The Actionable Ecommerce SEO Checklist [v2021]

The list covers the basics and most important things you should be doing from an SEO perspective on your eCommerce site (new or established), and we use it for all our e-commerce projects at MediaDigi.com.

1. Sitewide SEO

☐ **1.1** Do you have **Google Analytics** installed? [GUIDE: How to track your SEO results with Google Analytics].

☐ **1.2** Have you verified your site in **Google Search Console**? [GUIDE: How to use Google Search Console for SEO].

☐ **1.3** While you're at it, get **Bing Webmaster Tools** verified too? You may also add it to **Yandex Webmaster**.

☐ **1.4** Using Woocommerce (or another WordPress shopping cart)? Install the **MonsterInsights Google Analytics** plugin.

☐ **1.5** And you have **Yoast SEO** / **RankMath** / **SEOPress** installed right?

☐ **1.6** Use Google Search Console to fix the following: 404 crawl errors, 500 crawl errors, Duplicate meta tags (title tags, meta descriptions), Missing meta tags.

☐ **1.7** Use **Screaming Frog** to find technical errors like 302 redirects that should be 301s, multiple redirect chains, broken links, orphaned pages, and other crawl problems.

☐ **1.9** Do keyword research (the cornerstone of SEO). Find suitable keywords using **keyword research tools**. Review the difficulty, generally lower-volume are easier to rank for than higher – aim keywords.

☐ **1.10** Do you have a content strategy in place to create informational content that will boost your product pages? [GUIDE: Ecommerce Content Strategy Complete Guide 2020]

2.Category Page Specific

☐ **2.1** Is your primary keyword in your category page's URL?

☐ **2.2** Is your primary keyword in your title tag? Does your title tag encourage clicks? Have you included words like 'Shop' or 'Buy' to show you are an eCommerce site?

☐ **2.3** Is your keyword (or synonym/related) in your meta description? Is the "meta description" of approx. 155 characters, and entices the user to click on the link?

☐ **2.4** Do you offer incentives (free delivery, free returns) to increase CTR?

☐ **2.5** Is your primary keyword in your H1 tag on the page? Make sure you are only using a single H1 tag. Try to incorporate synonyms of the keyword in H2, H3, H4... if you are using them.

☐ **2.6** Do you have enough text on the page – I would recommend <u>at least</u> 350 words, to ensure you can clearly explain to the visitor (and search engines) what the topic of the page is.

☐ **2.7** Make sure you have included synonyms and related keywords in your text on the page. Those make it easier to rank for a wider range of keywords, and the natural language usage ensures you aren't keyword stuffing.

☐ **2.8** You're linking to product pages on your category pages, but are you also linking to related categories?

3.Product Page Specific

☐ **3.1** Are there any keywords suitable to target for your product page?

☐ **3.2** If there isn't, consider adding a rel=canonical to the category page.

☐ **3.3** Is your primary keyword in your product page's URL?

☐ **3.4** Is your primary keyword in your title tag? Does your title tag encourage clicks? Have you included words like 'Shop' or 'Buy' to show you are an eCommerce site?

☐ **3.5** Is your keyword (or synonyms or related) in your meta description? Is the meta description of approx. 155 characters, and entices the user to click on the link? Do you offer free delivery, free returns, incentives to increase CTR?

☐ **3.6** Is your primary keyword in your H1 tag on the page? This should be the product name primarily!

☐ **3.7** Do you have enough text on the page – I would recommend <u>at least</u> 450 words, to ensure you can clearly explain to the visitor (and search engines) what the topic of the page is.

☐ **3.8** Does your product description sell the product and not just list the facts about it?

☐ **3.9** Make sure the ALT tags and the file names include your primary keyword of the product imagery on these pages.

☐ **3.10** Are you linking to other similar products as well as linking back to the category page (use of breadcrumbs is strongly advised on eCommerce sites)?

4. Technical SEO

☐ **4.1** Do you have any duplicate content? This can often be on product pages if you have copied them from the manufacturer, or you have a lot of similar products. Fix these by re-writing unique content on product pages. Check it on **Copyscape.com**

☐ **4.2** Always use absolute URLs in your code rather than relative ones, it's slightly better for crawlability, but also makes finding people stealing your content much easier.

☐ **4.3** Do you have a proper Schema structure added? Test it with **Google Structured Data Testing Tool**. If you use WordPress install **Schema Markup Pro**. [**Guide: How to Implement Schema To Improve Your SEO - Complete Guide**]

☐ **4.4** Have you checked your site's speed with **Google PageSpeed Tool** and **GTMetrix.com**? Try to follow as many of their recommendations as possible. If you're on WordPress, check **this speed up guide**.

☐ **4.5** Is your site mobile-friendly? Test it in **Google Mobile-friendly tool**. Have you checked it on multiple browsers with **BrowserStack**?

☐ **4.6** Have you installed a valid SSL Certificate? Test on **SSLShopper** and **SSLlabs**. Does your website redirect to its https version? Test on **RedirectCheck.com**.

☐ **4.7** Have you created an XML sitemap and submitted it to Google and Bing Webmaster Tools? Use XML-Sitemaps.com or the Yoast SEO WordPress plugin.

☐ **4.8** Is your Robots.txt fully up to date and not accidentally blocking search engines from your site? Check it using **ryte.com robots.txt tester tool**.

☐ **4.9** Your hosting account support loads of traffic? Do a load test on **LoadView-Testing** and a stress test on **LoadImpact.com**.

5. Backlinks

☐ **5.1** Are you linking to your internal pages in a SEO-friendly way? Are you describing the page you're linking to in the anchor text, so that both users and search engines understand what it's about?

☐ **5.2** Have you ran a backlinks audit and disavowed the low-quality ones? [**GUIDE: How to do a backlinks audit in 60 minutes**].

☐ **5.3** Have you looked at competitor link profiles? This is the easiest way to get started with **link building**. Use **SemRush**, Ahrefs or SpyGlass.

☐ **5.4** Have you started off-page optimisation and began building links? This is the hardest but one of the most important aspects of SEO! [GUIDE: 41 FREE Sources for Instant Backlinks to Your Content With Real Examples]

6. Social Media, Branding & Local SEO

☐ **6.1** Have you added your site to Google My Business and Bing Places?

☐ **6.2** Have you listed your site in reviews websites like Yelp.com, TrustPilot.com, BBB?

☐ **6.3** Have you added social media sharing buttons?

☐ **6.4** Have you set up social media accounts on Facebook, Twitter, LinkedIn, Instagram, Pinterest and add them to your site?

☐ **6.5** Have you used an SEO Audit Tool for double-checking everything once you go live? Try **SEO PowerSuite** or **SEMrush**.

☐ **6.6** Have you claimed your business/website username on other major networks for reputation management reasons? Use **NameChk.com** to find available ones.

Questions? You may email me at daniel@mediadigi.com