



# december

## CHECKLIST

- Dec. 1st - Are you updating your shop banner for December? Swap it out ASAP!
- Dec. 1st - Time to write down your goals for December!
- Dec. 2nd - Now that Thanksgiving for 2022 is over, be sure to remove any Thanksgiving keywords that you may have added to your listings. If you can replace them with Valentine's Day keywords, do so now.
- Dec. 6th - We know you are in the thick of the holiday season, so while you're fulfilling orders, remember to take time to add some fun into your days as well that help you stay in the holiday spirit!
- Dec. 13th - With a little over two months to Valentine's Day, start brainstorming products you might want to have ready to go!
- Dec 16th - Are you planning to swap your shop banner in January? If so, go ahead and design that now and get it ready to go. This will give you a head start and allow you some extra breathing room in the new year!
- Dec. 20th - Have you looked at your traffic this holiday season? How does it compare to last year? Before you consider making any keyword changes for the new year, be sure to check in and see what worked and what didn't work in your shop last year.
- Dec. 22nd - We sincerely hope that you have wrapped everything up in your shop by this day and can relax and enjoy the upcoming holiday with your family! From our team to you and your shop, have a very happy holiday season!

Love this service, it has been invaluable to me and the development of my shop!

- Fay

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