

Suggestion:

Provide me a basic SEO checklist for a new product?

1. Set up Google Search Console

Google Search Console is a free tool that allows website owners to monitor their site's organic Google traffic, track search performance, and discover issues that could prevent their site from ranking.

Head to the welcome page to create your Google Search Console account. Verify your domain so Google can be sure you own the website before it provides you services. Learn how to verify your Shopify domain to use Google services.

2. Set up Bing Webmaster tools

Bing Webmaster Tools is a free Microsoft service that lets you add your store to the Bing crawler. Open a free Bing Webmaster account by going to the signup page, then add and verify your website to appear in Bing search results.

3. Submit a sitemap

A sitemap tells Google and other search engines about your site's organization.

All Shopify stores automatically generate a site map file, which lists your website's individual pages. If you're using WordPress's content management system, install the Yoast SEO plug-in to create a site map. Shopify store owners can access their site maps through www.yourstore.com/sitemap.xml.

Submit your sitemap to Google, and submit to Bing through the Webmaster Tools accounts you just created.

4. Set up Google Analytics

Google Analytics shares data about how visitors interact with your website. Once installed, you can segment overall visitors to monitor how they engage with your website after arriving through a search engine.

Set up a Google Analytics account and add your web property. Then, add a data stream by inserting the Google tag ID into your CMS-hosted website, such as Shopify or WordPress.

5. Check that your site is indexed

Your website needs to be indexed by a search engine to appear in search results. The quickest way to see whether your site is indexed is through a site search (i.e., site:yourdomain.com).

If nothing shows up, your site isn't indexed yet. Bear in mind that indexing can take a week or more after submitting the sitemap and that Google can't crawl or index password-protected pages.

Stores running on a free Shopify trial are crawled and indexed, but you must upgrade to a paid plan after the trial or your store will be deindexed.

6. Consider SEO tools

Keeping up with algorithm changes, rankings, and competitor keywords is challenging but necessary for online businesses. There are good paid and free SEO tools you can use to meet search goals. You're already one step ahead by setting up Google Search Console and Analytics.

Paid SEO tools:

Moz is a lower-cost option that offers a full SEO marketing suite, including great keyword research tools.

Ahrefs is a complete SEO tool suite for audits, research, tracking, and more.

Semrush is another SEO tool for tracking keywords, exploring competitor sites, and more.

KeySearch.co is an inexpensive tool for simple keyword research.

Free SEO tools:

Surfer Chrome plug-in generates free search data and content guidelines.

Keyword.io offers free keyword suggestions.

Screaming Frog is for finding crawl errors on your site.

MozBar is for on-the-go SEO research.

Google Ads Keyword Planner is for searching keywords for ad campaigns.

Shopify online stores have built-in SEO features that automatically add canonical tags to pages (to prevent duplicate content from showing in SERPs), generate your XML site map, and generate title tags including your store name on Shopify-owned themes.

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Suggestion:

Show me a way to conduct keyword research

Use keyword research tools from Moz, Ahrefs, or Semrush to identify which words your target customers use when searching for products or services like yours. They'll present you with a list of keywords based on your seed keyword. If you're selling gifts, for example, your seed keyword might be "best gifts for moms."

When shortlisting keywords, pay attention to:

Search volume: How many people search for the keyword each month? Ranking for a high search volume keyword can bring thousands of people to your site if you appear in the SERP for it, but competition can be fierce.

Keyword difficulty: How easy will it be to rank for your chosen phrase? Keyword research tools use factors such as page authority, search volume, and backlinks to give a difficulty score out of 100. The higher this score is, the harder it is to rank.

Commercial viability: Does the keyword match what you're selling? For example, it might not make sense to target "candle holders" if you only sell candle-making kits.

Analyze competitor's keyword rankings

You can learn a lot about SEO from competitors who've already done the background research to identify keywords.

Enter your competitor's URL into an SEO tool, such as Semrush or Moz. The software will pull a list of keywords that your competitors are ranking for and tell you which position each URL sits at for the corresponding keyword.

Map search intent for each keyword

Now that you've got a list of keywords to target, shortlist phrases your target audience is most likely to search for and determine the search intent for each. Then, map keywords to content types. Each page on your site—product pages, categories, blog posts, homepage—can rank for different long tail keywords.

Let's put this in practice for an aromatherapy shop that sells:

Lemon essential oils

Lime essential oils

Grapefruit essential oils

Lavender essential oils

Glass bottles for essential oils

Roller bottles for essential oils

Spray bottles for essential oils

You might decide to make a collection page for citrus essential oils (lemon, lime, grapefruit) and another for essential oil bottles (glass, roller, spray). You could also write articles that target long-tail keywords related to questions regarding essential oils, for instance, a story on uses for lavender essential oil.

Suggestion:

How can we conduct keyword research for a product?

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Suggestion:

How to do on-page SEO?

On-page SEO means optimizing individual pages on your website with the aim of increasing their search visibility.

Preparing individual pages to rank takes time and effort. After all, you're competing with some already-established brands. Follow this on-page SEO checklist to ensure your webpages are maximally optimized.

Optimize heading tags

Heading (H1) tags are the main headline for a page and usually contain the page's main keywords. Search engines use them to understand the context of a page.

Best practice is to include just one per page. For example, the H1 for your product called "Lemon Drop Bliss"—a product people searching for lemon essentials oils might like—could be "Lemon Essential Oil."

