

yoast



Prepare for Black Friday checklist

Product pages

- ☐ Make your [call-to-action](#) button stand out!
- ☐ Explain how your products solve customers' problems
- ☐ Add authentic [customer reviews](#) - See Fera's tips below!
- ☐ Enrich your product pages with [high-quality images](#) or clips (with ALT text)
- ☐ Rewrite generic product descriptions into [unique](#) ones
- ☐ Pick an easy-to-remember [URL](#)
- ☐ Write a convincing [meta description](#)
- ☐ Add your keyphrase and brand name to the [SEO title](#)
- ☐ Add schema markup to your product pages (this happens automatically with [Yoast WooCommerce SEO!](#))

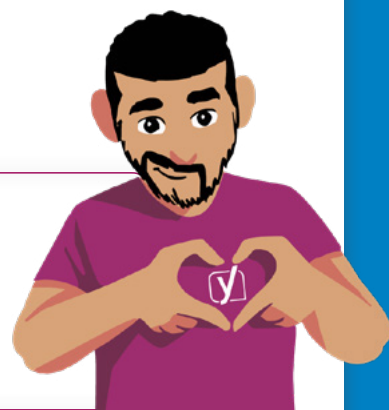
powered by Fera

Harness reviews for success

- ☐ Send customers personalized, one-time review request emails with [Fera](#)
- ☐ Encourage customers to [submit photo and video](#) reviews in return for rewards
- ☐ [Match the design elements](#) of your reviews to your site
- ☐ Reshare positive social media posts about your brand from users
- ☐ Include reviews in your Black Friday emails to create trust & positively influence their decision to purchase

FERA for free!

[Try Fera for three months for FREE](#) and showcase your customers' reviews!
This applies to **any Fera plan**.



Get the basics right!

- ☐ Optimize your [site speed](#) by updating your site
- ☐ Deactivate and remove unused plugins
- ☐ Decrease the size of your image and video files by using tools like [Squosh](#)
- ☐ Make sure your site is easy to use on [mobile](#)
- ☐ Use a WordPress caching plugin to boost your [Core Web Vitals score](#)
- ☐ Add [product structured data](#) (which happens automatically with Yoast SEO!)

Save 25% on Yoast SEO now!

Could use some help? Use this **early Black Friday discount** to get your SEO on track right before the sales season!

Use code*: **PFBF2023** to get **25% off** all Yoast SEO products!

*valid until November 7th, 2023

Content strategy

- ☐ Get input for content and blog posts from [keyword research](#)
- ☐ Create a [landing page](#) with all your Black Friday deals
- ☐ Consider using AI writing tools to outline your content (like [Shopify Magic](#), which is built into Shopify's online store editor!)
- ☐ Give your blog posts a personal touch to [create engagement](#)
- ☐ Ensure your site can rank by adding relevant [internal links](#)
- ☐ Don't forget to create a Black Friday [email marketing strategy](#)

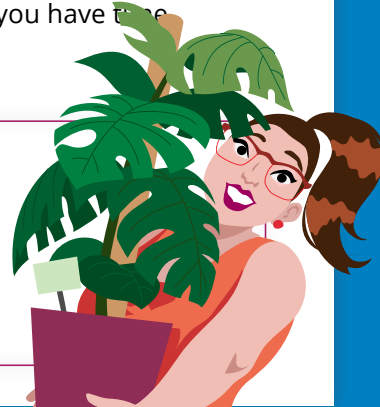
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Work smarter, not harder

- ☐ Use the SEO of leading marketplaces like Amazon, Walmart, and Etsy by listing your products on their site. [Shopify Marketplace Connect](#) makes this super easy for you!
- ☐ Consider entering into an affiliate relationship with big sites that dominate the search results; offering a percentage of sales in exchange for placement on their high-ranking pages
- ☐ Add new product category pages for existing products to create new keyword opportunities to rank for
- ☐ Prioritize updating your most popular product pages first, then work on the rest if you have time

Shopify

Want to create your own online store? Bring your vision to life with Shopify's drag-and-drop store creator. You can [try Shopify for free](#) for 3 days, then enjoy Shopify for \$1/month for 3 months!



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Get traffic to your Black Friday content

- ☐ Identify high-traffic and relevant Black Friday keywords, using tools like the [Keyword Magic Tool](#)
- ☐ Use an optimization tool like the [Ecommerce Booster](#) to optimize your Shopify product pages
- ☐ Incorporate your Black Friday keywords into your product descriptions, meta titles, and meta descriptions
- ☐ Create content specifically tailored to Black Friday to attract organic traffic
- ☐ Create [internal links](#) between Black Friday landing pages and related products/categories to improve your user navigation and SEO

Semrush

Do you need help to boost your Shopify Store sales? Then you should try [Semrush's Ecommerce Booster](#)!

