

Accessibility and SEO Checklist

Must-Haves

- Make sure text sizes are as legible as possible
- All colors pass color contrast tests
- Navigation and page links are accessible with a screen reader
- All images that need them have alt tags
- Links are distinguishable from normal text in a way other than color
- All information on the site is clear and concise
- Photos use clear imagery
- Set a keyword focus
- Incorporate your keywords into product titles, descriptions, alt text, and categories
- Make sure your site is being indexed by search engines
- Site architecture and navigation make sense

Should-Haves

- Communication about what to expect after someone places an order
- Pop-ups and video are used sparingly, if at all
- Do research about keywords and competitors
- Breadcrumbs to help users navigate if multiple pages are nested
- Recommended products on product pages
- An SEO plugin like Yoast to help build SEO details
- Site speed tests and optimizations

Nice-to-Haves

- Plugins that help with accessibility, so long as they are not overlays or one-click solutions
- A custom 404 page to help users find where they need to go