Note that Shopify page titles are the default H1 tag for pages created through Shopify.

Write compelling title tags

Appearing in search results is only part of the job. You also need to convince users to visit your page over the other options. Title tags—the blue clickable links that appear in the SERP—help you do this.

Best practices for optimizing title tags are:

Write compelling page titles for humans. Clearly describe the content on the page, include important keywords, and make it interesting enough to click.

Keep your title tag less than 60 characters. Backlinko found title tags with 40 to 60 characters have the highest click-through rate.

Include your main keywords near the beginning. Encourage searchers to click your result and prove to search engines your site reflects a searcher's term by frontloading the main keyword in your title tag.

Optimize your meta description

A meta description is the small snippet of text that appears below your title tag in the SERP. The copy you write here should clearly describe the content on the page and also be compelling enough to click.

There's no exact character count for showing or truncating meta descriptions. However, research from Moz indicates many meta descriptions are cut off around the 155 to 160 character mark.

Include your target keywords and strongest copy at the very beginning of your meta description, and avoid going over 160 characters.

Include a keyword in your page URL

A universal resource locator, or URL, tells search engines about the content on your page.

Include your target keyword but otherwise keep URLs short and sweet by avoiding filler words.

Since both search engines and visitors read your URL, you'll want to follow a few best practices:

Make URLs readable

✓ <https://yourdomain.com/pink-socks>

✗ <https://yourdomain.com/index.php?24551=p44=?>

Use hyphens not underscores

✓ <https://yourdomain.com/pink-socks>

✗ https://yourdomain.com/pink_socks

Include target keywords

✓ <https://yourdomain.com/mens-yellow-socks>

✗ <https://yourdomain.com/polkdotssocks-yellow-white-for-men>

Keep your URL structures simple and easy to understand.

That said, if you're already receiving SEO traffic from your current URL structure, it's not worth updating it for "SEObenefits"—this can actually tank search engine traffic. If you must change it,

set up redirects from the old URL to the new one. Shopify usually does this by default (and will tell you when it's doing so).

Write descriptive alt text for images

To ensure your photos appear in image results, name each image file something descriptive (i.e., don't name an image "83798.jpg").

Write descriptive alt text explaining the picture, too—a best practice that helps search engines understand image content and makes it accessible to people who are blind or visually impaired.

Add Schema markup

Schema markup helps Google understand your website content. It structures data so page information can appear directly in SERPs, which can increase click-through rates and website traffic.

In the example below, Couplet Coffee uses schema to display its five-star rating and customer reviews.

Suggestion:

How can we do on-page SEO for a product?

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How to optimize website content?

As Jake Munday, co-founder of Custom Neon, says, "Relevant, interesting, useful, or even fun content on your site actively encourages visitors to hang around longer, ultimately helping to improve search engine rankings."

Let's walk through an SEO content checklist to help optimize your website content.

Create a content marketing strategy

Developing and executing a full-fledged content marketing strategy can take months, so it's important to prioritize. Starting with your product and collection pages is a best practice. If you're whizzing through this SEO checklist fast, use these exercises to get started:

Consider where your audience is. If your target market is searching on Google, great. But they might be elsewhere—TikTok, Reddit, Instagram, YouTube, etc. Use audience research tools like SparkToro to discover where they are, then create content to meet them there.

Brainstorm customer questions. Consider the questions customers may ask about your products or product category.

Use keyword research tools to match questions with search terms. Always pair your content ideas with actual terms people are searching. Use tools like Answer the Public, Google Autosuggest, or Keywords Everywhere to ensure a match.

Help customers get more value out of products. What types of content will help your customers use your products? For grocers, the answer might be recipes; for florists, it could be tips for prolonging floral freshness.

Format content for readability

Make it easy for readers to find what they need by keeping your copy clear, concise, and well organized. Although Google rewards long content—the average Google top 10 result contains 1,447 words—these tactics will prevent overwhelming your readers with a wall of text: Add a table of contents with jump links to help readers navigate your page and improve your chances of landing in Google’s featured snippet.

Use multimedia such as infographics, videos, or charts to break up text

Break up sections using bullet points.

Use Hemingway to diversify short sentences and paragraphs.

Add subheadings to help readers scan.

Add an FAQ.

Although higher word counts correlate with higher rankings, quality is far more important than quantity. Don’t add hundreds of words of fluff if customers don’t need it.

Fix duplicate content

Duplicate content is when similar content exists on two different URLs, making it difficult for search engines to determine which of the two pages to rank.

If you own an ecommerce business, for example, don’t use manufacturers’ descriptions verbatim. Instead, writing your own product descriptions reduces duplicate content and provides an opportunity to apply your brand voice and sales strategies. All content on your website should be original and unique.

If you can’t avoid duplicate content on dynamic pages, use canonical URLs to tell Google which page to prioritize, and noindex and nofollow tags to tell Google not to index specific pages.

Create specialized collection pages

A landing page is a single URL that covers one topic in great depth. Landing pages help you categorize information and streamline how readers find what they want from your site.

Optimizing your landing pages for keywords and format will improve their placement on SERPs.

Ilia Mundut, founder of Heftyberry, explains, “A lot of the time, it is hard to rank number one for a particular product, especially when sites like Amazon and Etsy often take the first place. The solution is creating product collections optimized for a low-difficulty keyword.”

