

Holiday SEO Checklist

1. Check Your Technical SEO, Twice

Keep your site fast, crawlable, and clean.

- ☐ Test **Core Web Vitals** (LCP, CLS, INP) for speed and stability.
- ☐ Ensure **HTTPS** and **mobile usability** are in good standing.
- ☐ Verify your **XML sitemap** and **robots.txt** are up to date.
- ☐ Add **canonical tags** to avoid duplicate content.

2. Structure Your Data Like a Gift

Make your listings and pages AI-ready.

- ☐ Implement **schema markup** (products, reviews, FAQs, etc.).
- ☐ Update **organization** and **local business schema** for trust signals.
- ☐ Add **image** and **product variant markup** for richer visibility.
- ☐ Test your schema using Google's **Rich Results Test**.

3. Sweeten Your Merchant Center for the Holiday Rush

Search and AI tools love structured retail data.

- ☐ Connect products to **Google Merchant Center**.
- ☐ Use **structured feeds** (pricing, availability, shipping).
- ☐ Refresh **holiday-specific product titles and images**.
- ☐ Include **rich attributes** (GTIN, color, size, brand) for sweeter visibility.

4. Deck Your Pages with Fresh Updates

Search engines and AI Overviews value freshness and authority.

- ☐ Update **key landing pages** with current offers and inventory.
- ☐ Add holiday blog posts or gift guides that target **seasonal keywords**.
- ☐ Revisit **internal links** to feature newer, AI-optimized content.
- ☐ Confirm **meta titles** and **descriptions** match offers and search intent.

5. Sugar Rush for Local SEO & Discover Results

Make sure nearby customers can find you.

- ☐ Keep your **Google Business Profile** updated (hours, photos, and offers).
- ☐ Upload **holiday posts** or **events** to GBP.
- ☐ Upload high-quality, original images and use **descriptive filenames**.
- ☐ Encourage **new reviews** before year-end.

6. Add a Dash of AIO to Your SEO Strategy

Make your site a holiday favorite for both shoppers and AI.

- ☐ Use **clear, direct answers** that both users and AI can follow.
- ☐ Add **FAQs** or **definitions** that highlight your authority and context.
- ☐ See where your content appears in **AI_Powered results**.
- ☐ Track **AI referral traffic** in GA4.

This Season, Invest in Sweeter SEO

Because visibility shouldn't melt away after the holidays.

LIGHT UP MY SEO TODAY

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