

Google 30 Day Peak Season Guide



Made by Google for Shopify Merchants

Week 1: Now

Uncover new opportunities to improve your website and reach customers

GET YOUR WEBSITE READY

Enter your URL in [Grow My Store](#) to assess your ecommerce website's customer experience and get helpful tips on how to improve.

UNDERSTAND YOUR CUSTOMERS

Use the [Google Trends](#) and [Shopping Insights](#) tools to identify seasonal spikes for your category, products, or attributes like size and color.

Week 2 & 3: Next

Get discovered with Shopify's Google channel

THREE TIPS TO GET SET UP FOR SUCCESS:

1. Install the [Google channel](#) (if you haven't already) to start selling on Google for Free and use smart shopping campaigns to maximize performance
2. Make sure your product feed is in good health
3. Boost your performance with smart shopping campaigns and adjust your budgets accordingly to hit your peak season goals

 Want to learn more? Check out Shopify Compass's free course on [How to Assess and Optimize Google Smart Shopping Campaigns](#).

Week 4: The Event

Optimize for your peak moment

There are two options when it comes to optimizing and managing your campaigns during the event:

1. Adjust your daily budget directly in Shopify. This is a streamlined and simple way to maximize sales that uses machine based learning.
2. Manage your campaigns from your Google Ads account. This will require more time, however, it does grant a greater degree of control.

It's important to consider the tradeoff between ease and need for control. Both are good options that will allow you to optimize your campaigns for your big event.



SUCCESS STORY

[insert company name] used the Google channel to prepare for a peak season moment and saw increase site visits +X%

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3x ROAS through Google Channel

+X% Site visits