Ilia puts this into practice using the example of large plastic bathtubs. “You can add several products, including the ones that are difficult to rank for directly,” Ilia says. “This collection page may also have a description that will rank for informational keywords.

“Create backlinks for these collections, create blog posts that internally link to them to establish topical authority—and you have a money machine.”

Suggestion:

How can we optimize website content?

As Jake Munday, co-founder of Custom Neon, says, “Relevant, interesting, useful, or even fun content on your site actively encourages visitors to hang around longer, ultimately helping to improve search engine rankings.”

Let’s walk through an SEO content checklist to help optimize your website content.

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Suggestion:

How to do technical SEO?

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Create an internal link strategy

Internal linking is one of the most important tactics in SEO marketing. It involves linking from one page to another within your own website. Linking pages of specific topics to other pages with relevant content helps search engines recognize your topical authority, categorize your content, and rank your pages. Ultimately, internal linking can improve your search engine rankings.

If you're using this SEO checklist for your ecommerce store, show related products when a visitor is on your product pages. If you're optimizing a blog, internally link to other pieces that dive deeper on a specific topic, as this link does by pointing to another Shopify SEO guide.

You must also ensure that every page on your site is accessible from your homepage or within a few clicks of it. If not, it's orphaned—which means it isn't accessible to users or search crawlers.

Optimize anchor text

Anchor text is the clickable text over a link. Search engines use this microcopy to understand the context of the page link, and which search terms it should appear in the SERP for.

Diversify your strategy with a balance of anchor text types. If you're optimizing a blog post about blogging tools, for example, use the following anchor text on links pointing to it:

Exactmatch, such as "blogging tools"

Partial match, such as "small business blogging tools"

Related terms, such as "tools for bloggers"

Branded terms, such as "Shopify blogging tools"

Page titles, such as "Best blogging tools for 2025"

Build a global navigation menu

A website's navigation holds the most important links in your online store. These links tell visitors which pages are important, giving them an easy way to get to specific sections such as the blog, product pages, or landing pages.

For SEO, your global navigation links tell crawlers the important pages on your site.

Common types of navigation links include:

Single-bar navigation: All links live in one bar and are limited.

Double-bar navigation: Primary and secondary links live in the navigation bar, stacked above each other.

Dropdown navigation: Designed so that when a user hovers over the navigation link, a list of links drop down.

A good practice is to link to your most important collection pages (and maybe product pages too, if one or two products are particularly popular).

Stanley, for example, has a generic “Shop” dropdown bar, while placing its bestselling Quenchers on a separate, easily accessible tab.

Check if your store is mobile-friendly

If your pages load slowly or your site isn’t mobile responsive, Google is less likely to recommend your website in its search engine rankings. All pages need to be readable on mobile and desktop.

Every theme on the Shopify Theme Store is mobile friendly, but do a sense-check and load your website on multiple devices and browsers. Ask friends and family to do the same, and to screenshot or summarize their experiences navigating the site on their smartphones.

Ensure your store is fast

A search engine’s ultimate goal is to provide searchers with the best results for their queries, so site speed is a ranking factor for both desktop and mobile searches.

Sending users to frustrating, slow-loading websites would undermine a search engine’s recommendations—which is why they don’t send users to them. Run your site through PageSpeed Insights to get Google’s recommended performance-enhancing tweaks.

Fix broken links

Search engines index websites through bots that “crawl” a website and its pages. A crawling error happens when a bot tries to reach a specific page or site but fails. If you receive any error alerts, address them immediately.

Use Google Search Console to check for crawling errors or broken links. When a page on your site becomes inactive—which can happen when you remove a product or when a blog post becomes outdated—you can redirect that page to another page on your site. This will prevent visitors from ending up on dead links.

Improve your Core Web Vitals

Google Core Web Vitals (CWV) measure the user experience (U/X) of your website. They are a good indicator of your website’s SEO performance and include three main components:

Largest Contentful Paint (LCP): Measures loading performance. LCP should occur within 2.5 seconds of when the first page starts loading.

Interaction to Next Paint (INP): INP replaced the First Input Delay (FID) metric as a Core Web Vital in 2024. It measures how quickly a web page responds to user interactions. Pages should have an INP score of 200 milliseconds or less.

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Suggestion:

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Suggestion:

How can we do advanced SEO?

SEO is a fast-paced industry. Here's a cheat sheet of tasks you can do to stay ahead of your competition in the SERPs.

Optimize for zero-click searches

Google is no longer a directory that connects users with websites addressing their queries. Studies show that more than half of Google queries are “zero-click” searches—meaning the user types in their query and gets their answer directly from SERP features such as:

Featured snippets

AI Overviews

“People Also Ask” sections

At first glance, this sounds like bad news for website owners. In reality, Google needs to pull content from somewhere, and it credits publishers when it does—as demonstrated in this AI Overview for the phrase “what is dropshipping”

Best practices for appearing in these zero-click placements are the same as general SEO best practices. Share helpful content, work on your formatting, and use schema markup to help Google uncover answers to direct questions that lend themselves to zero-click queries.

Suggestion:

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Suggestion:

How to rank a new website on Google?

- Submit a sitemap through Google Search Console.
- Setup Google Analytics.
- Produce high-quality content.
- Build internal links.
- Secure external links.
- Optimize images with descriptive alt text.
- Include keywords on product pages.
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- Add Schema markup.
- Make your site mobile friendly.
- Optimize anchor text.
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Suggestion:

How to rank a new website on Google higher?

