

# Store setup checklist for Holiday sales

Print and tick each checkbox once you set up a feature to make sure you didn't miss anything.

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- Set up sale prices
  - Create discount coupons
  - Highlight special offers with promo bars
  - Offer gift cards
  - Upsell with extra services at checkout
  - Enable pre-orders to sell out of stock products
  - Recover abandoned carts
  - Show delivery date right away
  - Inform customers about blackout dates
  - Speed up fulfillment with shipping labels
  - Handle returns
  - Manage orders on the go
  - Add more languages to your store
  - Promote your store
  - Improve your SEO
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