

The Pre-Holiday Audit: 7 Things to Check Before November Hits

A quick checklist to make sure your business — whether ecommerce, affiliate, or coaching — is ready for the holiday rush. Check these off now to avoid chaos later.

Item	Action Steps
1. Broken Links & Slow Pages	<ul style="list-style-type: none">✓ Test all sales, checkout, and thank-you pages.✓ Use PageSpeed Insights or BrokenLinkCheck.✓ For ecommerce: test carts; for affiliates: confirm tracking links.
2. Pixel & Email Tagging	<ul style="list-style-type: none">✓ Verify Facebook, Google, and TikTok pixels.✓ Confirm email opt-ins tag correctly.✓ Test events — use Pixel Helper or Tag Assistant.
3. Offer Clarity Test	<ul style="list-style-type: none">✓ Ask: Would a stranger understand this in 5 seconds?✓ Make outcomes clear in your headline.✓ Add visual proof and tangible benefits.
4. Bonus Stack / Upsell Flow	<ul style="list-style-type: none">✓ Create or update your bonus bundle.✓ Add upsells or free gifts for holiday promos.✓ Ensure delivery links or thank-you pages work.
5. Mobile Optimization	<ul style="list-style-type: none">✓ Test your pages and emails on mobile.✓ Fix layout issues and ensure CTAs are tappable.✓ Check product images and buttons on phones.
6. Deadline Logic & Timers	<ul style="list-style-type: none">✓ Test countdown timers and expiry logic.✓ Make sure deadlines align with email automations.✓ Confirm urgency language is accurate.
7. Deliverability & Email Readiness	<ul style="list-style-type: none">✓ Test subject lines in Mail Tester or GlockApps.✓ Send test emails to Gmail, Yahoo, Outlook.✓ Clean your list — remove cold or inactive leads.

Print this out and check items off as you go. Even fixing 2–3 will make a noticeable difference before the holiday rush.