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Suggestion:

How to improve the impressions?

Strategic Keyword Research: Identify the terms and phrases your target audience uses to search for products like yours. Utilize tools like Google Keyword Planner, Ahrefs, and SEMrush to find relevant keywords with a healthy search volume.

Compelling Product Titles and Descriptions: Craft unique, keyword-rich titles and descriptions for each product. Go beyond basic specifications and highlight the benefits and value propositions. Think like your customer: what problem does your product solve?

High-Quality Visuals with Optimized Alt Text: Use professional, high-resolution images and videos. For every image, write descriptive alt text that includes relevant keywords. This not only helps with image search rankings but also improves accessibility.

Suggestion:

How to increase the impressions?

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Suggestion:

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High-Quality Visuals with Optimized Alt Text: Use professional, high-resolution images and videos. For every image, write descriptive alt text that includes relevant keywords. This not only helps with image search rankings but also improves accessibility.

Suggestion:

How can we make the impressions go high?

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Suggestion:

How to improve position?

Site Speed Matters: A slow-loading website is a major deterrent for both users and search engines. Optimize your images, leverage a fast Shopify theme, and minimize the use of heavy apps to ensure a speedy experience.

Mobile-First Indexing is Key: The majority of online searches happen on mobile devices. Ensure your Shopify store is fully responsive and provides a seamless experience across all screen sizes.

Logical Site Structure: Organize your store in a clear and intuitive way. Use a logical hierarchy for your collections and product pages, making it easy for both users and search engine crawlers to navigate.

Clean and Descriptive URLs: Customize your product and collection URLs to be short, descriptive, and include your primary keyword.

Suggestion:

How can we improve average position?

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Suggestion:

How to increase position?

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Suggestion:

How can we make position higher ?

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Suggestion:

How to improve ctr?

Craft Irresistible Meta Descriptions: Your meta description is your sales pitch in the SERPs. Make it compelling, highlight key benefits, and include a strong call-to-action (e.g., "Shop Now," "Learn More").

Leverage the Power of Structured Data (Rich Snippets): Implement structured data to enhance your search results with eye-catching information like product ratings (stars), price, and availability. These "rich snippets" can significantly increase your CTR. Many Shopify apps can help you implement this without needing to code.

Suggestion:

How to enhance ctr?

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Suggestion:

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Suggestion:

How to improve clicks?

Clear and Prominent Calls-to-Action (CTAs): Make it easy for visitors to take the next step. Use clear and compelling CTAs like "Add to Cart," "Buy Now," and "Explore the Collection" throughout your site.

Utilize High-Converting Pop-ups and Offers: Strategically use pop-ups to offer discounts, free shipping, or exclusive content in exchange for an email address. This can be a powerful way to capture leads and drive immediate clicks to your product pages.

Showcase Social Proof: Display customer testimonials, reviews, and user-generated content prominently on your product pages to build trust and encourage clicks.

Suggestion:

How to get more clicks?

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Suggestion:

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Suggestion:

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Suggestion:

How to improve inp?

Improving INP involves breaking up long tasks and making your code more efficient. Here are some effective strategies:

- **Break Up Long Tasks:** This is the most crucial step in improving INP.
 - **Use `setTimeout`:** For tasks that don't need to be completed immediately, you can yield to the main thread by wrapping them in a `setTimeout` with a delay of 0. This pushes the task to the back of the queue, allowing the browser to handle user input first.
 - **Leverage `async/await` and Promises:** Structure your code to be asynchronous, allowing long-running operations to be handled without blocking the main thread.
 - **Utilize the `scheduler.postTask()` API:** This modern API provides more granular control over task scheduling and priority.
- **Optimize Event Handlers:**

- **Keep Event Callbacks Short:** Do as little work as possible within your event listeners. Defer any non-essential logic to a later time.
- **Debounce or Throttle Input Handlers:** For events that fire rapidly, like `scroll` or `input`, use debouncing or throttling techniques to limit the number of times your event handler is called.
- **Reduce JavaScript Bloat:**
 - **Code-Splitting:** Break up your large JavaScript bundles into smaller chunks that can be loaded on demand. This reduces the amount of JavaScript that needs to be parsed and executed upfront.
 - **Remove Unused Code:** Use tools like the "Coverage" tab in Chrome DevTools to identify and remove any JavaScript that isn't being used.
 - **Be Mindful of Third-Party Scripts:** Audit your third-party scripts and remove any that are not providing significant value. For those that are essential, try to load them asynchronously or defer their execution.
- **Optimize Rendering Performance:**
 - **Avoid Layout Thrashing:** This occurs when you repeatedly read from and write to the DOM in a way that forces the browser to recalculate the layout multiple times. Batch your DOM updates to avoid this.
 - **Use CSS Containment:** The `contain` CSS property allows you to isolate a part of the page, telling the browser that its contents won't affect the rest of the layout. This can significantly reduce rendering work.

Suggestion:

How to improve interaction to next point (inp) metric?

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Suggestion:

How to resolve interaction to next point metric?

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Suggestion:

How to Improve Largest Contentful Paint (LCP) ?

Optimize Your Images

Images are often the largest element on a page. Optimizing them can lead to significant LCP improvements.

