CORRA

2015 Holiday Readiness Guide

It's that time of year again - does your digital commerce experience have what it takes to make it to January 1st, and beyond? Corra uses a unique mix of disciplines and strategic approaches to help you maximize ROI and produce meaningful, measurable results. Take a look at this checklist, and let us know how we can help you.

1. Does your SEO strategy need a tune-up?
During the holidays it's easy for your SEO efforts to take a back seat. Our experts can help you re-focus with a:

- 10-Point Discovery + Analysis
- Findings + recommendations report
- SEO optimization assessment
- Roadmap assistance

2. When was your last round of usability testing?
How are your customers interacting with your site this season? Corra's UX assessment team can conduct a comprehensive:

- Front-end site review
- Review of site analytics and user experience
- Identify key opportunities to improve UX
- Assessment of strengths, weaknesses
- Assessment of areas for improvement
- Competitive analysis

3. Is your e-marketing strategy working?
A Q4 marketing plan can involve a lot of moving parts. Let us brainstorm with your team to help assemble:

- Promotion and gifting strategies - ROI focus
- Email strategy & analytics
- Social strategy - user-generated content, social marketing spend, and more
- Landing page strategy

4. Do you need a content and merchandising audit?
Having the right content during the holidays is critical from a brand, educational, and support perspective. Our content audits include a thorough:

- Copy evaluation
- Media evaluation
- Content strategy session

5. Is your site ready for increased traffic?
Holiday traffic spikes can be unpredictable, and even the smallest lulls can affect revenue. Corra can conduct an application and performance assessment including:

- High-level review of site functionality
- Front-end to back-end data review
- Server architecture review
- Code review (standards, quality, upgradability)
- Load testing
- Security review

6. When was your last analytics review?
It's easy to get buried in analytics and still not have relevant numbers, measurable results, or a clear path forward. We can assist with:

- Benchmarking
- Analysis and measurement plan
- Heatmap creation
- Analytics implementation review