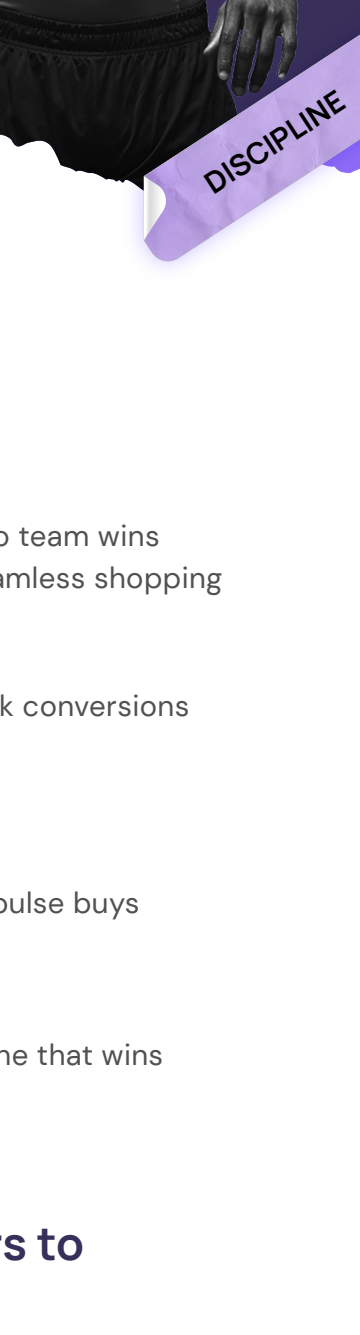
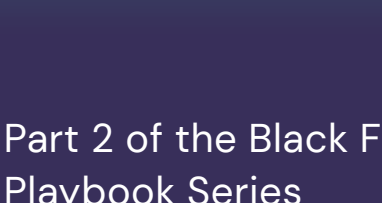


## Black Friday 2025 Playbook:

# The Ultimate Playbook for On-Site Optimization



## Part 2 of the Black Friday 2025 Playbook Series



## From Game Plan to Execution: Optimizing the On-Site Experience

You've got the game plan in place, but now it's time to execute on the field. No team wins without flawless performance, and in ecommerce, that means delivering a seamless shopping experience for customers.

This playbook focuses on on-site optimization—the tactics that make or break conversions when shoppers hit your website. We cover:

- AI-powered search that helps shoppers quickly find what they need
- Merchandising strategies that drive average order value (AOV) and impulse buys
- Mobile-first optimizations that ensure speed and usability

The goal? To make your website a high-performing, conversion-driving machine that wins customers and sales throughout peak season. Let's get started.

## Search and Product Discovery: Guiding Shoppers to Their Perfect Deals

### The Role of Search in Black Friday Success

Black Friday is a high-stakes treasure hunt for consumers. They're on the hunt for the best deals, the perfect gifts, and the items they've been waiting for all year. In this frenzy, your site search functionality is the primary tool they use to navigate your online store and find what they need quickly. An intelligent and well-optimized search experience can significantly reduce bounce rates, increase conversions, and improve customer satisfaction.

### Why AI-Powered Search Matters More Than Ever on Black Friday

AI-powered search goes beyond simple keyword matching. This technology understands the nuances of language, interprets shopper intent, and learns from user behavior. This means it can interpret natural language searches, which is critical since consumers are increasingly using conversational language in their searches. AI can understand these queries even if they don't match product descriptions exactly.

AI can also analyze a shopper's browsing and purchase history to provide hyper-personalized search results. This ensures that they see products that are most likely to interest them. AI can also dynamically adjust search results based on real-time data, ensuring that popular and profitable products are prominently displayed.

Since shoppers are often in a hurry, typos and misspellings are inevitable. AI-powered search can automatically and intelligently correct these errors, ensuring only relevant results are displayed. AI can also understand synonyms and related terms. For example, it can recognize that "laptop" and "notebook" refer to the same product, ensuring that shoppers see all relevant options.

