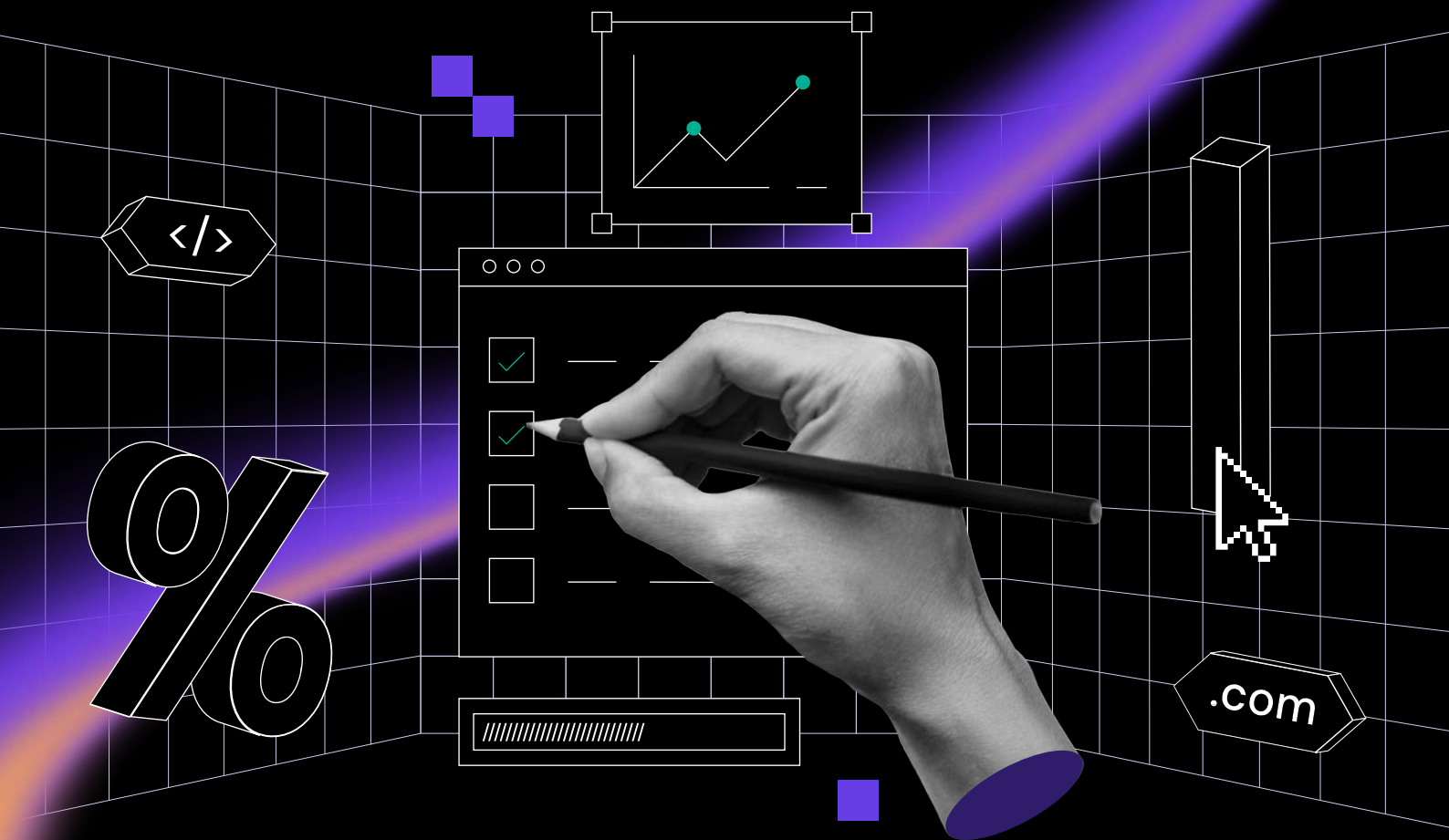


Black Friday Prep Calendar

Make Your Business Succeed



The fast-approaching **Black Friday** doesn't have to mean stressful and sleepless nights.

Get ahead and plan for the biggest shopping event of the year with Hostinger's Black Friday Prep Calendar. Organize, oversee and execute your Black Friday campaigns with precision and ease.

Table of Contents

Click or tap the title of each week to jump to its section:

October

- 8 weeks before Black Friday
- 7 weeks before Black Friday
- 6 weeks before Black Friday
- 5 weeks before Black Friday
- 4 weeks before Black Friday


November

- 4 weeks before Black Friday
- 3 weeks before Black Friday
- Pre Black Friday week
- Black Friday Week
- Cyber Monday

Launch Your Own Website With Unlimited Hosting

Use **HOSTINGERTUTORIALS** discount code and get an additional **10% OFF** for any web hosting plan.

[Use Code](#)



October

8 Weeks Before Black Friday

Legend

Preparation 

Marketing actions 

Web development 

Web backup 



Check if your website's SSL works

You want to offer a safe and secure shopping experience, right? Make sure your website has an [SSL certificate](#) that is valid and works well.



