

for Traffic & Conversions

As the holiday season approaches, getting your Amazon presence ready is crucial. With more competition than ever, standing out to consumers is down to the small, foundational strategies. Optimizing your product listings, refining your keywords, and aligning your strategy can increase visibility, drive more traffic, and boost conversions during this peak shopping period. Here's a step-by-step guide to ensure you're prepared for the holiday rush:

OCTOBER

Refine product listings with holiday-themed messaging, and ensure your inventory is fully prepared. Confirm purchase orders for Black Friday and Cyber Monday deals and begin inventory shipping processes.

Optimize Titles and Bullet Points:

- Update copy for correctness, clarity and buyers intent, ensuring your PDP leaves no questions unanswered and inspires conversion.
- Begin incorporating any additional keywords and holiday-specific keywords in titles, bullet points, descriptions and even images and live videos!
- Ensure your backend terms include any trending holiday-related keywords that could not fit in your product's copy.

Seasonal Product Listings:

- For products that are popular during the holiday season consider adjusting images to highlight their holiday relevance and gift giving opportunities.
- Leverage A+ Content to visually engage holiday-themed descriptions which can improve conversion rates and help you stand out.
- Emphasize gifting features that make your product a great gift - don't forget that gifting occasions may open your products up to additional demographics (i.e. a man may be purchasing women's items for gifts, etc.)
 - Expert Tip:** Don't forget, the word "gift" causes suppression on Amazon PDPs (more restricted keywords can be found here). It may be difficult, but copy should inspire gift inspiration without using the word itself! Imagery can play an important role in this situation.
- Set up virtual bundles to offer complementary products together, making it easy for customers to complete their holiday shopping in one go.



NOVEMBER

Update product listings with holiday-focused messaging and imagery, and confirm inventory readiness.

Listing Optimization & Market Research:

- Ensure your top-selling and promotional listings are buttoned up with correct product details, images, content, and videos. This includes the backend! Triple check product attributes and backend terms.
- Optimize for mobile listings and ensure that images and enhanced content load quickly on mobile devices, as slow loading can deter shoppers.
- Ensure swatched and naming conventions are clear on variations.

Inventory Readiness:

- Ensure you have sufficient stock for popular products to cover the entire holiday season as running out of stock can negatively impact your search rankings and sales performance.
- Regularly review confirmation rates, forecasts, and on-hand quantities.
- Provide visibility to products nearing end-of-life and limited supply.
- During the holiday season monitor competitor pricing and ensure your listings are competitive to rank higher in search results.

DECEMBER

As the year winds down, concentrate on attracting last-minute shoppers and handling end-of-year logistics efficiently. Don't forget about holiday gift cards, Hanukkah and Kwanzaa shoppers.

Post Holiday Strategy:

- Optimize for Returns and Post-Holiday Sales: Be ready for potential returns and capitalize on post-holiday sales, which often see a spike in traffic.

As we all know, competition skyrockets during the holidays! Standing out in the crowd is critical, and having a robust SEO holiday strategy on Amazon can be the difference between hitting or missing your revenue goals. By adapting to a holiday readiness checklist, businesses can enhance their SEO performance, ensuring they capture the surge in holiday traffic and successfully meet customer demand.

IMPORTANT DATES

October 31: Halloween

November 28: Thanksgiving

November 29: Black Friday

November 30: Small Business Saturday

Nov. 16 - Dec. 2: Estimated timing for Amazon's Black Friday - Cyber Monday sales event

December 2: Cyber Monday

Dec. 26 - Jan. 1: Kwanzaa

Dec. 25 - Jan. 1: Hanukkah

December 25: Christmas Day

December 31: The last shipping date for products that will qualify for Amazon's extended holiday return window (Amazon will accept returns on most items shipped between Nov 1 - Dec 31 until Jan 31, 2025)

