- [ ] Check form field usability on small screens
- [ ] Test image loading and display on mobile

Customer Usability

Navigation Testing

- [ ] Click through every main navigation link
- [ ] Click through every footer link
- [ ] Test all "Add to Cart" buttons
- [ ] Test all "Checkout" buttons across browsers
- [ ] Test search functionality for relevant results
- [ ] Verify category filters work (price, availability, best sellers)
- [ ] Test sorting options on category pages

Cart & Checkout

- [ ] Test exit-intent popups for timing
- [ ] Verify abandoned cart emails trigger correctly

- [ ] Test discount code application in checkout
- [ ] Verify guest checkout works smoothly
- [ ] Test multiple payment methods in checkout

Search Functionality

- [ ] Verify search returns relevant results
- [ ] Test search filters for accuracy
- [ ] Check auto-suggest functionality
- [ ] Test search on both mobile and desktop

Accessibility (if applicable)

- [ ] Check color contrast for WCAG compliance
- [ ] Add alt text to all images for screen readers
- [ ] Test keyboard navigation throughout site
- [ ] Add captions/transcripts to product videos

Technical & Back-End Prep

Software Updates

- [ ] Update all plugins to latest stable versions
- [ ] Update themes to latest stable versions
- [ ] Update third-party integrations
- [ ] Test functionality after each update
- [ ] Review staging environment for conflicts

Security Measures

- [ ] Verify SSL certificate is valid and properly installed
- [ ] Update firewall rules and security settings
- [ ] Change default passwords
- [ ] Implement strong authentication
- [ ] Review admin user access permissions

- [ ] Verify DDoS protection is in place

Redirect Management

- [ ] Set up 404 redirects for discontinued products
- [ ] Create redirects for archived seasonal pages
- [ ] Redirect removed blog content to relevant pages
- [ ] Update redirects for any changed URLs

Backup Systems

- [ ] Back up entire website database
- [ ] Back up product images and media files
- [ ] Back up configuration settings
- [ ] Back up customer data (following privacy protocols)
- [ ] Store backups off-site
- [ ] Test backup restoration procedures

Customer Support & Policies

Policy Updates

- [ ] Create BFCM-specific FAQ page
- [ ] Update shipping policies with holiday deadlines
- [ ] Update return policies for extended holiday windows
- [ ] Clarify refund timelines for BFCM purchases
- [ ] Add discount stacking rules to FAQs
- [ ] Make policies visible on all product pages

Support Channel Testing

- [ ] Test live chat response times
- [ ] Test chatbot accuracy
- [ ] Update automated responses with BFCM info
- [ ] Verify customer support contact details are visible

- [ ] Train support staff on common BFCM questions

Analytics & Monitoring

Dashboard Configuration

- [ ] Verify analytics platform is tracking correctly
- [ ] Set up goal tracking for add to cart
- [ ] Set up goal tracking for begin checkout
- [ ] Set up goal tracking for completed purchases
- [ ] Configure custom alerts for traffic spikes
- [ ] Configure custom alerts for conversion drops
- [ ] Test all marketing pixels (Facebook, Google Ads, etc.)

Key Metrics Setup

- [ ] Configure real-time traffic monitoring
- [ ] Set up conversion rate tracking by device
- [ ] Set up cart abandonment rate tracking
- [ ] Set up average order value tracking
- [ ] Configure page load time monitoring

Final Pre-Launch Testing (2 Weeks Before BFCM)

Desktop Testing

- [ ] Complete full purchase on desktop site
- [ ] Test applying discount codes at checkout
- [ ] Verify order confirmation emails send correctly
- [ ] Test multiple payment methods
- [ ] Check payment processing completion

Mobile Testing

- [ ] Browse catalog on iOS device

- [ ] Browse catalog on Android device
- [ ] Test search functionality on mobile
- [ ] Test filtering products on mobile
- [ ] Test add to cart on mobile
- [ ] Complete checkout on mobile
- [ ] Test mobile wallet payments (Apple Pay, Google Pay)
- [ ] Verify forms are easy to fill on small screens

Cross-Browser Verification

- [ ] Test site on Chrome
- [ ] Test site on Safari
- [ ] Test site on Firefox
- [ ] Test site on Edge
- [ ] Test on iOS Safari (mobile)
- [ ] Test on Android Chrome (mobile)

Stress Testing

- [ ] Run load testing to simulate heavy traffic
- [ ] Identify potential bottlenecks
- [ ] Work with hosting provider on traffic capacity
- [ ] Verify site stability under high load

Contingency Planning

Backup Plans

- [ ] Set up alternate payment processor
- [ ] Create customer communication templates for delays
- [ ] Compile emergency technical support contacts
- [ ] Document escalation procedures for team
- [ ] Create backup CDN configuration (if applicable)

Launch Day Readiness

- [ ] Brief team on BFCM procedures
- [ ] Confirm support team schedules
- [ ] Set up monitoring dashboards for launch day
- [ ] Prepare quick-response communication templates
- [ ] Have technical team on standby
- [ ] Final check of all promotional banners and messaging