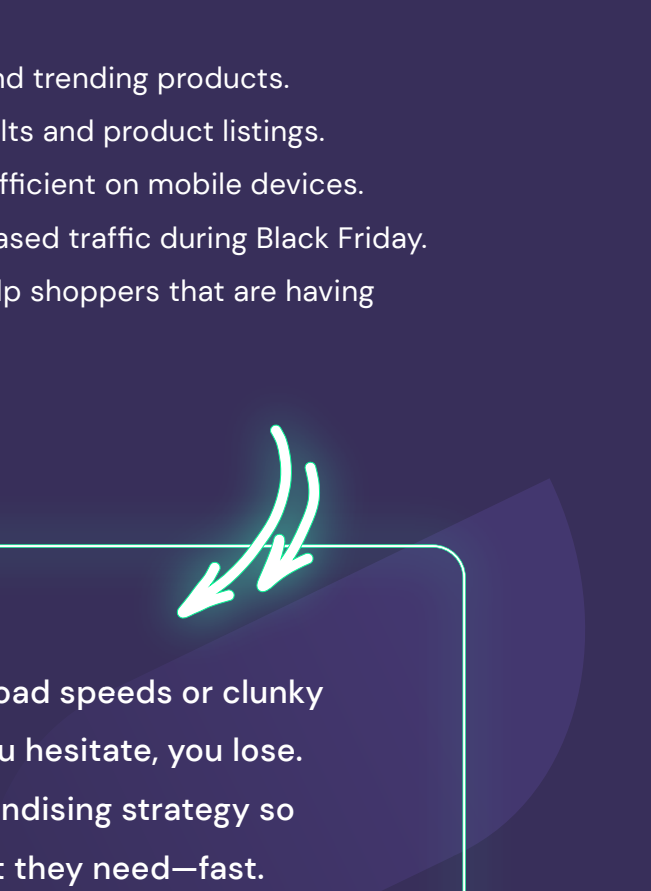
When implemented effectively, AI-powered search can **increase conversions by up to 30%** and significantly reduce bounce rates, leading to a substantial boost in Black Friday revenue.

### How to Play It: The Quarterback's Precision Pass

Imagine your site's search bar as the quarterback in a high-stakes football game. It's Black Friday, the stadium is packed, and the clock is ticking. You need to deliver the ball—the perfect product—directly into the hands of your eager shoppers. For a sporting goods retailer, this means more than just matching keywords.

Let's say a customer types "running shoes for winter." A traditional search might just pull up any running shoe. But our quarterback, powered by AI, understands the nuance. It considers the "winter" context, prioritizing shoes with weather-resistant features, enhanced traction, and thermal insulation. Intelligent autocomplete kicks in, suggesting "waterproof running shoes" and "trail running shoes for snow."

"Searchandising" then drastically boosts the visibility of specific brands or models known for their winter performance. This precision pass ensures the shopper quickly finds the right gear, preventing a fumble (bounce) and scoring a touchdown (conversion). Just like a quarterback reads the defense, our AI anticipates the shopper's needs, turning every search into a potential game-winning play.



### Top Gametime Tactics for Black Friday

- Invest in an AI-powered search solution that understands shopper intent and learns from user behavior.
- Use AI to dynamically boost high-margin, trending, and in-stock products in search results.
- Implement synonym recognition, typo tolerance, and fallback results to minimize zero-results pages.
- Allow shoppers to use images to find products, improving the mobile experience.
- Ensure product titles, descriptions, and attributes are accurate and keyword-rich.
- Conduct thorough testing to identify and resolve issues well before the big day.
- Track search queries, click-through rates, and conversion rates to identify areas for improvement.
- Configure rules to prioritize discounted items and trending products.
- Highlight Black Friday promotions in search results and product listings.
- Ensure the search experience is seamless and efficient on mobile devices.
- Scale your search infrastructure to handle increased traffic during Black Friday.
- Make sure that customer support is ready to help shoppers that are having trouble finding items.

