

ODYSSEY · START IN OCTOBER

The Digital Christmas Checklist

Make sure every visitor's evening ends well, for them and for you.

1. Be found

- ☐ Update last year's Christmas page instead of replacing it
- ☐ Keep a timeless address like /christmas
- ☐ Refresh the words, dates and photography
- ☐ Add festive hours and seasonal photos to your Google Business Profile

3. Help them choose

- ☐ Curate your gift page around the recipient or the moment
- ☐ Write it like a knowledgeable friend, not a catalogue
- ☐ Make vouchers beautiful and quick to buy online
- ☐ Send e-vouchers to your customer's inbox instantly

5. Hear from your customers

- ☐ Test every contact and booking form yourself
- ☐ Check where notifications land, including spam
- ☐ Record enquiries, bookings and sales as conversions in Google Analytics

2. The first thirty seconds

- ☐ Buy a gift, book a table or enquire on your own phone
- ☐ Note every moment you hesitate or scroll back
- ☐ Check your hero image loads quickly on 4G

4. Answer before they ask

- ☐ Show last order dates, cut-offs and festive hours
- ☐ Put them on your homepage, product and booking pages
- ☐ Repeat them at checkout

6. Bring them back in January

- ☐ Offer a newsletter worth reading
- ☐ Give an early look at spring availability
- ☐ Make the experience one they'll remember

OCTOBER

Make the big changes

NOVEMBER

Test them properly

DECEMBER

Leave it alone