- **Compress Images:** Use tools like TinyPNG or ImageOptim to reduce the file size of your images without a noticeable loss in quality.
- **Use Modern Image Formats:** Serve images in next-gen formats like WebP, which offer superior compression and quality compared to traditional JPEGs and PNGs.
- **Implement Responsive Images:** Use the `<picture>` element or the `srcset` attribute to serve different image sizes based on the user's device, preventing the loading of unnecessarily large images on smaller screens
- **Choose a High-Quality Hosting Provider:** Your hosting plan can have a major impact on your site's speed.
- **Utilize a Content Delivery Network (CDN):** A CDN caches your site's content on servers around the globe, reducing the distance data has to travel to your users and speeding up content delivery.
- **Enable Caching:** Caching stores parts of your website so they don't have to be reloaded from scratch with every visit.
- **Minify CSS and JavaScript:** Remove unnecessary characters and spaces from your code to reduce file sizes.
- **Defer Non-Critical CSS and JavaScript:** Load only the essential code needed for the initial page view first. The rest can be loaded asynchronously or after the initial render.
- **Inline Critical CSS:** For above-the-fold content, embed the necessary CSS directly into the HTML to accelerate rendering.

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Suggestion:

How to solve Largest Contentful Paint (LCP) issues ?

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Suggestion:

How to resolve lcp issue?

Optimize Your Images

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How can lcp be improved?

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How can Largest Contentful Paint (LCP) be improved?

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Suggestion:

How to Improve Cumulative Layout Shift (CLS)?

Unexpected layout shifts are a major source of user frustration and are often caused by images without dimensions, dynamically injected content, and ads or embeds that don't have a reserved space. Here's how to create a more stable layout:

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Suggestion:

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Suggestion:

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Suggestion:

How to improve core web vitals?

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- **Inline Critical CSS:** For above-the-fold content, embed the necessary CSS directly into the HTML to accelerate rendering.

Improve Cumulative Layout Shift (CLS)

Unexpected layout shifts are a major source of user frustration and are often caused by images without dimensions, dynamically injected content, and ads or embeds that don't have a reserved space. Here's how to create a more stable layout:

Provide Dimensions for Media

- **Include Size Attributes on Images and Videos:** Always specify the `width` and `height` attributes for your images and video elements. This allows the browser to reserve the necessary space while the media is loading, preventing content from jumping around.

Reserve Space for Dynamic Content

- **Allocate Space for Ads and Embeds:** If you have advertisements or other embedded content that loads after the initial page render, make sure to define a fixed space for them in your layout.
- **Avoid Inserting Content Above Existing Content:** If you need to add new content to a page dynamically, avoid inserting it above content that has already loaded, as this will push everything down and cause a layout shift.

Use CSS `transform` for Animations

- When animating elements on your page, use CSS `transform` properties like `translate()` and `scale()` instead of properties that can trigger layout changes, such as `top`, `left`, `width`, or `height`

Improve Your INP Score

Optimizing INP involves breaking up long tasks and making your code more efficient. Here are some effective strategies:

- **Break Up Long Tasks:** This is the most crucial step in improving INP.
 - **Use `setTimeout`:** For tasks that don't need to be completed immediately, you can yield to the main thread by wrapping them in a `setTimeout` with a delay of 0. This pushes the task to the back of the queue, allowing the browser to handle user input first.
 - **Leverage `async/await` and Promises:** Structure your code to be asynchronous, allowing long-running operations to be handled without blocking the main thread.
 - **Utilize the `scheduler.postTask()` API:** This modern API provides more granular control over task scheduling and priority.
- **Optimize Event Handlers:**
 - **Keep Event Callbacks Short:** Do as little work as possible within your event listeners. Defer any non-essential logic to a later time.
 - **Debounce or Throttle Input Handlers:** For events that fire rapidly, like `scroll` or `input`, use debouncing or throttling techniques to limit the number of times your event handler is called.
- **Reduce JavaScript Bloat:**
 - **Code-Splitting:** Break up your large JavaScript bundles into smaller chunks that can be loaded on demand. This reduces the amount of JavaScript that needs to be parsed and executed upfront.
 - **Remove Unused Code:** Use tools like the "Coverage" tab in Chrome DevTools to identify and remove any JavaScript that isn't being used.
 - **Be Mindful of Third-Party Scripts:** Audit your third-party scripts and remove any that are not providing significant value. For those that are essential, try to load them asynchronously or defer their execution.
- **Optimize Rendering Performance:**
 - **Avoid Layout Thrashing:** This occurs when you repeatedly read from and write to the DOM in a way that forces the browser to recalculate the layout multiple times. Batch your DOM updates to avoid this.
 - **Use CSS Containment:** The `contain` CSS property allows you to isolate a part of the page, telling the browser that its contents won't affect the rest of the layout. This can significantly reduce rendering work

Suggestion:

How to improve low organic traffic?

To improve low organic traffic, you need to focus on the following aspects:

- Check crawl errors
- Check 404 errors
- Check poor site speed
- Check mobile friendliness issues
- Check title tags, meta description, header tags and keyword optimization
- Optimize images with descriptive alt text for the images
- Improve pagespeed score
- Focus on core web vitals

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Suggestion:

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Suggestion:

How to enhance organic traffic?

To enhance organic traffic, you need to focus on the following aspects:

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- Check 404 errors
- Check poor site speed
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Suggestion:

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Suggestion:

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To resolve low organic traffic issues, you need to focus on the following aspects:

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- Check 404 errors
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Suggestion:

How to resolve crawl errors?

