



Owning Black Friday 2025 – How eCommerce can prepare early and win.

Executive Summary

Black Friday has become the most competitive period in the retail calendar. With consumers under financial pressure and searching harder for bargains, visibility in search has never mattered more. For eCommerce stores, it's no longer enough to throw up a deals page in November and hope for the best.

This whitepaper sets out a structured approach to preparing for Black Friday 2025: from building evergreen landing pages to repurposing last year's assets, and from earning backlinks to creating a funnel of supporting content. The stores that succeed will be those treating search visibility as a year-long campaign rather than a last-minute scramble.

1. The Pressure on Consumers (and Retailers)

Household budgets remain tight. Interest rates may have eased slightly, but the cost-of-living crisis has not gone away. Shoppers are entering Black Friday season with a bargain-hunting mindset: every purchase weighed against household finances.

For retailers, this is both an opportunity and a threat. The opportunity lies in high-intent traffic: “Black Friday” searches spike into the millions, with consumers ready to buy. The threat is that competition has never been fiercer – established giants, nimble direct-to-consumer brands, and aggressive discounters all fight for the same search real estate.

In this environment, visibility is survival. If your brand doesn’t appear in search results when a consumer looks for “Black Friday laptop deals” or “home appliance Black Friday offers”, then you’re simply out of the race.

2. The State of Black Friday Search

Search behaviour around Black Friday has evolved. Once dominated by generic “Black Friday deals” queries, the trend has shifted to product-specific searches. Consumers know what they want and type it directly into Google: “air fryer Black Friday 2025”, “gaming chair Black Friday sale”, “washing machine Black Friday discounts”.

These long-tail queries represent gold dust for retailers. They show clear purchase intent and often have less competition than the broad, brand-led terms. Yet ranking for them requires forethought: Google rewards aged, authoritative pages. A page launched in October has little chance of displacing one that has been live and accumulating authority since the spring.

3. Building Landing Pages That Last

The foundation of any Black Friday strategy is the landing page. Too often, retailers build these as one-off microsites or seasonal stubs. That’s a mistake.

Evergreen URLs

Create landing pages designed to last. A URL like /black-friday-laptops or /black-friday-home-appliances should remain consistent year to year. Each autumn, refresh the content to highlight new offers, update the metadata with the current year, and ensure the copy is relevant. By doing this, you build equity in the page itself – backlinks, internal links, and Google’s trust in the URL all compound over time.

Optimisation Essentials

Metadata: Incorporate “[product] Black Friday 2025” into title tags and descriptions.

Schema: Use offer schema so deals appear with rich snippets.

Speed: Pages must load instantly – slow Black Friday sites leak conversions.

CTAs: Have placeholders for “Sign up for early deals” or “Coming soon” well before November.

By August, these pages should already be indexed, ranking for long-tail terms, and gathering traffic from early-bird searchers.

4. Repurposing Last Year's Assets

One of the most underused tactics is repurposing last year's Black Friday content.

If you built a “Black Friday [product] Deals 2024” page, don't delete it. Instead:

Audit performance: What keywords did it rank for? What backlinks did it earn?

Refresh content: Update with 2025 products, change dates, improve visuals.

Maintain URL equity: Keep the same URL structure so authority flows forward.

Leverage archives: Consider an “Our Black Friday 2024 Deals” section, which can still attract traffic from retrospective searches.

This strategy ensures you're not starting from scratch each year. Search engines value continuity, and repurposed pages often rank faster and higher than newly built ones.

5. Authority Through Backlinks

Aged pages alone won't win. Authority – measured largely through backlinks – is the other pillar of visibility.

Early Outreach

Retailers must start link-building campaigns months in advance. Waiting until October is too late; editors have filled their “Black Friday deals” slots long before.

Lifestyle magazines: Target titles relevant to your sector – home, tech, fashion, or fitness.

Deal roundups: Work with sites that curate “best Black Friday deals” by category.

Influencers and bloggers: Secure mentions with embedded links to your Black Friday landing page.