## Merchandising and Product Placement: Curating the Perfect Black Friday Experience

### The Role of Merchandising in Black Friday Success

Black Friday isn't just about offering discounts; it's about strategically presenting those discounts and products to maximize conversions and AOV. Merchandising is the art and science of guiding shoppers through your online store, ensuring ideal product placement. During the ultra-busy shopping period of Black Friday, effective merchandising transforms your website from a mere catalog into a dynamic, persuasive sales engine.

### Why Merchandising Matters More Than Ever on Black Friday

Strategic merchandising is crucial for maximizing conversions during Black Friday. It ensures that shoppers see the right products at the right time, increasing the likelihood of a purchase. With a flood of traffic, manual merchandising is impractical—automation and AI-driven recommendations are essential.

Shoppers are bombarded with deals and promotions on Black Friday. A well-optimized merchandising strategy can combat information overload, cut through the noise, and highlight key products and offers. Good merchandising includes driving impulse purchases with strategic product placement and recommendations that can encourage shoppers to add more items to their carts.

Merchandising also helps move seasonal or overstocked items, optimizing inventory turnover. And by highlighting high-margin or trending products, merchandising increases the likelihood of higher-value purchases. Ultimately, a well-optimized merchandising strategy and personalized product display creates a seamless and enjoyable shopping journey, enhancing the customer experience. If you can master the art of merchandising, you can transform your Black Friday sales from a chaotic rush into a strategic and profitable endeavor.

### How to Play It: The Coach's Game-Winning Formation

Think of your merchandising strategy as a coach's meticulously planned formation, designed to maximize every play. It's Black Friday, and you need to ensure your best players—your top-selling and most profitable products—are in the right positions to score. For a home decor retailer, this means strategically curating your online storefront.

Imagine creating a "Black Friday Blitz" collection page, showcasing your most sought-after items like smart home devices, designer rugs, and festive decorations. Using AI-powered merchandising, you dynamically adjust product rankings based on real-time data. If smart thermostats are trending, they move to the front line. Similarly, if a particular color of blanket is flying off the virtual shelves, it gets boosted.

You're not just throwing products on the field; you're orchestrating a symphony of deals. Automated merchandising rules ensure that high-demand items are highlighted, while limited-time bundles are positioned as the "power plays" to boost AOV. Just like a coach adjusts the formation based on the opponent's strategy, your dynamic merchandising adapts to shopper behavior, ensuring every visitor sees the winning lineup.



### Top Gametime Tactics for Black Friday

- Create dedicated landing pages for Black Friday deals, with automated product sorting based on popularity, discounts, and stock levels.
- Leverage AI to dynamically highlight high-demand products and personalize product displays.
- Set up rules to automatically adjust product rankings based on real-time data and predefined criteria.
- Use high-quality images, videos, and 360-degree product views to showcase products and create an engaging shopping experience.
- Use AI to recommend complementary products and upsells to increase AOV.
- Continue A/B test and optimize product displays to identify the most effective strategies.
- Tailor product displays and promotions to different customer segments based on their preferences and purchase history.
- Plan for post-Black Friday merchandising and the rest of the holiday season by adjusting product displays and promotions accordingly.

**Personalized experiences were key to keeping shoppers engaged and increasing AOV throughout peak season.**

— Searchspring BFCM 2024 Report

## Personalization: Creating Tailored Black Friday Shopping Experiences

### The Role of Personalization in Black Friday Success

Black Friday is a whirlwind of deals and discounts, but amidst the chaos, shoppers crave a sense of individual attention. Personalization transforms your website from a generic marketplace into a curated experience, where each shopper feels understood and valued. It's about anticipating their needs, delivering relevant offers, and creating a shopping journey that resonates on a personal level.