- **Server error (5xx):** Indicates a problem with your website's server.
 - **Contact your hosting provider:** The most common cause is a server-side issue that your hosting company will need to resolve.
 - **Check for website overload:** If you're on a shared hosting plan, a spike in traffic might be overwhelming the server. Consider upgrading your plan.
 - **Review recent website changes:** A faulty plugin or a code update could be causing server issues.
- **Redirect error:** A redirect chain might be too long, or there's a loop.
 - **Use a redirect checker tool:** Tools like Redirect Path (a Chrome extension) can help you visualize redirect chains.
 - **Eliminate unnecessary redirects:** Aim for a single, direct redirect from the old URL to the new one.
- **Blocked by robots.txt:** Your **robots.txt** file is explicitly telling Google not to crawl that URL.
 - **Review your robots.txt file:** Access this file at yourwebsite.com/robots.txt.
 - **Identify the "Disallow" directive:** Look for any rules that might be unintentionally blocking important pages or sections of your site.
 - **Edit the file:** Remove or modify the incorrect directives to allow search engines to crawl the necessary URLs.
- **Submitted URL has crawl issue:** You've submitted a URL in your sitemap that Google can't access.

Suggestion:

How to solve crawl errors?

- **Server error (5xx):** Indicates a problem with your website's server.
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Suggestion:

How to fix crawl errors?

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Suggestion:

How can the crawl errors be resolved?

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 - **Check for website overload:** If you're on a shared hosting plan, a spike in traffic might be overwhelming the server. Consider upgrading your plan.
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Suggestion:

How to get rid of crawl errors?

- **Server error (5xx):** Indicates a problem with your website's server.
 - **Contact your hosting provider:** The most common cause is a server-side issue that your hosting company will need to resolve.
 - **Check for website overload:** If you're on a shared hosting plan, a spike in traffic might be overwhelming the server. Consider upgrading your plan.
 - **Review recent website changes:** A faulty plugin or a code update could be causing server issues.
- **Redirect error:** A redirect chain might be too long, or there's a loop.
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Suggestion:

How to resolve canonicalization issues?

To resolve canonicalization issues,

- Make sure that googleCanonical and userCanonical should have the same URLs.
- Googlecanonical and userCanonical should be according to the page URL.
- Make sure that there is no duplication as well.

Suggestion:

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Suggestion:

How can I resolve canonicalization issues?

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Suggestion:

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Suggestion:

How can the canonicalization issues be fixed?

To resolve canonicalization issues,

- Make sure that googleCanonical and userCanonical should have the same URLs.
- Googlecanonical and userCanonical should be according to the page URL.
- Make sure that there is no duplication as well.

Suggestion:

How to resolve schema related issues and rich result type issues?

These are the issues related to schema that can occur and these issues can be resolved like this:

- Missing field "property name" (**name**, **image**, **price**, **review**)
 - **Add the missing property** and a valid value. Ensure the value is dynamically pulled from the on-page content.
- Invalid object type for field
 - **Consult the Schema.org documentation** for that property to verify the expected data type. Correct the value type.
- Invalid value in field
 - **Correct the format or range** of the value. For currency/price, ensure the format is valid (e.g., "19.99" and the currency code is ISO 4217, like "USD").
- Unparsable Structured Data
 - **Carefully review the code** around the indicated line number. Use a JSON linter/validator to help find syntax mistakes.
- Item is not valid for the selected type
 - **Ensure you are using the correct Schema type** for your content (e.g., don't use **Recipe** markup on an **Article** page).

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Suggestion:

How to resolve robots.txt issues?

Locate and Access the File: Your **robots.txt** file is on your web server. You'll typically need to use an **FTP client** or your hosting provider's **File Manager** to download and edit it.

Use a Plain Text Editor: Open the file in a simple plain text editor (like Notepad, VS Code, or Sublime Text). **Avoid** word processors (like Microsoft Word), as they can insert formatting characters that break the file.

Correct the Directives:

To Unblock a Page: Find the **Disallow** rule that is blocking the page and either remove it or make it more specific. For example, if you see **Disallow: /blog/** but want a specific post to be crawled, you could use an **Allow** directive:

User-agent: *

Disallow: /blog/

Allow: /blog/important-post-to-crawl/

- **Fix Syntax:** Ensure **User-agent**, **Disallow**, **Allow**, and **Sitemap** are capitalized correctly. Make sure paths are correct and use the appropriate wildcard characters (***** and **\$**) if needed.

Add Your Sitemap: If it's missing, add your sitemap URL to the bottom of the file to help crawlers find your key pages. Use the full URL:

Sitemap: <https://www.yourwebsite.com/sitemap.xml>

Save and Upload: Save the corrected file as **robots.txt** (all lowercase) and upload it to your website's **root directory**, overwriting the old file.

Suggestion:

How can I resolve robots.txt issues?

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Suggestion:

How to improve page speed score?

For improving page speed score, we need to focus on the following features:

- **Compress Images:** Use image optimization tools or plugins to compress images without losing noticeable quality.
- **Resize Images:** Ensure images are scaled to the dimensions they'll be displayed at; don't use a massive original image and rely on CSS to shrink it.

