

Shopify SEO Checklist

Homepage SEO Optimization

- **Set your homepage's SEO title to start with your brand name**

The main purpose of your homepage is to help your brand be found. Setting the SEO title to start with your brand name helps with this.

- **Include your brand name and a main keyword in an above-the-fold paragraph**

You want text content on your homepage so your customers and search engines understand who you are and who you're helping.

- **Add descriptive text below the fold with links to key pages**

Include at least 100-200 words of relevant content about your shop, who you help, and how you help them. Include links to 3 or more of your most important products, collections, or articles.

- **Link to key collections from your homepage**

Include links to at least 5 of your most important collections. You can include these links in a way that fits your design.

Product Page SEO Optimization

- **Write unique product descriptions (200+ words)**

Skip the manufacturer descriptions. Write original content that highlights unique value propositions and specific customer benefits.

- **Include the main keyword in products' SEO titles**

Structure titles to include your main product keyword plus essential attributes like brand, model, size, and color.

- **Pick Priority Pages for SEO Using Search Console Data**

Target your SEO efforts on pages with the most potential. Use Google Search Console to identify products ranking 1-10 and 11-25.

- **Include links in product descriptions**

Add strategic links to relevant collections, products, or helpful articles within your product descriptions.

- **Include product specs in bullet points**

Present technical specs and details in scannable bullet points alongside your narrative description.

- **Implement product structured data**

Schema.org markup helps search engines display rich results featuring your reviews, prices, and more.

- **Add customer reviews and review schema markup**

Display verified customer reviews on product pages and implement review schema markup.

- **Add FAQs to important product pages**

For popular or confusing products, add FAQ content addressing common customer questions.

- **Add descriptive alt text to all images**

Write natural, concise alt text that clearly describes your product images.

Collection Page SEO Optimization

- **Write unique collection descriptions (100+ words)**

Write unique, keyword-rich descriptions that explain what your collections contain.

- **Add collection-specific SEO titles**

Optimize your collection SEO titles and focus them on the relevant keywords, product types, and brands.

- **Optimize collection names (page headlines)**

Make sure they're short, specific, and include relevant information.

- **Implement strategic internal linking**

Add contextual links throughout your site to collections, and link between related collections.

- **Add breadcrumb navigation**

Enable breadcrumbs to show customers and search engines the current page's position in your store's hierarchy.

Articles & Blog Posts SEO

- **Target one primary keyword per article**

Focus each article on a single main keyword or topic. Use related keywords naturally throughout.

- **Use proper heading hierarchy (H2-H6)**

Structure your content with clear headings to help readers and search engines understand organization.

- **Add table of contents for longer posts**

Include a table of contents for articles with multiple sections or more than 5 paragraphs.

- **Write descriptive meta titles and descriptions**

Create unique meta titles and descriptions that work well in both search results and social sharing.

- **Keep content fresh and updated**

Review and update older articles regularly. Add new information and remove outdated content.

Technical SEO

- **Submit sitemap to Search Console**

Add and verify your site in Google Search Console, then submit your sitemap.

- **Enable automatic URL redirects**

Set up 301 redirects for changed URLs to maintain SEO value.

- **Set up Google Analytics 4**

Install GA4 to track user behavior and marketing performance.

- **Set up 404 error page**

Create a helpful 404 page that guides users back to important pages.

- **Link to important collections in navigation**

Make sure your main navigation menu includes links to your most important collection pages.