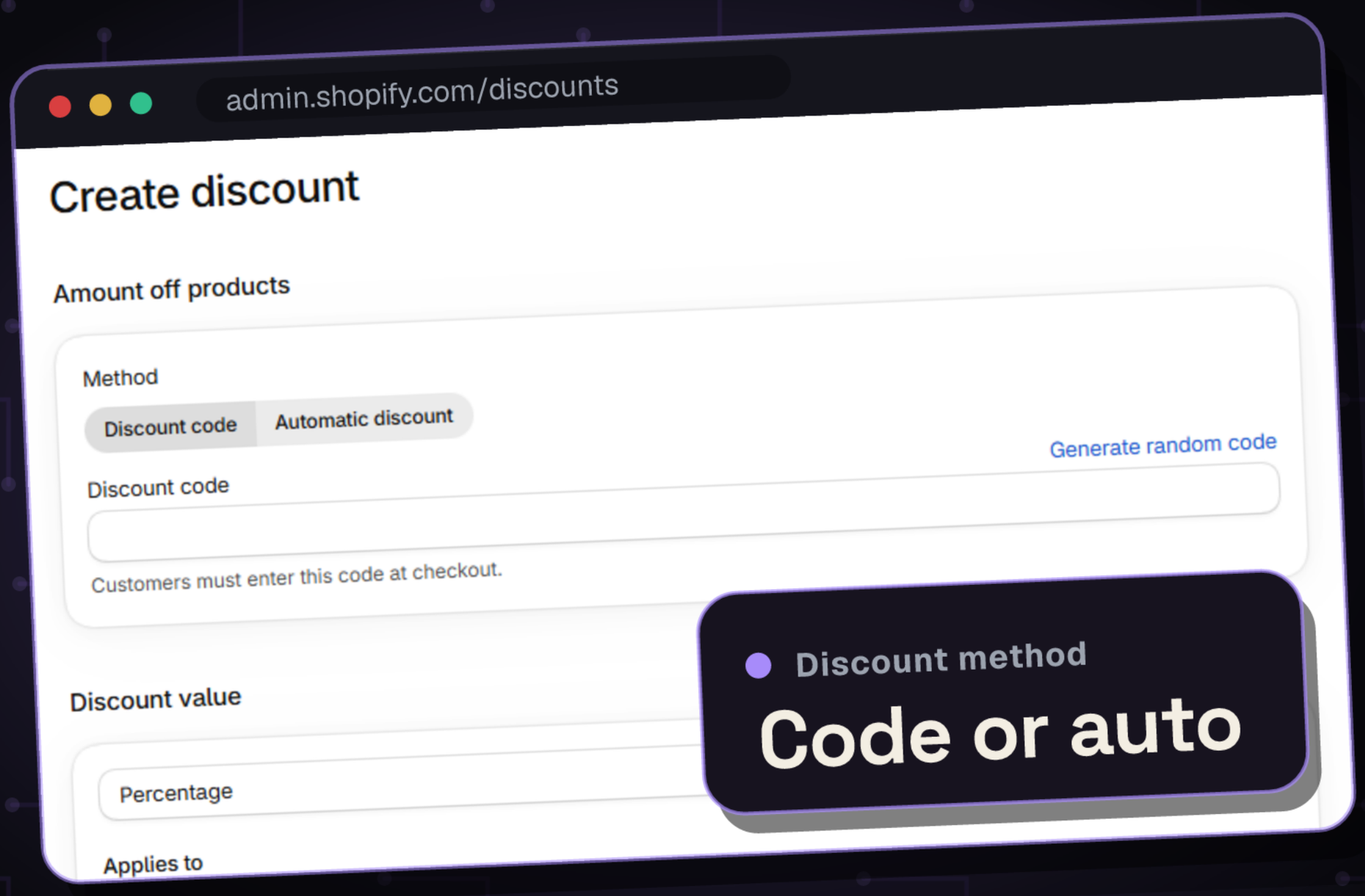
3 Shopify defaults fail when BFCM traffic hits

