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FREE CHECKLIST · HOLIDAY 2026

The Square Holiday-Readiness Checklist

The holiday rush starts sooner than you think. Work through this list in early November and your Square POS, online store and Google listing will be ready for everything from Small Business Saturday to the last-minute gift card shoppers.

Nov 27	Nov 28	Nov 30	Dec 24	Dec 31
Black Friday	Small Business Saturday	Cyber Monday	Christmas Eve	New Year's Eve

1 Get your catalog holiday-ready

EARLY NOVEMBER

- [ ] Add holiday items, prices and fresh photos (Items & services)
- [ ] Create gift categories like "Gifts Under $25" and move them to the top (Items > Categories)
- [ ] Bundle best sellers into gift sets with one price
- [ ] Turn on gift messages and gift wrap for online orders (item > Manage Checkout > Gift options*)
- [ ] Track stock on your top 20 sellers and set low-stock alerts (Actions > Update low stock alert)
- [ ] Pre-schedule Black Friday sale prices and new-item drops (Actions > Schedule for later*)

2 Sell gift cards everywhere

EARLY NOVEMBER

- [ ] Turn on Sell eGift Cards Online and in Store, with a holiday design (Gift cards > eGift Cards > Configure)
- [ ] Link your eGift page in your site menu, social bios and Google Business Profile
- [ ] Order plastic gift cards and a counter display early (Gift cards > Plastic Gift Cards)
- [ ] Set holiday default amounts, such as $25, $50 and $100
- [ ] Plan a promo like $10 off a $50 eGift card (eGift Cards > Discounts)
- [ ] Teach every cashier to sell, reload and check a gift card balance

Why gift cards first? They never run out of stock, they're the go-to gift for the last-minute shopper, and every card brings a customer back in January.

3 Tune your online store and fulfillment

MID-NOVEMBER

- [ ] Pad pickup prep time and set a daily cutoff and order limits (Pickup settings)
- [ ] Block off holiday closures (pickup: Scheduled downtime · delivery: restricted dates)
- [ ] Review shipping rates. Free shipping over $X works well for Cyber Week (Fulfillment methods > Shipment)
- [ ] Post your hours and last-day-to-ship with an announcement pop-up (Square Online > Communications > Pop-ups)
- [ ] Check carrier holiday cutoffs before you promise a delivery date
- [ ] Test checkout on your phone: add to cart, pay, get the confirmation email

4 Update hours and listings

BEFORE THANKSGIVING

- [ ] Add special hours in Google Business Profile for every day you change (Square's Google sync doesn't cover holiday hours)
- [ ] Match your hours on Apple Business Connect, Yelp and Facebook
- [ ] Publish a Google Business post for Small Business Saturday
- [ ] Restaurants: turn on Order with Google (Square Online > Website settings)

5 Bring customers back

NOVEMBER–DECEMBER

- [ ] Build Smart groups like Regulars and Lapsed (Customers > Customer directory)
- [ ] Schedule your emails now: early access, gift guide, last shipping day, thank-you
- [ ] Create a coupon code like SHOPSMALL (Customers > Marketing > Coupons)
- [ ] Turn on abandoned-cart emails (Customers > Marketing > Automations*)
- [ ] Run a Holidays bonus-points promotion (Customers > Loyalty > Promotions*)
- [ ] Plan three social posts a week: new arrivals, gift ideas, behind the scenes

6 Prep your team and hardware

BEFORE BLACK FRIDAY

- [ ] Give seasonal staff a limited permission set (Staff > Team > Permissions)
- [ ] Publish the holiday schedule (Staff > Scheduling)
- [ ] Update software on every device and run a connection test
- [ ] Turn on offline payments and set a limit. Gift cards, Tap to Pay and keyed cards won't work offline, and you carry the decline risk (Settings > Device management)
- [ ] Add your holiday return policy to receipts (Payments > Receipts)
- [ ] Stock receipt paper and spare chargers, then run a 10-minute team huddle

7 After the rush

LATE DECEMBER–JANUARY

- [ ] Review item sales to see what sold and what didn't (Reports)
- [ ] Count inventory and reorder your winners
- [ ] Send a thank-you email with a January reason to come back (perfect for gift card holders)
- [ ] Note what to change for next year while it's fresh

My holiday plan

Last day to order for shipping: _____

Last day for local pickup: _____

Thanksgiving / Christmas Eve hours: _____

Gift card offer: _____

Black Friday / Small Business Saturday offer: _____

Email send dates: _____

Want a second set of eyes on your Square setup?

Vibe Digital Marketing is a Square Partner and Square Online Certified. Book a free needs assessment and we'll walk through your store, gift cards and Google listing with you, so nothing slips through the cracks.

Questions? Email info@vibedigital.marketing

Book a Free Assessment

* Needs a paid Square plan (Plus or Premium). Menu names vary by account and were current as of Nov 2026.