- **Use Next-Gen Formats:** Convert images to modern formats like **WebP**, which offers superior compression and quality characteristics compared to older formats like JPEG and PNG.
- **Implement Lazy Loading:** Defer loading images and videos that are "below the fold" (not immediately visible) until the user scrolls down. This speeds up the initial page load and improves LCP.
- **Specify Dimensions:** Always include **width** and **height** attributes (or use CSS aspect ratio boxes) for images and videos to prevent layout shifts (**CLS**).

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Suggestion:

How to increase page speed score?

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- **Specify Dimensions:** Always include `width` and `height` attributes (or use CSS aspect ratio boxes) for images and videos to prevent layout shifts (**CLS**).

Suggestion:

How to resolve mobile usability issues?

These issues can occur due to the following issue types and this is how these issues can be resolved:

- **Viewport not configured or Viewport tag prevents scaling**
 - **Add or correct the Viewport Meta Tag in the `<head>` of your HTML:**
`$$\text{<meta name="viewport" content="width=device-width, initial-scale=1.0">}}$$` This tells the browser to match the screen's width (`width=device-width`) and set the initial zoom level to 1.0 (`initial-scale=1.0`).
- **Text too small to read**
 - **Increase Font Size:** Ensure your base font size is large enough (e.g., at least 16px for body text is a good standard). **Use Relative Units:** Use relative font units like `em` or `rem` (instead of fixed `px`) so text can scale naturally.
- **Content wider than screen**
 - **Use a Responsive Design:** Avoid using fixed-width elements (e.g., a fixed-width container or image set in pixels). **Set Max-Width:** Use CSS to set images and content containers to a relative size, such as `max-width:`

100%; and **height: auto;**. Check Tables and Media: Ensure large elements like tables and embedded videos (e.g., YouTube iframes) are wrapped in a container that allows them to scroll horizontally or scale down.

- Clickable elements too close together or Tap targets are too small
 - Increase Tap Target Size: Google recommends a minimum touch target size of 48x48 CSS pixels for buttons and links. Add Spacing/Padding: Ensure there is sufficient space (padding and margins) around interactive elements so that a user's finger doesn't accidentally hit an adjacent element. A space of at least 8 pixels between tap targets is often recommended.
- Intrusive Interstitials (Pop-ups)
 - Avoid Full-Screen Pop-ups: On mobile, avoid any pop-up that covers the entire screen or is difficult to dismiss, especially upon arrival. Use Non-Intrusive Banners: If you must use a promotion, use small, easy-to-dismiss banners that do not obscure the main content.
- Complex Navigation
 - Simplify the Menu: Use a standard, universally recognized pattern like a Hamburger Menu and place it in a predictable location (e.g., top-right). Prioritize: Keep the number of top-level menu items small and logical.

Suggestion:

How to solve mobile usability problems?

These issues can occur due to the following issue types and this is how these issues can be resolved:

- Viewport not configured or Viewport tag prevents scaling
 - Add or correct the Viewport Meta Tag in the **<head>** of your HTML:

```
$$\text{<meta name="viewport" content="width=device-width, initial-scale=1.0">}}$$
```

 This tells the browser to match the screen's width (**width=device-width**) and set the initial zoom level to 1.0 (**initial-scale=1.0**).
- Text too small to read
 - Increase Font Size: Ensure your base font size is large enough (e.g., at least 16px for body text is a good standard). Use Relative Units: Use relative font units like **em** or **rem** (instead of fixed **px**) so text can scale naturally.
- Content wider than screen
 - Use a Responsive Design: Avoid using fixed-width elements (e.g., a fixed-width container or image set in pixels). Set Max-Width: Use CSS to set images and content containers to a relative size, such as **max-width: 100%;** and **height: auto;**. Check Tables and Media: Ensure large elements like tables and embedded videos (e.g., YouTube iframes) are

wrapped in a container that allows them to scroll horizontally or scale down.

- Clickable elements too close together or Tap targets are too small
 - Increase Tap Target Size: Google recommends a minimum touch target size of 48x48 CSS pixels for buttons and links. Add Spacing/Padding: Ensure there is sufficient space (padding and margins) around interactive elements so that a user's finger doesn't accidentally hit an adjacent element. A space of at least 8 pixels between tap targets is often recommended.
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Suggestion:

How to improve the products?

Improving your products means optimizing both **how Google sees your products** and **how users experience them**.

- Make sure every product URL is **indexed** in Google Search Console.
- Submit **sitemaps** ([/sitemap.xml](#)) in GSC.
- Avoid duplicate product URLs (Shopify sometimes creates [/collections/.../products/...](#) and [/products/...](#)).
- Add **canonical tags** (Shopify usually does this automatically).
- Google Search Console → “Inspect URL”
- Screaming Frog or Ahrefs → find non-indexed pages
- Include **main keyword + brand + USP**.
Example:
“Organic Green Cardamom – Premium Quality 100g | King of Spices”
- Keep it within **50–60 characters**.
- Avoid keyword stuffing.
- Google Search Console → Performance → Queries
- Use top queries to refine titles
- Include **benefit + keyword + call to action**.
Example:
“Buy pure organic cardamom pods – aromatic and fresh. Free delivery across Pakistan. Order now!”
- Keep it within **150–160 characters**.
- Avoid copy-paste manufacturer text.
- Add **unique, descriptive, keyword-rich** content.
- Include:
 - Product benefits and features

