

# Shopify SEO

Checklist: 100 Items



This checklist is divided into 10 categories covering all aspects of SEO for your **Shopify store**



# How to Use This Checklist

- ✓ This checklist is divided into 10 categories covering all aspects of SEO for your Shopify store. You don't need to complete all 100 items at once. You can start with categories 1-3 and gradually move to other categories.
- ✓ For new stores, prioritize quick wins such as adding the Meta Robots Tag, optimizing Title Tags and Meta Descriptions, adding Alt Text to images, and improving website speed.
- ✓ For existing stores, start by analyzing your website with Google Search Console and Google Analytics to identify key weaknesses, then improve them in order of priority.
- ✓ Remember that SEO is an ongoing process, not a one-time activity. Following this checklist consistently will help improve your Google rankings and increase organic traffic to your Shopify store.



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Shopify Implement Service





# Category 1: Basic Shopify Settings

1. Add Meta Robots Tag: Insert `<meta name="robots" content="index,follow">` in the `<head>` section of your theme.liquid file
2. Set a Store Name that includes keywords relevant to your business in Settings > General
3. Choose an SEO-friendly Domain Name without excessive numbers or special characters
4. Establish Canonical URLs to prevent duplicate content issues
5. Check Default Title Tag configuration in theme.liquid
6. Verify Default Meta Description settings in theme.liquid
7. Ensure Sitemap is properly installed (Shopify generates it automatically at `/sitemap.xml`)
8. Verify robots.txt configuration (Shopify generates it automatically at `/robots.txt`)
9. Set the Primary Language of your store in Settings > Languages
10. Configure the correct Time Zone in Settings > General

# Category 2: Website Structure and URLs

11. Optimize URL Structure to be SEO-friendly
12. Enable SSL (free with Shopify) and ensure all links use `https://`
13. Organize Main Menu into clear categories
14. Remove unnecessary URL parameters like `?variant=` that don't contribute to SEO
15. Name Collections and Product URLs with relevant keywords
16. Check Navigation Breadcrumbs for proper functionality
17. Define Blog URL Structure to be short and concise
18. Optimize Internal Linking between product pages and related categories
19. Ensure appropriate connections between articles and products
20. Create a Category Tree with no more than 3 levels deep



## Category 3: Content and On-Page SEO

21. Write Unique Title Tags for every page, ideally 50–60 characters long
22. Create Compelling Meta Descriptions for each page, ideally 150–160 characters long
23. Add an H1 Tag with key keywords for every page (only one H1 per page)
24. Use Heading Structure (H2, H3) appropriately
25. Add Unique Product Descriptions of at least 300 words
26. Use Keywords in Content naturally, without stuffing
27. Add Alt Text to All Images with relevant keywords
28. Name Image Files meaningfully with keywords
29. Add Product Demo Videos with transcripts
30. Create a Quality About Us Page that builds brand credibility

## Category 4: Technical Optimization and Speed

31. Compress All Images to appropriate sizes (no larger than 100KB per image)
32. Enable Lazy Loading for images
33. Reduce HTTP Requests by combining CSS and JavaScript files
34. Remove Unnecessary Apps to improve website speed
35. Use Liquid Minification to reduce file sizes
36. Check and Fix Render-blocking Resources
37. Use Next-gen Image Formats like WebP
38. Audit and Improve Core Web Vitals
39. Set Up Appropriate Browser Caching
40. Optimize Mobile Performance for your Shopify store



## Category 5: Mobile-Friendliness

- 41. Test Mobile Compatibility with Google's Mobile-Friendly Test
- 42. Check Button and Link Sizes to ensure they're easily tappable on touchscreens
- 43. Adjust Font Sizes for Mobile Readability (not smaller than 16px)
- 44. Verify Appropriately Hidden Mobile Content
- 45. Optimize Mobile Navigation for easy use
- 46. Test Mobile Checkout Process for smooth functionality
- 47. Check Mobile Loading Speed using Google PageSpeed Insights
- 48. Test Display on Multiple Mobile Devices using Chrome DevTools
- 49. Improve Popups and Interstitials to follow Google's guidelines
- 50. Test Mobile Forms for ease of completion

## Category 6: Structured Data and Schema Markup

- 51. Add Product Schema to all product pages
- 52. Implement Review Schema to display star ratings in SERPs
- 53. Add Breadcrumb Schema to show site structure in SERPs
- 54. Include Organization Schema for your website
- 55. Implement FAQ Schema for frequently asked questions
- 56. Add Article Schema for blog content
- 57. Include Local Business Schema if you have physical locations
- 58. Verify Schema Markup with Google's Rich Results Test
- 59. Add Video Schema for product demonstration videos
- 60. Implement Price Schema for all products



## Category 7: Link Management and Error Correction

- 71. Find and Fix All Broken Links across your website
- 72. Set Up 301 Redirects for changed URLs
- 73. Fix 404 Errors with helpful 404 pages
- 74. Check Crawl Errors in Google Search Console
- 75. Identify and Fix Duplicate Content
- 76. Audit and Improve Internal Links
- 77. Monitor and Manage Backlinks with SEO tools
- 78. Improve Quality of External Links from your website
- 79. Add Nofollow Links to advertisements or links that shouldn't affect SEO
- 80. Use URL Parameter Handling in Google Search Console

## Category 8: Content and Marketing

- 81. Create Quality Blog Content regularly
- 82. Develop a Content Calendar and maintain consistency
- 83. Create Long-form Content exceeding 1,500 words
- 84. Conduct Keyword Research and choose keywords with ranking potential
- 85. Use High-Quality Images in articles and product pages
- 86. Create Infographics summarizing important information
- 87. Develop How-to Guides related to your products
- 88. Answer User Questions in article format
- 89. Create Evergreen Content (content that doesn't become outdated)
- 90. Develop a Content Repurposing Strategy



## Category 9: Promotion and Social SEO

- 81. Add Social Media Meta Tags (Open Graph, Twitter Cards)
- 82. Configure Social Media Sharing to display appropriate images and text
- 83. Connect Social Media Accounts to your website
- 84. Add Social Share Buttons to products and articles
- 85. Create a Quality Backlink Strategy
- 86. Join Shopify Community and relevant forums
- 87. Pursue Guest Blogging opportunities on related websites
- 88. Connect with Industry Influencers
- 89. Generate Brand Mentions on reputable websites
- 90. Use Google My Business if you have physical locations

## Category 10: Analytics and Tracking

- 91. Install Google Analytics and connect it to Shopify
- 92. Set Up Google Search Console and submit your Sitemap
- 93. Install Tag Manager for managing other tags
- 94. Track Keyword Rankings with SEO tools
- 95. Monitor Conversion Rates and Goal Completion
- 96. Track Bounce Rate and find ways to reduce it
- 97. Analyze User Behavior with Heatmaps
- 98. Monitor E-commerce Metrics in Google Analytics
- 99. Set Up Custom Alerts for important changes
- 100. Create Monthly SEO Reports to track progress