

yoast



Prepare for Black Friday checklist

Product pages

Adapt the [SEO title](#)

Add a [unique description](#) of the product

Write a convincing [meta description](#)

Pick an easy-to-remember [URL](#)

Add high-quality, [well-optimized images](#) (including ALT text)

Add authentic [customer reviews](#)

Make your [call-to-action](#) button stand out



Landing page



Create a [landing page](#)

Add [internal links](#) for your products

Add optimized [product images](#)

Write convincing [product descriptions](#)

Structured data

Easily add [product structured data](#) with Yoast SEO - and get those rich results in the SERPs!

Save 30% now!

Could use some help? You've got exclusive early access to the *Yoast Black Friday discount* to get your SEO on track right before the sales season!

Claim your discounted [Yoast SEO product now!](#) Use code*: **PFBF2022** to get **30% off!**

*valid until October 18th, 2022

Content strategy

Get input from [keyword research](#)

Use current events and news

Answer audience questions or comments

Blog with a personal touch to [create engagement](#)

[Tell stories](#) about your products

Add relevant [internal links](#)



Optimize for speed & mobile

Optimize your [site speed](#)

Optimize for [mobile](#)

Boost your [Core Web Vitals score](#)

Create some buzz

Create a marketing plan

Optimize your [social media snippets](#)

Don't forget about [email marketing](#)



Create a measurement plan

Determine your [business objective](#)

Set targets for your [Key Performance Indicators](#) (KPIs)

Check your [ecommerce tracking](#)

Check [goals and funnels](#)

Add special [UTM tagging](#)

Keep an eye on [real-time stats](#) during the sale