### Why AI-Powered Personalization Matters More Than Ever on Black Friday

In 2025, shoppers expect brands to anticipate their needs. AI-powered personalization goes beyond simple recommendations, creating a truly tailored shopping experience that can increase conversions by up to 30%, boost AOV, and foster customer loyalty. It can suggest relevant cross-sells and upsells based on individual shopper behavior and preferences, encouraging shoppers to add more items to their carts. It can also make shoppers feel understood and valued by delivering relevant and timely offers, leading to repeat purchases and long-term loyalty.

Shoppers are bombarded with generic promotions during Black Friday. Personalization ensures your offers stand out by being highly relevant. Personalized discounts and incentives also offer the benefit of reducing cart abandonment. You can create dynamic experiences by tailoring website content, banners, and messaging based on shopper segments and individual browsing behavior. Banners and recommendations that offer increases the likelihood of purchase, as shoppers see products they're genuinely interested in.

AI-driven personalization has the added benefit of enhancing the mobile experience. On smaller screens, it helps shoppers quickly find relevant products by reducing scrolling and frustration. You can also personalize email and SMS communications to deliver targeted messages that resonate with individual shoppers, increasing open and click-through rates. Ultimately, personalization provides valuable data on shopper behavior and preferences to inform future marketing strategies.

By embracing a comprehensive personalization strategy, you can transform Black Friday from an transactional event into a meaningful and engaging experience that promotes customer loyalty and drives long-term growth.

### How to Play It: The Play-Caller's Personalized Strategy

Imagine your personalization strategy as a play-caller's playbook, tailored to each player's strengths and the game's evolving dynamics. It's Black Friday, and you need to treat each shopper like a star athlete, providing them with a personalized game plan. For an electronics retailer, this means going beyond generic deals. Let's say a shopper frequently browses gaming laptops and accessories. Your AI-powered personalization engine recognizes this and dynamically adjusts the homepage banners to showcase Black Friday deals on high-performance gaming laptops and accessories.

You're not just calling a standard play; you're crafting a personalized strategy. If they've previously purchased a VR headset, you suggest complementary accessories like motion controllers and gaming chairs. Personalized email and SMS campaigns send exclusive discounts on their favorite brands, like a coach delivering a pep talk before a crucial play.

Real-time personalization adjusts product recommendations as they browse, ensuring they see relevant items like a play-caller adapting to the defense's formation. This tailored approach makes each shopper feel like a VIP, transforming their Black Friday experience into a winning performance.



### Top Gametime Tactics for Black Friday

- Use AI to personalize search results based on individual shopper preferences and browsing history.
- Implement AI-powered recommendation engines to suggest relevant cross-sells, upsells, and complementary products.
- Use AI to tailor homepage banners based on shopper behavior, highlighting relevant deals and promotions.
- Segment your audience and deliver exclusive promotions and early access to VIP shoppers via email and SMS.
- Centralize and unify customer data to create a single view of the customer, enabling more effective personalization.
- Set up rules to automatically personalize website content based on shopper behavior and preferences.
- Continuously test and refine your efforts to maximize effectiveness.
- Ensure data privacy and transparency by clearly communicating how you collect and use customer data.
- Tailor the mobile shopping journey to individual shopper preferences.
- Utilize personalization for post-Black Friday engagement to continue to personalize communications and offers to nurture customer relationships.

**Mobile AOV was \$121 compared to \$140 on desktop. This means there's a huge opportunity for upselling mobile shoppers with strategic bundling.**

— Searchspring BFCM 2024 Report

## Mobile Optimization: Ensuring a Seamless Mobile Shopping Experience

### The Role of Mobile Optimization in Black Friday Success

In 2025, mobile devices are the primary shopping tool for a significant majority of Black Friday consumers. No longer a "nice-to-have," optimizing for mobile is a fundamental requirement for Black Friday success. A slow, clunky, or frustrating mobile experience will send shoppers straight to your competitors.