Set up a CDN

Configure your DNS records to enable [a CDN](#). Make sure you also configure your web server so that you can upload content to the CDN.



Update your CMS to the latest version

Keeping your [CMS updated](#) helps to eliminate glitches caused by bugs.



Prepare for errors

Ideally, your website shouldn't have any broken links or faulty pages. But in the real world, [404s happen](#) – so make sure you're prepared for them.



Test navigation and internal links

A top-notch user experience can make or break your Black Friday sale. Don't forget to test your navigation and [fix broken links](#).



Check your XML sitemap

Search engines use your website's [sitemap](#) to understand what's where. Make sure any new pages are included in your sitemap.



Backup your website

Make sure you create a [backup](#) every time you've made changes to your website.

Make an inventory

Chances are you need to stock up on popular products, so it's good to have an idea of what you **have in stock** already.

Decide what products you want to promote

Consider what your target audience needs and is likely to buy, as well as which products are profitable to sell at a lower price.

Prepare your marketing strategy for Black Friday

Start planning your **marketing strategy** by identifying the different marketing channels you want to utilize, how much budget you have, and how much time different aspects of your campaign will take.

Set up Google Analytics

Make sure your website is properly linked to your **Google Analytics** account and that you know the basics of data analysis.

Check your website's SEO

It's time to check if your website is properly **optimized for search engines** for maximum visibility during Black Friday.

7 Weeks Before Black Friday

Check if your business email works

If you haven't already, consider setting up a couple of new **email addresses** for customer support and queries about shipping and returns, for example.

Create copy and visuals for your homepage

Brainstorm ideas for your Black Friday sale's key messaging, and think about the visual look and feel of the campaign.

Build an email list

Offer discounted shipping or early access to your Black Friday sale to [people who sign up](#) for your newsletter.

Find more sales channels

Understanding where your ideal customer spends their time online will help you target your marketing activities better.

Backup your website

Don't forget to backup your website at least once during this week.

6 Weeks Before Black Friday

Check your website on mobile devices

Over half of the people browse the internet on [mobile devices](#) – make sure your website is fully optimized for smaller screens.

Test your website on different browsers

Now, it's time to test if your site works effortlessly on all major [web browsers](#).

Make sure your website can handle more traffic

Be prepared and update your [web hosting plan](#) ahead of time, so you can be sure your website can handle traffic spikes without delays.

Start working on a testing environment

With a [testing environment](#), you don't have to make changes to your published website – instead, you can test and work on a new homepage header without anyone noticing.

Create a newsletter

It's time to write up your Black Friday sale newsletter and highlight how potential customers can benefit from doing business with you.

Come up with a backup plan for shipping

Whether you work with a local partner or an international courier, it's worth having a plan B.

Update social media channels

It's time to update your social media profiles with your new Black Friday designs.

Backup your website

Corporate the backup process of your website into your weekly web maintenance routine.

5 Weeks Before Black Friday

Check if everything is ready for higher demand

There's still time to check that you, your inventory, and your website are all ready for increased demand.

Create banners

Use your homepage designs and incorporate the same look and feel into different ad banners.

Start sending newsletters

Time to press that 'Send' button and let your email list know what you're planning for Black Friday.

Check your website's performance

With increased traffic to your pre-sale pages, it's a good time to check whether your [website's performance](#) is keeping up with the demand.

Reduce cart abandonment rate





To maximize the benefits of your sale, take some time to investigate what causes people to abandon their shopping carts.

Backup your website

You should backup your website at least once this week.

November

Legend

Preparation 
Marketing actions 
Web development 
Web backup 

4 Weeks Before Black Friday

Optimize order and fulfillment workflows

Identify potential bottlenecks and cases where you could make your workflow more efficient and automated.

Release a blog post about the upcoming sale

Repurpose the copy you wrote for your newsletter, and [go into more details](#) about your Black Friday sale's benefits.

Backup your website

Investigate whether your web hosting provider offers automated or scheduled backups for your website.

3 Weeks Before Black Friday



Check your website's performance

Monitor and optimize your website's resources to offer the best possible user experience for your customers.



Add two social media posts related to your Black Friday sale

Time to make waves and build hype for your sale. We recommend scheduling your social media posts in advance.



Backup your website on two different days

Create backups at the start and the end of the week.

Pre Black Friday Week



Run Black Friday ads

Upload and get your new ads approved and live.



Send Black Friday newsletters

Remind your email list of the upcoming sale.



Publish two social media posts on different days

Link to your blog and your homepage in your social media posts.



Publish the Black Friday offer on your homepage on Monday

Update your homepage design to reflect the upcoming sale.



Check your website's performance

There's still time to allocate resources to optimize your website's performance.



Backup your website two times

We recommend backing your website up before and after publishing your Black Friday campaign on your homepage.

Black Friday Week



Run Black Friday ads

During this week, pay attention to the best-performing ads and prioritize them.



Write two social media posts on different days

Consider sharing your personal favorite products or using customer testimonials in your social media posts this week.



Check your website's performance

Keep a close eye on different **performance metrics** this week, and address any issues as quickly as you can.



Backup your website at least two times

We recommend again to backup your website multiple times throughout the week.