HOLIDAY CATALOG READINESS MATURITY MATRIX · 2026

How ready is your catalog for holiday traffic?

Read each row and pick the statement that sounds most like your team today. It takes five minutes.

> "Holiday catalog problems are rarely found in October. Customers find them in November."

WHICH SOUNDS LIKE YOU?	LEVEL 1 Reactive	LEVEL 2 Basic	LEVEL 3 Managed	LEVEL 4 Peak-ready	YOUR SCORE
Product content	We publish the supplier's product information as is.	We check our best sellers. The rest go live as supplied.	Every category has required details we fill in before publishing.	Every product is reviewed and signed off before launch.	1 2 3 4
Search & filters	We've never tested what shoppers find when they search our site.	We test search and filters now and then.	We test our top searches and filters every week.	Every search that returns nothing has an owner who fixes it.	1 2 3 4
Holiday collections	We build holiday collections at the last minute.	We add products to collections by hand and rarely recheck them.	Each collection has an owner and clear rules for what goes in.	Our Black Friday → gifting → Boxing Day switches are planned.	1 2 3 4
Shopping feeds	We find feed errors when sales drop.	We fix feed errors one at a time, when we spot them.	Feed errors have an owner and get rechecked after fixing.	Every week we check that our feed matches our website.	1 2 3 4
Promotions & stock	Promotions go live without being tested.	We test our main promotions only.	We test every promotion's prices, dates and exclusions before launch.	We test checkout end to end before every campaign.	1 2 3 4
Bulk changes	Bulk changes go straight live, and we can't undo them.	We export before bulk changes, but we've never tested undoing one.	Bulk changes need approval, and we have a rollback plan.	We've rehearsed a rollback, and it works.	1 2 3 4

MORE READY →

READING YOUR SCORE

What each level means when holiday traffic arrives

Find your level in each row from page 1. The darker the cell, the more exposed you are at peak.



LEVEL	WHAT CUSTOMERS SEE	SALES AT RISK	TIME TO FIX AN ISSUE	DO THIS WEEK
LEVEL 1 **Reactive** Customers find the problems	VERY HIGH Wrong prices, missing sizes, dead links, empty searches.	VERY HIGH Best sellers and promoted products.	DAYS Often found only when a customer complains.	Test prices, stock by size and checkout on your top 20 products.
LEVEL 2 **Basic** Some checks, from memory	HIGH Gaps on new collections and variants.	MEDIUM–HIGH New and seasonal products.	HOURS–DAYS Found by chance or by a channel warning.	Write the checks down. Give each area one owner.
LEVEL 3 **Managed** Written checks, owners, tested	LOW–MEDIUM Issues are rare and caught early.	LOW–MEDIUM Edge cases and last-minute changes.	HOURS Known owner and a documented rollback.	Test one rollback. Run coupon exclusions through checkout.
LEVEL 4 **Peak-ready** Rehearsed, measured	VERY LOW Consistent across pages, search and feeds.	LOW Protected by tested promotions and stock rules.	MINUTES–HOURS Rehearsed and logged.	Write down what worked. Reuse it next season.

Fill missing titles, attributes and descriptions faster

Catalog Mind turns product images, a CSV or your WooCommerce store into titles, descriptions, attributes and metadata. You review every change before it goes live.

OPTION 1 · TRY IT FREE

Enrich 10 products free

Start with 10 of your priority holiday products. No credit card required.

Start free → catalogmind.com

OPTION 2 · GO DEEPER

Start a 14-day sandbox

Run one of your categories through Catalog Mind in a sandbox, and approve the results before anything publishes.

Send “SANDBOX” to team@catalogmind.com

Levels describe common operating patterns, not measured outcomes. Exposure ratings are qualitative guidance and will vary by catalog, platform and channel mix.