Jingle
all the way
to the top

Your Guide to
Web Presence Management
this Holiday Season

Your Guide to Web Presence Management

The holiday season is upon us, and we're here to help you jingle all the way to more holiday sales. With more than $80 billion in expected retail sales this season, a multi-channel strategy that considers device, location, and the customer journey is critical to your success. In this guide, you'll find tips, useful info, and the crucial next steps you need to take full advantage of the most wonderful time of the year.

Holiday Spending Totals in Billions, 2013-2014

Winter Holidays*	
Back to School*	
Mother's Day	
Valentine's Day	
Easter	
Father's Day*	
Super Bowl	
Halloween*	
St. Patrick's Day	

$0.0 $300.0 $600.0
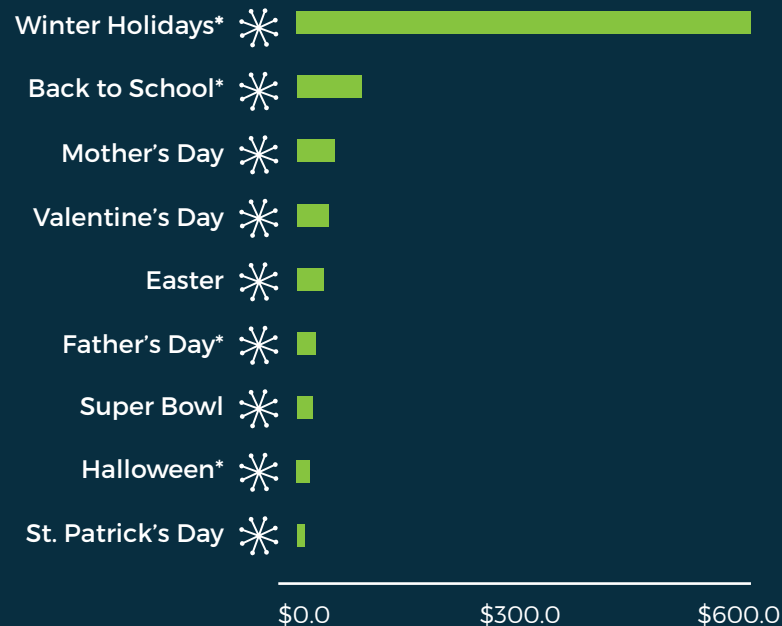
Source: NRF Foundation, Monthly Consumer Survey

Information: Seasons with the * indicates the data is from the 2013 MCS

The winter holidays, expected to total over **$80 billion** in revenue this year, peak during a month long consumer spending spree.

CYBER MONDAY
November 30th

The Saturday before Christmas in 2014 saw sales hit $23 billion, surpassing Black Friday.

(comScore.com)

HANUKKAH
December 6-14th

Hanukkah celebrants allot $945 to gifts, décor, cards, food and flowers each year, 26% higher than other holiday shoppers.

(bigconsumerblog.wordpress.com)

THANKSGIVING
November 26th

In 2014, Thanksgiving Day and Black Friday set new ecommerce sales records: $1.33 billion and $2.4 billion, respectively.

(Adobe)

BLACK FRIDAY
November 27th

GREEN MONDAY
December 14th

In 2014, Green Monday sales surged 15% to $1.6 billion in desktop alone.

(comScore.com)

SUPER SATURDAY
December 19th

The Saturday before Christmas in 2014 saw sales hit $23 billion, surpassing Black Friday.

(LAtimes.com)

CHRISTMAS
December 25th

In 2015, holiday season retail ecommerce revenues are projected to amount to $82.4 billion, a 14.4% increase from the previous year.

(statista.com)

KWANZAA
December 26th

An estimated $363 million is spent on Kwanzaa gifts each year.

(indianapolisrecorder.com)

Manage Your Holiday Web Presence

Who will win that slice of this year's $80 billion holiday revenue, you or your competitors? The deciding factor is your web presence.

When consumers go online to research products and purchase - and 94% of them do [1] - they choose the retailers that give them the content they want on the channels they trust.

How do you give your consumers what they want this holiday season better than anyone else? A good Web Presence Management strategy starts with remembering three holiday C's.

