

ULTIMATE SHOPIFY SEO CHECKLIST

77

Actionable Checkpoints

Rank Higher • Get Found • Drive Organic Traffic

Part 1: Technical SEO Foundation

Infrastructure for search engines

Site Structure & Crawlability

- %j 1. Submit sitemap to Google Search Console (yourdomain.com/sitemap.xml)
- %j 2. Submit sitemap to Bing Webmaster Tools
- %j 3. Check robots.txt isn't blocking important pages
- %j 4. Verify no duplicate content with canonical tags
- %j 5. Ensure HTTPS is enabled on all pages
- %j 6. Set up 301 redirects for any changed URLs
- %j 7. Fix all broken links (404 errors)
- %j 8. Create custom 404 page with navigation
- %j 9. Implement breadcrumb navigation
- %j 10. Keep URL structure clean and logical

Site Speed Optimization

- %j 11. Test site speed with Google PageSpeed Insights (aim for 90+)
- %j 12. Compress all images before uploading (TinyPNG or Squoosh)
- %j 13. Use WebP image format where possible
- %j 14. Lazy load images below the fold
- %j 15. Minimize third-party apps (each one slows your site)
- %j 16. Remove unused apps completely
- %j 17. Use system fonts or limit custom font weights
- %j 18. Enable browser caching
- %j 19. Minimize JavaScript and CSS
- %j 20. Use a fast, optimized Shopify theme

Technical SEO Continued

Mobile & Structured Data

Mobile Optimization

- %j 21. Test with Google Mobile-Friendly Test tool
- %j 22. Ensure tap targets are large enough (48x48px minimum)
- %j 23. Text is readable without zooming (16px minimum)
- %j 24. No horizontal scrolling required
- %j 25. Buttons and CTAs are thumb-friendly
- %j 26. Forms are easy to complete on mobile
- %j 27. Images resize properly on all devices
- %j 28. Navigation works well on small screens
- %j 29. Checkout is mobile-optimized
- %j 30. Page speed is fast on 3G/4G connections

Structured Data / Schema Markup

- %j 31. Implement Product schema on all product pages
- %j 32. Add Organization schema to homepage
- %j 33. Include BreadcrumbList schema
- %j 34. Add FAQ schema to FAQ pages
- %j 35. Implement Review/Rating schema for products
- %j 36. Add LocalBusiness schema if you have physical location
- %j 37. Test schemas with Google Rich Results Test
- %j 38. Verify schema in Search Console

Part 2: On-Page SEO

Optimizing content for search engines

Homepage Optimization

- %j 39. Title tag includes primary keyword + brand (under 60 chars)
- %j 40. Meta description is compelling with CTA (under 155 chars)
- %j 41. H1 tag contains primary keyword
- %j 42. Homepage has at least 300 words of content
- %j 43. Internal links to key category/collection pages
- %j 44. Social proof visible (reviews, trust badges)
- %j 45. Clear value proposition above the fold
- %j 46. Contact information easily accessible

Product Page Optimization

- %j 47. Unique title tag for each product (Product Name | Category | Brand)
- %j 48. Unique meta description highlighting key benefit + CTA
- %j 49. Product title (H1) includes target keyword naturally
- %j 50. Product description is unique (not manufacturer copy)
- %j 51. Product descriptions are 200+ words with keywords
- %j 52. Include bullet points for key features/benefits
- %j 53. All images have descriptive alt text
- %j 54. Image file names include keywords (blue-running-shoes.jpg)
- %j 55. Customer reviews displayed on page
- %j 56. Related products linked for internal linking
- %j 57. Size guides, FAQs, or additional content where relevant
- %j 58. Clean URL structure (/products/product-name)

Collection & Blog SEO

Categories and content

Collection Page Optimization

- %j 59. Unique title tag with collection keyword
- %j 60. Unique meta description for each collection
- %j 61. Collection description with 150+ words of content
- %j 62. H1 matches collection name and target keyword
- %j 63. Filter/sort options don't create duplicate URLs
- %j 64. Pagination handled properly (rel=prev/next or load more)
- %j 65. Subcollection linking structure is logical
- %j 66. Collection images are optimized with alt text

Blog SEO Strategy

- %j 67. Blog posts target long-tail keywords
- %j 68. Each post has unique, keyword-rich title tag
- %j 69. Meta descriptions encourage clicks from search
- %j 70. Posts are 1000+ words for comprehensive coverage
- %j 71. Include internal links to products/collections
- %j 72. Use H2 and H3 subheadings with keywords
- %j 73. Add images with descriptive alt text
- %j 74. Include table of contents for long posts
- %j 75. Add schema markup for articles
- %j 76. Promote new posts on social media
- %j 77. Update old posts with fresh content annually

Bonus: Keyword Research Guide

Find the right keywords

Effective SEO starts with understanding what your customers are searching for.

Free Keyword Research Tools

1. Google Keyword Planner (ads.google.com)
 - Shows search volume and competition
 - Free with Google Ads account

2. Ubersuggest (neilpatel.com/ubersuggest)
 - Free tier available
 - Shows keyword difficulty

3. Google Search Autocomplete
 - Type your seed keyword, see what Google suggests
 - These are real searches people make

4. "People Also Ask" boxes in Google
 - Great for finding question-based keywords
 - Perfect for blog content ideas

5. Amazon Search Suggestions
 - Shows product-related searches
 - High commercial intent keywords

--- AI Prompt for Keyword Research (Copy Below) ---

I run a Shopify store selling [YOUR PRODUCT CATEGORY].

My target customer is [DESCRIBE YOUR IDEAL CUSTOMER].

Generate 20 keyword ideas I should target, organized by:

1. Product keywords (what people search to buy)
2. Problem keywords (what issues they're trying to solve)
3. Comparison keywords (vs. competitors or alternatives)
4. Long-tail keywords (specific, lower competition)

For each keyword, estimate search intent (buy/research/compare).

--- End of AI Prompt for Keyword Research ---

Monthly SEO Maintenance

Keep your SEO on track

Weekly Tasks

- %j Check Google Search Console for errors or warnings
- %j Monitor keyword rankings for your top 10 terms
- %j Review and respond to new customer reviews
- %j Publish 1-2 blog posts targeting new keywords
- %j Share blog content on social media

Monthly Tasks

- %j Run full site speed test and address issues
- %j Check for broken links and fix them
- %j Update 2-3 old blog posts with fresh content
- %j Analyze competitor SEO strategies
- %j Review Search Console performance report
- %j Optimize 5-10 product descriptions
- %j Add new products with fully optimized content
- %j Check mobile usability in Search Console
- %j Review and update title tags/meta descriptions
- %j Build 2-3 new quality backlinks

Quarterly Tasks

- %j Full SEO audit using this checklist
- %j Competitive analysis and keyword gap analysis
- %j Review and update site structure if needed
- %j Audit and clean up redirect chains
- %j Check Core Web Vitals and address issues
- %j Update schema markup as needed
- %j Review and refresh cornerstone content

SEO is a Marathon, Not a Sprint

Implement these 77 checkpoints systematically.
Track your progress. See results in 3-6 months.

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