

## Christmas and Boxing Day Website Checklist

### 1. Clear out anything out of date

Look at your homepage, main product or service page, contact page and footer. Search for words like 2024, winter, spring, Easter, last year, limited time. Fix anything that no longer applies.

### 2. Add one timely Christmas line

Write one short sentence at the top of your key page that reflects December behaviour.

Examples:

- Order by 18 December for Christmas delivery.
- Bookings available until 22 December.

Make sure the action button sits close to this line.

### 3. Update your contact details

Add holiday hours. Add them to your Google Business Profile. Check your phone number taps correctly on mobile. Make your email address visible for people who avoid forms.

### 4. Get the Boxing Day message ready now

Write the exact line you will publish.

Examples:

- Boxing Day sale starts 26 December. New offers live at 7 am.
- We reopen on the 28th. January bookings now open.

If your platform supports scheduling, publish it in advance. If not, paste it into a calendar reminder.

### 5. Prepare one email and one social post per stage

Before Christmas: reassurance about hours, deliveries or bookings.

Boxing Day: one offer, one link, one clear action.

January: a short reset message that tells people you are back and what they can do next.

Reuse the same wording everywhere to reduce decision fatigue.

### 6. Check it all on your phone

Start on the homepage. Find the Christmas message. Find the action button. Find the Boxing Day info if it is scheduled and hidden. Fix any hesitation points you spot.



## 7. Add one safeguard

Write the exact words you want to use on email and Instagram into a note. If things get frantic, you can copy, paste and send without thinking.