Channels and Devices
Core Personas
Consumer Journey

70% of people want to learn about products through content vs. through traditional advertisements. Are you covered with quality content during this lucrative holiday season? [2]

1) Channels and Devices

Your customers are picky about the channels they trust. For reviews and instructions, they may love YouTube or Tumblr. For gift ideas, they might prefer Pinterest or news articles. Perhaps they want a real-time demonstration of your product on Periscope!

It's our job as marketers to create content on the channels they want – that's easy to read on the device of their choice.

2) Core Personas

Are you talking to the right buyers? When people search online, they want content to be targeted to their needs. Appeal to your core personas' pain points and desires to create the most powerful and sticky holiday content.

| holiday customer appreciation gift baskets | 🔍 |

| pampering gift baskets for her | 🔍 |

Who's buying your gift baskets? It could be a business move or a romantic gesture – make sure you win both customers with content for each.

1   https://www.internetretailer.com/2010/03/02/61-of-shoppers-use-a-search-
          engine-when-they-shop-online-study
2   http://www.inc.com/laura-montini/infographic/the-shift-to-native-advertising
          -in-marketing.html

3) Consumer Journey

If you're only creating content around your products, you're missing the vast majority of your audience. Don't just sell, build trust and brand recognition by creating educational holiday content too. Lead them to repeat purchases with content for every step of their consumer journey.

Christmas gifts for dad	🔍
silk tie collections	🔍
armani holiday silk tie collection	🔍

5 Holiday Web Presence Tips that Take Less than 5 Minutes

What's a retailer's most precious holiday resource? It's time! While you need to make a big investment in your web presence strategy, don't forget the power of making little changes, too.

Make your holiday web presence stronger by spending just 5 minutes a day on one of these tips.

1) Update Old Content and Add Holiday Themes

Update pre-existing content to be holiday- and user-friendly; turn a list of your favorite kitchen appliances into "The Ultimate Holiday Gift Guide For the Baker," or a tech article into "The Perfect Gift for the Techie in Your Life." If you're an ecommerce site, this not only gives you a chance to showcase your products and bring in sales, but also helps you rank higher by tapping into the fresh factor.

⏰ Time it Takes to Re-title an Article: **2 Minutes**

2) Spread the Holiday Spirit: Add Your Content to New Channels

Take one piece of content and add it to a new channel – it can be as easy as adding a new photo to Pinterest. It's well worth your precious holiday time – Pinterest is one of the most popular sites for shoppers during the peak winter season.

⏰ Time it Takes to Pin: **2 Minutes**

3) Season Your Meta Data with Holiday Terms

Adjust any meta descriptions or title tags in older posts or landing pages so that they're optimized to increase CTR (click-through rate) this holiday season. For example, Etsy's landing page for the keyword [gifts] includes the phrase "this holiday season" in its meta description. These three little words can make a difference.

Unique Gifts for Women, Men, Kids & Friends on Etsy
https://www.etsy.com/browse/gifts ▾ · Etsy ▾
Find one-of-a-kind **gifts** for everyone on your list! Support independent designers and collectors this holiday season on Etsy.

🕐 Time it Takes to Adjust Metadata: **1 Minute**

4) Keep an Eye on Your Rankings

During the holidays, it's especially important to catch any ranking drop and address it immediately. Think about your rankings like you do your Instagram likes - check, refresh, check, refresh (everyone does it).

⏰ Time it Takes to Check Rankings: **2 Minutes**

5) Trim Your Site with Quick Technical Fixes

Whether or not your site's running smoothly, it's always wise to perform a site health audit before the holidays. This is your chance to fix any back-end technical problems but also tend to the little things: scan your site's analytics and log files, fix your 404 errors and broken links, and make sure all live files are accounted for. You can make a difference by using the broken link checker (a Chrome plugin) for just five minutes a day.

⏰ Time it Takes to Scan for Broken Links: **5 Minutes**

Get more insight into conquering your holiday web presence this season

**REACH OUT TO YOUR
WEB PRESENCE SPECIALIST TODAY**

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