Discount method, oversell gate, free shipping threshold



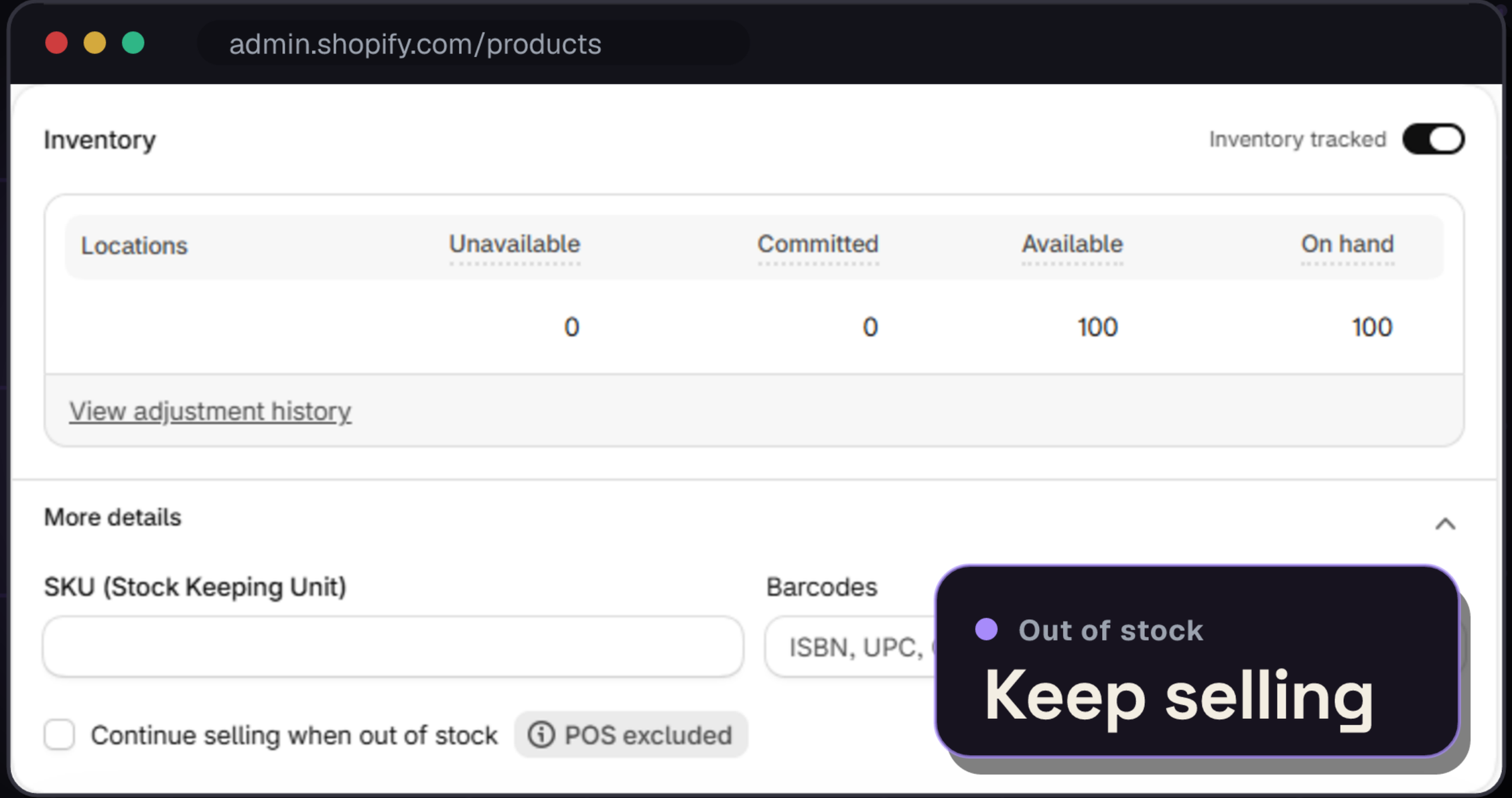
Swipe →

What's set wrong

- ✅ All three: 5-minute fixes
- ❌ Code entry at checkout
- ❌ Best sellers stop at zero
- ❌ Free shipping: no floor

Swipe →

The oversell gate



Tick Continue selling on top SKUs before BFCM traffic hits

Swipe →

The free shipping floor

admin.shopify.com/settings/shipping

Name

Free shipping

Add delivery details

Rate type

Flat

Price

£ 0.00

Transit time

Select

Example at checkout

Free shipping FREE

Offer free shipping

Minimum order amount

£ 75.00

Free shipping rate

Min order set

A minimum order amount lifts AOV without killing margin

Swipe →

The 3-minute fixes

- Discounts > Automatic discount
- Products > Continue selling
- Shipping > Min order amount

Swipe →

Fix all three this week

Automatic discount, a backorder decision on your top SKUs, and a free shipping minimum are each under 5 minutes to set.

BFCM is November 27. You don't need a developer for any of these.

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Want the BFCM checklist?

COMMENT BFCMPREP

I send it over. No forms, no spam.

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