

A Checklist to Prep for Holiday Shoppers and Sales

If you want to find out more about search and Shopping campaigns in AdWords, read our best practices at g.co/GoogleBP.

Budget to survive the holiday shopping peaks and valleys

- 1. Budget more for days where your historical impression share decreases but retail query volume or your competitor's impression share increases.
Why: *Consumers are less brand-loyal than before -- be there when they're looking for your products.*
- 2. Create daily budget and KPI targets and set alerts to make sure you're not over- or under-pacing.
Why: *Holiday queries can sometimes be unpredictable, so plan for the unexpected.*

Speed up your mobile checkout

- 3. Get your mobile site to load in less than two seconds.
Why: *Shoppers believe fast sites are more reliable and will abandon your site if it make them wait.*
- 4. Make it easy to convert on your product pages by avoiding interstitials, using simple drop-down menus, and placing the product's price and an "Add to cart" button above the fold.
Why: *Win the sale before the consumer's I-want-to-buy moment is lost.*
- 5. Add Chrome Autofill tags to reduce a shopper's checkout time by 30%.
Why: *Completing forms on mobile isn't fun, so help shoppers skip this step.*

Enable real-time bidding with enhanced CPC

- 6. Use eCPC to optimize for user context and auction dynamics on top of your max CPC bid.
Why: *You'll maintain your manual max CPC bidding control and can get as many as 7% more conversions or sales at the same cost.*

Convert more qualified customers with shopping remarketing lists

- 7. Use signals from your site to bid based on audience.
Why: *Re-engage shoppers who visited your site or abandoned their checkout flow with audience bid modifiers.*

Let shoppers know you have what they want nearby

- 8. If you have a local feed ready, opt-into local inventory ads in your Shopping campaign settings.
Why: *Local inventory ads have the same conversion rates as mobile with the added benefit of sending customers to your physical stores.*