

Checklist: Peak-Season Prep

✓ Fine-tune product names and images

Review product names and images before peak season. Matching product names to the language your shoppers use creates a better search experience and better navigation for your shoppers. A/B test images to see which deliver the best results. Then update before the busy shopping season begins to maximize returns and optimize customer experience.

✓ Review and refresh product descriptions

Product descriptions help people decide what to buy, especially when they are deciding between products. Before the busy season, review descriptions of your top-selling products and calibrate them to match your customers' needs and wants – not the product.

✓ Nail down “no results” pages

As part of your prep, look at your “no results” pages. Do they end the shopping journey? Make changes now to reduce bounce by adding keywords, synonyms, and other customer language to search. Often “no results” happen when an item has been mistyped. Your “no results” pages should include possible spelling corrections for items you carry. When “no results” is unavoidable, redirect shoppers to other relevant or best-selling products.

✓ Make search easy and productive for shoppers

If you don't already offer it, think about adding rich autocomplete before peak season begins. As soon as your shoppers type in the search box, display relevant terms and specific products along with images to help shoppers find what they are looking for fast. This lessens the risk of sending shoppers to a “no results” page by giving suggestions for misspellings and common synonyms.

✓ Offer relevant recommendations in the right locations

As part of your peak-season prep, review recommendation strategies to ensure an optimal customer experience. You'll want recommendations throughout the buyer journey, including the home page, product pages and the shopping cart. Use similar shoppers' behavior to offer useful recommendations, such as “Customers also bought.”

➤ **Get more peak-season prep tips by watching our webinar, [“Your Guide to Being Peak-Season Ready.”](#)**

About SLI Systems

SLI Systems (SLI.NZ) accelerates e-commerce for the world's top retailers by generating more traffic, converting shoppers into buyers and maximizing order values. The SLI Product Discovery Suite™ uses sophisticated machine learning to predict what each shopper is most likely to buy right now, and includes solutions for improving site search, navigation, mobile, merchandising, recommendations, and SEO. The SLI Commerce Console™ organizes key sales insight and tuning capabilities into one easy-to-use control center. For 17 years, established brands have trusted SLI Systems to deliver innovative features, knowledgeable service, and reliable SaaS-based infrastructure, that delights customers and increases revenue. SLI operates on five continents, in 20 languages, and is a leader among cloud-based site search providers to U.S. Internet Retailer Top 1000 retailers. For more information, visit www.sli-systems.com. © 2018 SLI SYSTEMS