Anchor Text Strategy

Don't over-optimize. Use variations such as:

“Black Friday 2025 deals on [product]”

“Best [product] to buy this Black Friday”

“[Product] Black Friday sale”

Internal Links

Your own site can pass authority, too. Link to Black Friday pages from category hubs, blog content, and homepage banners. Done strategically, this tells Google the page matters.

6. Content That Fuels Black Friday Pages

Landing pages don't exist in isolation. They need a web of supporting content to drive relevance and funnel traffic.

Supporting Blog Ideas

Buyer guides: “Best [product] to upgrade before Black Friday 2025.”

Seasonal trend pieces: “[Category] trends to watch ahead of Black Friday.”

Comparison content: “[Product A] vs [Product B] – which should you buy this Black Friday?”

These articles target earlier-stage searches but point readers toward the Black Friday landing page. Calls to action – “Check our Black Friday [product] deals” – create a smooth funnel from curiosity to purchase.

7. Technical SEO for Seasonal Pages

Technical oversight can undo months of prep. Common mistakes include duplicate content, poor crawlability, and schema errors.

Key Considerations

Canonical Tags: If you run multiple Black Friday pages (sitewide deals, category pages, product pages), set clear canonicals to avoid dilution.

Schema Markup: Product and offer schema ensure rich snippets appear in results, boosting click-through rates.

Crawlability: Submit updated sitemaps to Google well ahead of November.

Mobile-first design: With mobile shopping dominating, test responsive performance early.

8. Measuring Impact Before November

Retailers often treat Black Friday as binary: success or failure based on one week of sales. That's shortsighted. Measurement should start months ahead.

Key Metrics

Impressions: Are Black Friday terms starting to show in Search Console?

Rankings: Track movement for “[product] Black Friday” queries from August onwards.

Backlinks: Monitor acquisition and authority growth through tools like Ahrefs.

CRO tests: A/B test headlines, CTAs, and page layouts in September to avoid risky experiments in peak week.

By the time Black Friday arrives, your pages should already be ranking and optimised for conversion.

9. Action Plan Timeline

April–June

Create or refresh Black Friday landing pages.

Launch initial backlink outreach.

Place “coming soon” CTAs to start building email lists.

July–September

Build supporting blog content and publish steadily.

Strengthen internal linking from category and homepage banners.

Audit technical SEO readiness.

October

Ramp up CRO testing on landing pages.

Finalise creative assets for ads, emails, and on-site banners.

Push the final wave of backlinks.

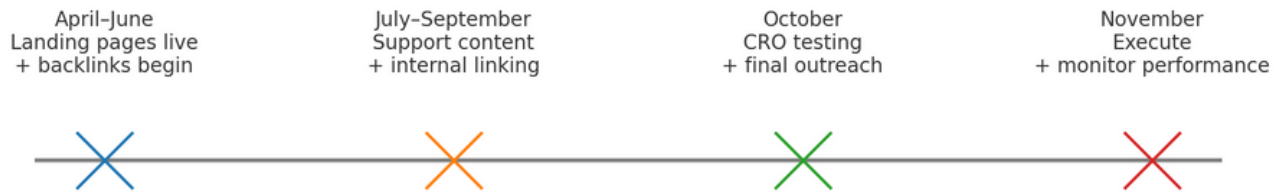
November

Execute Black Friday campaign with confidence.

Monitor real-time analytics and adjust where needed.

Keep infrastructure stable: no outages, no cart failures.

Black Friday 2025 Preparation Timeline



10. Conclusion

Black Friday is no longer a single day. It is a season, and success is determined months before the first discount goes live.

In a year when consumers are squeezed and scanning harder than ever for bargains, visibility has never been more important. eCommerce stores that build authoritative, aged landing pages, repurpose last year's assets, and fuel them with backlinks and supporting content will dominate. Those who wait until November will struggle to be seen at all.

The message is simple: act now, or lose later.

Black Friday SEO: Quick Wins vs Common Mistakes

■ Quick Wins ■ Common Mistakes

Ignoring technical SEO checks	Add internal links from category pages
Over-optimising anchor text	Start link-building months in advance
Deleting last year's Black Friday URLs	Refresh last year's pages instead of rebuilding
Launching pages in October	Create evergreen Black Friday URLs

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