CHECKLIST

Ecommerce SEO: 29 Steps To Success

As a specialist ecommerce agency, we have a vast amount of experience optimising ecommerce websites for search engines.

We have put together the ultimate ecommerce seo checklist to help your store succeed in organic search. In this checklist, you'll find tips on technical SEO, on-page SEO, product SEO and more.

How to use this ecommerce seo checklist

This checklist covers a wide range of SEO topics; from basics to more advanced ones. We know that some of the points in this guide may be on your radar already.

If they are, good job! Tick it off the list and find areas to optimise your website.

SEO success doesn't come from simply following a checklist, but these are steps that we take to ensure success for our clients. It's not exhaustive, but it will help you cover a ton of bases.

Want help with your ecommerce SEO?

If you have any questions about this checklist or want us to manage your ecommerce SEO for you, please feel free to contact us on workshop@factorypattern.co.uk

Basics

Set up Google Search Console

If you haven't already, you should set the Google Search Console tool. This tool provides you with invaluable insights into how your website is performing on Google search.

Essential ☐

Set up Google Analytics

Google Analytics is a valuable tool for any website as it provides data about how users are using your website. For SEO, it is a vital tool as it helps you understand the organic traffic you acquire and how they interact with your website.

Essential ☐

Submit your sitemap to Google

Having a sitemap isn't a direct ranking factor, but it does help search engines decide which pages should be crawled.

Essential ☐

Set up an SEO plugin

Having an SEO plugin on your website makes it easier to process the SEO changes you need to make to pages. For WordPress, we'd recommend Yoast SEO, while Shopify users can use the Smart SEO plugin.

Good to have ☐

Create a site plan

Creating a visual sitemap for your website can help you understand the structure of your website and what pages fit your desired keywords. If there are any keywords without a page that you can optimise them for, you know you need to create a page.

Bonus extras ☐

Conduct keyword research

To optimise any website for SEO, you need to conduct keyword research. You'll want to identify your money keywords, as well as long-tail variations.

Essential ☐

Analyse your competitors

You should analyse your competitors you know about, while also identifying your SERPs (search engine results page) competitors. Identify what they do well, any keyword gaps and any weaknesses (e.g. backlinks to broken pages) that you can take advantage of.

Good to have ☐

On-Page SEO

Identify a single keyword

You want your keyword to target a single keyword, and for it to be the only page that targets a specific keyword.

Essential ☐

Include your keyword in your url

Studies have shown that short url structures work well for SEO. Your url slug should also include your keyword.

Essential ☐

Set your title tag and include the keyword

Your metadata doesn't have a direct influence on ranking, but it has an impact on your click-through rate on SERPs. Your title tag should include your keyword, ideally front loaded at the start of the title tag.

Essential ☐

Include your keyword in the introduction

By including your keyword within the first 100 words, you provide a clear indication for Google and for users of what the page is about.

Good to have ☐

Set your page's H1 tag and include the keyword

Your H1 tag is important for SEO because it tells both search engines and users what the content of pages will be about. Most platforms put your page title as the H1 tag, but be sure to check that you have one. It should always include your keyword.

Essential ☐

Optimise your images

There are three things you can do to optimise your images. First, your images should be the correct size for the space they occupy. You should also compress your image file size (we recommend using TinyPNG.com). Lastly, you should include your keyword in the file name and ALT text.

Good to have ☐

Include internal links

You should include links to other pages on your website where possible. Consider their appropriateness - you want them to be useful for a user. Internal links help search engine robots find other pages on your website.

Good to have ☐

Identify outdated content and update it

You don't always have to create brand new content. Identify content that has done well previously using a tool like https://revive.animalz.co/ and refresh it with updated content.

Bonus extras ☐

Technical SEO

Use the 'inspect url' function in Google Search Console

This tool is really useful as it lets you inspect how Google is reading your page. It also allows you to identify any errors.

Good to have ☐

Check your page's loading speed

Using Google's Page Insight tool (https://developers.google.com/speed/pagespeed/insights/) you can check the page speed of your website. This is increasingly becoming an important ranking factor.

☐

Find crawl errors

You should be wary of any crawl errors as these can impact how Google robots access your website. Find any errors in Search Console and fix them as needed.

Good to have ☐

Ensure you are using HTTPS

Having a secure website has been a ranking factor since 2014. Check your address bar. If you see a padlock, you are using HTTPS. If you don't, you are not and should fix this ASAP.

Essential ☐

Check if your website is mobile friendly

Mobile users are dominating the internet and how your website performs for them is becoming increasingly important in SEO. Use Google's mobile-friendly tool https://search.google.com/test/mobile-friendly to find out if your website is mobile-friendly.

Essential ☐

Bonus extras

Fix any broken links

Broken links can really impact your website's SEO - and in a bad way. Use drlinkcheck.com (free tool) to find any broken links and fix them on your site.

Good to have ☐

Check your canonical links

A canonical link is an HTML element that helps search engines prevent duplicate content issues. You should include canonical links on any similar pages to avoid these issues.

Bonus extras ☐

Product SEO

Set a product page SEO title

Link any other page, you should set an SEO-friendly title for your products. You should include the keyword (usually the product name or brand).

Essential ☐

Include optimise product images

Product images are important for user experience, but they also help your SEO by providing a positive page experience.

Good to have ☐

Use structured data

Structured data is a system of pairing a name with a value that helps search engines categorize and index your content. Structured data is also commonly used by search engines to provide rich-snipped results. You should always include structured data for your product pages.

Good to have ☐

Optimise your category pages

Your category pages are a valuable bit of SEO real-estate. They allow you to target long-tail variations of keywords, such as 'men's gym shorts' as opposed to just 'shorts'. You should include a keyword-rich description on your product category pages.

Essential ☐

Optimise your product descriptions

Product pages don't typically have a lot of text in them like other pages or posts. You should ensure that your product descriptions are optimised and include your target keywords.

Good to have ☐

Include product reviews

Product reviews are not only great for users, but they also help boost your search engine rankings. Google often favours high-reviewed product pages and often include ratings in the search results listings.

Good to have ☐

Use canonical links for variations

Products with a number of variations can cause a number of issues for SEO, including duplicate content. Google can also be confused about which page they should rank. For product variations, you should include canonical links to the main product page that you want to rank.

Bonus extras ☐