

PRE-SEASON CHECKLIST

Four checkpoints to pay attention to in preparation for your busy season.

TECHNICAL AND CONTENT AUDITS

- Check for broken links and image load errors
- Optimize images and descriptions
- Update or remove redundant, outdated and trivial content (ROT)

CONTENT PREP

- Develop site survey questions and user segments
- Create content for landing page and advertising a/b tests
- Map editorial calendar through end of busy season (including customer loyalty efforts)

BENCHMARKING

- Analyze current SEO performance (Keyword rankings, organic traffic, keyword gaps)
- Monitor form conversion rates
- Mark current social media engagement levels

TRACKING & REPORTING

- Verify tracking codes firing (and that you have the ability to fix them if that changes)
- Establish KPIs throughout conversion funnel
- Set up form analytics to optimize field order and abandonment

Learn more: blog.luckyorange.com/seasonal-marketing