- Use cases
- Size, ingredients, or material
- Care instructions
- FAQs
- Think like a **customer**, not a seller: answer all questions before they leave the page.
- Use **high-resolution**, consistent-size images.
- Add **alt text** for every image → describe what's in it (include keywords).
- Add **lifestyle images** showing the product in use.
- Enable **product reviews** (Shopify Product Reviews app or Judge.me).
- Show **ratings** and **testimonials**.
- Add **guarantee, returns, and delivery policy** links near “Add to Cart”.
- Add **structured data (schema)** for product + reviews + price + availability.
- Link products from:
 - Collection pages
 - Related products section (“You may also like”)
 - Blog posts
 - Homepage or featured sections
- Use **keyword-rich anchor text** (e.g., “Premium Cardamom” not “Click here”).
- Compress images (TinyPNG or Shopify’s built-in optimization).
- Limit heavy scripts/apps that slow down loading.
- Test with **Google PageSpeed Insights**.
- Use a **mobile-friendly theme**.
- Encourage **reviews** and **photos** from customers.
- Add **Q&A section**.
- Share **customer testimonials** or videos.
- Ensure your product pages have:
 - Product name
 - Description
 - Price
 - Availability
 - SKU
 - Reviews
- Helps show **rich snippets** in Google (stars, price, etc.).
- **Clicks, impressions, CTR, position** for each product.
- Which **queries** trigger impressions → align your content.
- Fix pages with **low impressions (visibility issue)** or **low CTR (attractiveness issue)**.
- Post products on **Pinterest, Instagram, and Facebook Shop**.
- Add links in **blog posts** for related topics.
- Create **Google Merchant Center** feed for free product listings.
- Check product performance weekly in GSC.
- Use A/B testing on titles and descriptions
- Keep refreshing older product descriptions every few months — fresh content helps ranking.

Suggestion:

How can I improve my products?

Improving your products means optimizing both **how Google sees your products** and **how users experience them**.

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- Use A/B testing on titles and descriptions
- Keep refreshing older product descriptions every few months — fresh content helps ranking.

Suggestion:

How to rank the products higher?

Improving your products means optimizing both **how Google sees your products** and **how users experience them**.

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Suggestion:

What is our single biggest SEO opportunity right now?

Excellent — this is a **strategic SEO question** that usually comes up in marketing reviews or team discussions.

The goal isn't to list *everything wrong*, but to pinpoint the **most impactful single action** that would move the needle fastest for your site's organic performance.

- Which metrics are underperforming in Google Search Console (GSC):
 - **Low impressions** → visibility issue (not ranking).
 - **High impressions but low clicks** → CTR issue (title/meta problem).
 - **Good clicks but poor conversions** → content or intent mismatch.
- Which **pages or product types** drive most traffic vs. least.
- Which **keywords** you almost rank for (positions 8–20). These are “low-hanging fruit.”

For a Shopify store, common high-impact opportunities are:

Improve CTR of Pages Already Ranking

- If you already have pages with **good impressions but low CTR**, that's the fastest win.
- Fix: rewrite meta titles & descriptions, add schema (ratings, prices).
- Why it's biggest: immediate click boost without needing new backlinks or content.

Optimize Non-Indexed or Thin Product Pages

- If many product URLs have **zero impressions**, it means they aren't indexed or keyword-optimized.
- Fix: improve descriptions, add internal links, ensure indexing.
- Why: brings hidden products into Google's visibility zone.

Strengthen Internal Linking

- Many Shopify stores have orphaned product pages or weak collection linking.
- Fix: add internal links from collections, blogs, and “related products.”
- Why: boosts crawl depth & page authority → helps ranking.

Build Content Around High-Intent Keywords

- If your products are too niche, you can drive traffic by targeting **supporting blog content** (e.g., “Best ways to use green cardamom” → link to your product).
- Why: builds topical authority & brings new visitors into the funnel

Improve Page Speed & Mobile UX

- Google now prioritizes Core Web Vitals.
- Fix: compress images, lazy-load, reduce Shopify apps.
- Why: better user experience + ranking signal improvement.

If CTR is low:

“Our single biggest SEO opportunity right now is to improve click-through rates for our existing product pages that already appear on page 1–2 in Google. These pages get impressions but underperform on clicks — optimizing meta titles, descriptions, and adding structured data (reviews, price) could immediately increase traffic without new content creation.”

If visibility is low:

“Our biggest SEO opportunity is to get more of our existing product pages indexed and ranking for relevant queries.

Many products currently have zero impressions, meaning Google isn’t recognizing them. By improving on-page SEO (unique descriptions, internal links, and schema), we can significantly increase visibility.”

If content depth is lacking:

“Our biggest SEO opportunity is to build supporting content around our key products to improve topical authority.

Right now, Google doesn’t see us as an authority in our niche, so adding blogs, guides, and interlinking them to products can help rankings site-wide.”

- Mention examples:
 - “Our top 10 products have CTR <1% despite appearing on page 1.”
 - “25% of our product URLs have no impressions in GSC.”
 - “Average load time on mobile is 4.5s vs. Google’s target of <2.5s.”

Suggestion:

What should be our top SEO priority right now?

Excellent — this is a **strategic SEO question** that usually comes up in marketing reviews or team discussions.

The goal isn't to list *everything wrong*, but to pinpoint the **most impactful single action** that would move the needle fastest for your site's organic performance.

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