### Why Mobile Optimization Matters More Than Ever on Black Friday

During Black Friday 2024, **80% of all purchases came from mobile devices**. If that statistic doesn't motivate you to optimize your ecommerce site for mobile, nothing will. A slow or frustrating mobile experience often leads to high cart abandonment rates and lost revenue. And remember: Mobile optimization is not just about having a responsive website; it's about creating a truly seamless and engaging mobile experience.

Today's shoppers are often browsing and buying while on the go, whether in line, commuting, or doing chores at home. A seamless mobile experience is crucial for capturing these moments. Mobile devices facilitate quick and impulsive purchases, and a well-optimized mobile site encourages these spontaneous buys.

Remember that mobile users expect speed, convenience, and a user-friendly interface. Anything less leads to frustration and abandonment. Another key benefit of mobile optimization is the SEO impact, as Google prioritizes mobile-first indexing—meaning your mobile site's performance directly impacts your search rankings. The bottom line is that brands with superior mobile experiences have a significant competitive advantage, can drive more conversions, and build customer loyalty.

### How to Play It: The Agile Team's Lightning-Fast Footwork

Imagine your mobile optimization as an agile team's lightning-fast footwork, ensuring every play is executed with speed and precision. It's Black Friday, and over 70% of your shoppers are on mobile, making it crucial to have a nimble and responsive game plan. For a fashion retailer, this means more than just a mobile-friendly site; it's about creating a frictionless experience.

Let's say a shopper is browsing for a "little black dress" on their smartphone. Your mobile site loads in under three seconds, like a quick snap and pass. The navigation is intuitive, with a sticky search bar and easy-to-use filters for size and color, allowing shoppers to quickly find what they want—like agile players dodging defenders.

One-tap checkout with Apple Pay or Google Pay streamlines the purchase process, like a swift touchdown. You're not just running a standard play; you're executing a mobile-first strategy.

Compressing images and using accelerated mobile pages (AMP) ensures fast loading times, like athletes maximizing their speed. Touch-friendly design and mobile-specific content ensure a seamless experience, like a well-coordinated team moving in sync. This lightning-fast footwork ensures every mobile shopper scores a win with a smooth and efficient purchase.

### Top Gametime Tactics for Black Friday

- Ensure sub-three-second load times by optimizing images, leveraging content delivery networks (CDNs), and implementing lazy loading.
- Use tools like Google PageSpeed Insights to identify performance bottlenecks.
- Ensure mobile-friendly navigation by using sticky search bars, easy-to-use filters, and intuitive navigation menus.
- Integrate express payment options like Apple Pay, Google Pay, Shop Pay, and buy now, pay later (BNPL) options to streamline the checkout process.
- Ensure that buttons and interactive elements are large enough for easy tapping on mobile devices.
- Consider implementing progressive web apps (PWAs) to provide an app-like experience on mobile devices without requiring downloads.
- Tailor content to mobile users, keeping it concise and easy to read.
- Conduct thorough testing on various mobile devices and screen sizes to ensure a consistent and optimized experience.
- Compress media files and use appropriate formats for mobile devices.
- Track traffic, bounce rates, and conversion rates to identify areas for improvement.
- Optimize for local search by ensuring your business information is accurate and consistent across online directories.
- Offer live chat or other mobile-friendly support options.

**Mobile AOV was \$121 compared to \$140 on desktop. This means there's a huge opportunity for upselling mobile shoppers with strategic bundling.**

— Searchspring BFCM 2024 Report



## Be Black Friday Ready

Want to see how Searchspring can power your best Black Friday yet? [Schedule a no-obligation demo today.](#)

Stay tuned for Part 3 of the Black Friday 2025 Playbook Series, "Multichannel Domination and Marketing Blitz," where we take a deep dive into social commerce, multichannel feed optimization, multichannel marketing, and traffic-driving strategies for Black Friday success.

[Schedule Demo Now](#)