

## IS YOUR WEBSITE READY? Black Friday Readiness Guide

### 01 Mobile Conversion

**AT RISK**

Mobile revenue is less than the percentage of mobile sessions

**NOT AT RISK**

Mobile revenue matches the percentage of mobile sessions



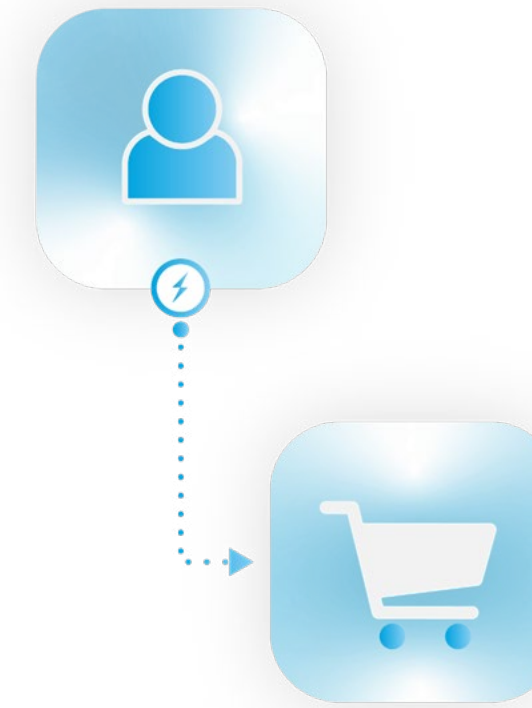
### 02 The Shopping cart

**AT RISK**

- Create a cart on arrival to the site
- Pull a stored perpetual cart as soon as someone arrives on the site (to present the number of items saved)
- Number of carts waiting to time out is greater than the number of active user sessions

**NOT AT RISK**

- Create a cart as soon as someone places an item in the cart
- Pull a perpetual cart as soon as someone clicks on the cart icon



### 03 Quantum Monitoring

**Ask marketing**

“How many different analytics solutions are we using?”

Or, view page source and count the number of agents loaded in the <head> of the page



### 04 Dynamic Landing Pages

Load page with browser developer tools. Every page component for your servers and domain should have in the returned page header a “Hit” on cache.

