

Holiday Readiness Checklist for eCommerce Stores 2025

Advanced Checklist: Pro Tactics

- ☐ Tech Stack Clean-Up
- ☐ Preload AI-Powered Support Workflows
- ☐ Pre-Tag Campaigns & Prep Analytics
- ☐ Holiday Returns System
- ☐ BFCM Emergency Plan
- ☐ Post-Holiday Platform Prep — Set a calendar reminder for January: “Audit eCom tech stack and explore Shopify migration.”

Shopify-Specific Holiday Readiness Checklist

- ☐ Shopify Sidekick & AI Setup
- ☐ Theme Speed & App Bloat Audit
- ☐ Checkout & Payment Optimization
- ☐ Shopify Flow Automation
- ☐ Gift Cards & Holiday Return Setup
- ☐ Navigation & Homepage Adjustments
- ☐ Run a BFCM Load Test

Universal eCommerce Holiday Readiness Checklist

- ☐ Inventory Forecasting & Buffer Stock
- ☐ Shipping Timelines & Cutoff Dates
- ☐ Promo Calendar + Email/SMS Planning
- ☐ On-Site Trust Signals
- ☐ Gift Shopping UX Enhancements