Zo worden het prettige feestdagen

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Retailers maken zich op voor de laatste verkoopploodjes van 2015. De maanden november en december zijn dankzij de feestdagen traditiegetrouw fijne afsluiters van het jaar. Hoe zorg je dat je webshop daar op berekend is? Hostingprovider WP Engine geeft drie tips om de komende periode nog flink te scoren. Fijne feestdagen!

Prepping Your eCommerce Site for the Holidays

3 STEPS TO SUCCESS

In 2014, retail **ecommerce sales totaled over $53.3 billion** during November and December, and **40% of all holiday shopping occurred online.** Want to cash in on all that holiday success? Use these steps to get your site ready.

1 MAXIMIZE SEO EFFORTS

» BUST OUT YOUR CALENDAR, BECAUSE IT'S TIME TO START SCHEDULING YOUR CONTENT.

According to data obtained from Google Trends, **posting your promotions earlier** before an event results in greater participation in the overall search traffic.

» EARLIER POSTINGS GIVE GOOGLE MORE TIME TO SCAN YOUR PAGES FOR SEO.

While you're at it, use new ways to **optimize keywords** for holiday promotions and products, such as:

- GET YOUR PRODUCT FEED INTO GOOGLE SHOPPING
- CREATE HOLIDAY GIFT GUIDES
- REACH OUT TO BLOGGERS FOR PROMOTIONS AND LINKS
- BUILD LANDING PAGES FOR HOLIDAY PROMOTIONS

2 OPTIMIZE FOR SPEED

» CUSTOMERS HAVE A SERIOUS NEED FOR SPEED WHEN IT COMES TO BROWSING ONLINE.

Here's what happens due to a **delay of only one second** on your load times:

- **7%** LOSS IN CONVERSIONS
- **11%** FEWER PAGE VIEWS
- **16%** DECREASE IN CUSTOMER SATISFACTION

Here are some ways to give your **site speed a big boost** before the holiday rush:

- USE A FAST PLATFORM
- ALLOW CACHING
- COMPRESS IMAGES
- REMOVE UNUSED CONTENT
- REDUCE OR ELIMINATE FLASH ELEMENTS
- USE A CDN

3 PRIORITIZE THE CUSTOMER

» NOW THAT YOUR SITE IS UP TO SPEED, IT'S TIME TO THINK LIKE A CUSTOMER.

How can you make their online shopping experience on your site as seamless as possible?

MAKE SURE YOU'RE MOBILE-FRIENDLY

The site should be fast, reliable, and easy to navigate from a smartphone or tablet.

In 2014, **mobile sales** accounted for **27.9%** of total online sales.

KEEP YOUR SITE SECURE

If you want customers to spend, you must earn their trust, which means you need measures in place to guarantee their security.

After the Target data breach in 2013, **profits fell 50%** in a single fiscal quarter.

These three steps will help you reel in customers this holiday season. WordPress delivers the speed and scalability you need to create a high-performance ecommerce site.

WPengine

WPENGINE.COM

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