Holiday Proof Your Site

Make sure your WordPress website is ready for the holiday season.

WHY YOUR SITE NEEDS HOLODAY PREP
The period between Thanksgiving and Christmas is the busiest shopping season of the year. Let’s look at why you want to prepare your WordPress site for the holiday rush.

SALES OPPORTUNITIES

NEW CUSTOMER GROWTH

HOLIDAY DISTRACTIONS

STRESS ON YOUR SITE

LOOKING BACK
2021 reflected a continued rise in holiday shopping.

2.54 BILLION
Online Visitors to Retail Sites November to December 2021

$10.9 BILLION
Cyber Monday was the heaviest online spending day in 2021

HISTORIC HOLIDAY SALES
Total Sales in Billions

<table>
<thead>
<tr>
<th>L E C M O N</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecommerce</td>
<td>$762.68</td>
<td>$870.78</td>
</tr>
<tr>
<td>Retail</td>
<td>$3,497.58</td>
<td>$4,547.41</td>
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WHAT TO EXPECT THIS HOLIDAY SEASON
While COVID-19 lockdowns saw the fastest rise in ecommerce web traffic on record in 2020, the relaxing of restrictions didn’t stop the rise of online shopping in 2021. The growth is expected to continue in 2022.

15.5% Estimated Increase in Ecommerce Sales

GET READY FOR HOLIDAY TRAFFIC
Mark your calendars for these important holiday dates.

November 24 THANKSGIVING
November 25 BLACK FRIDAY
December 12 GREEDY MONDAY
December 18-26 HANUKKAH
December 21 LAST DELIVERY DAY
December 25 CHRISTMAS
December 26 RETURN DAY
January 1 NEW YEAR’S DAY

HOLIDAY SITE READINESS CHECKLIST
Make your list and check it twice to be sure your website is set for the season.

REFERENCEs
marketer, US Holiday 2021 Review and Holiday 2022 Preview
National Retail Federation, NRF Says 2021 Holiday Sales Grow 12.1 Percent to Record $843.7 Billion
Queue-It, 2021 Online Holiday Shopping Statistics