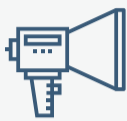


7 Steps to Get Your Business Ready for Cyber Monday

Cyber Monday is one of the busiest shopping days of the year. To get your business prepared, follow these steps:



Get the word out: Use social media, email and online advertising to let your customers know about any sales, promotions or deals you're offering.



Test your website's features: Look for website lags and glitches and make sure the checkout process is quick. You can use Google's Webmaster Tools to help get your site performing at its best.



Use Search Engine Optimization (SEO): Look into relevant keywords for Cyber Monday and update your product descriptions to include them. You can do keyword research with Google Keyword Planner, Moz Keyword Explorer and SEM Rush.



Plan promotions: Set up discounts, sales and other deals for your customers on your site. Be sure to advertise them and create pop-ups on your web pages so customers know about them. Common promotions include:

- Buy one get one free deals
- Free shipping when customers spend over a certain amount
- Flash sales for only Cyber Monday



Make sure you're prepared to ship a higher volume of orders: Make sure you have a solid process for getting your shipments out accurately and on time. Be sure to prep your employees ahead of time.



Put notifications on your items when they're about to sell out: This can help create more incentive to buy your products quickly.



Increase your inventory: Cyber Monday will likely bring an increase in your sales. To keep up with demand make sure you stock your business with enough products, especially for popular items.