Ongoing SEO

Shopify SEO Checklist
(2026 Edition)

94 actionable tasks to grow organic traffic

ongoingseo.com/shopify-seo-checklist

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1. Baseline & Measurement
Set up the tools you need to track progress.

☐ **1. Set up Google Search Console**
Connect Search Console so you can see what Google indexes, what queries you show up for, and what errors are blocking traffic.

☐ **2. Submit your sitemap to Google Search Console**
Submit your sitemap so Google discovers all your products and collections faster.

☐ **3. Set up Google Analytics 4**
Install GA4 to track how visitors behave on your store and which organic landing pages convert.

☐ **4. Create a KPI dashboard**
Build a simple dashboard that tracks your key SEO metrics in one place: organic sessions, clicks from search, indexed pages, and top landing pages.

☐ **5. Set up Google Merchant Center**
Connect Merchant Center to get your products into Google Shopping's free listings.

☐ **6. Check Core Web Vitals baseline**
Record your current performance scores (LCP, INP, CLS) so you have a baseline to improve from.

☐ **7. Build a before/after snapshot**
Document everything now so you can prove results later.

2. Shopify SEO Fundamentals
Verify what Shopify does automatically and fix any issues.

☐ **8. Confirm canonical tags are working**
Verify Shopify's automatic canonical tags haven't been broken by apps or theme edits.

☐ **9. Verify robots.txt and sitemap.xml are accessible**
Check that search engines can access your robots.

10. **Customize robots.txt if needed**
Block pages you don't want crawled like internal search results or heavily filtered collection URLs.

11. **Ensure SSL is enabled with no mixed content**
Verify your entire store loads over HTTPS with no security warnings.

12. **Ensure only one domain version resolves**
Confirm all domain variations redirect to your primary domain.

3. Indexing & Crawl Control
Keep Google focused on your money pages.

13. **Find and fix index bloat**
Identify pages that shouldn't be indexed—thin tag pages, internal search results, and filtered URLs.

14. **Decide which page types to noindex**
Create a noindex strategy documenting which page types should never appear in Google.

15. **Add noindex tags where appropriate**
Implement noindex on the page types you identified.

16. **Fix "Crawled – currently not indexed" pages**
Improve content quality on pages Google crawled but chose not to index.

17. **Audit robots.txt before major changes**
Always verify robots.

18. **Keep sitemap clean**
Verify your sitemap only includes published, canonical URLs.

4. URL Structure & Site Architecture
Build a clean hierarchy that users and search engines love.

19. **Map a clean site hierarchy**
Design a logical URL structure where every product is reachable within 3 clicks from the homepage.

☐ **20. Use short, descriptive URL handles**
Optimize your URL handles to be short, keyword-rich, and human-readable.

☐ **21. Avoid duplicate URL paths**
Ensure each product has one canonical URL and your internal links use it consistently.

☐ **22. Make internal links crawlable**
Use standard HTML links (<a href=".

☐ **23. Create collection hub pages**
Create a "Shop All" or category overview page that links to all your main collections.

☐ **24. Configure Search & Discovery filters carefully**
Control which filter URLs get indexed.

5. Collection SEO
Collections are usually your biggest traffic lever.

☐ **25. Do keyword research for collections**
Research buying-intent keywords for each collection, including modifiers like "best," "for," and "under $X.

☐ **26. Write unique collection introductions**
Add 100-300 words of helpful intro text to each collection explaining what it offers and who it's for.

☐ **27. Add "How to choose" content and FAQs to major collections**
Include buying guides and FAQs on your top collections.

☐ **28. Ensure one clear H1 and clean heading structure**
Verify each collection page has exactly one H1 (the collection title) with a logical heading hierarchy below it.

☐ **29. Optimize collection meta title and description**
Write compelling meta titles and descriptions that include keywords and encourage clicks.

☐ **30. Improve internal links to collections**
Add internal links to your collections from navigation, footer, blog posts, and related collections.

31. Add curated product ordering
Manually order products to feature best sellers, highest-margin items, and new arrivals first.

32. Prevent thin collections from being index traps
Handle collections with few products by either adding more content or noindexing them.

6. Product Page SEO
Optimize the pages that drive revenue.

33. Write unique, benefit-focused product titles
Create titles that lead with benefits while including keywords naturally.

34. Write non-generic product descriptions
Write original descriptions that explain benefits, use cases, and differentiators—not just specs.

35. Add specs, sizing, and care instructions
Include all the technical details customers need to make a purchase decision.

36. Add FAQ per product type
Include 3-5 relevant FAQs on each product addressing shipping, returns, compatibility, and usage.

37. Add internal links from products
Link to related products, collections, and buying guides from your product descriptions.

38. Check variant canonical handling
Verify variant URLs canonical back to the main product.

39. Add review content and Q&A
Enable customer reviews and Q&A on product pages.

40. Optimize product images
Add descriptive alt text and optimize file sizes for all product images.

7. On-Page SEO System
Create templates and systems for consistent optimization.

41. Create meta title formulas by page type

Define title templates for each page type (Home, Collection, Product, Blog) so every page is optimized consistently.

42. Create meta description formulas

Write description templates using benefit + proof + CTA structure.

43. Ensure one H1 per page with logical heading hierarchy

Audit all page templates for proper H1-H6 structure.

44. Add breadcrumb navigation

Enable breadcrumbs on product and collection pages to show the path from homepage.

45. Add related content modules sitewide

Add "Related Products," "Related Collections," or "Related Articles" sections to keep visitors exploring.

46. Fix generic default titles

Replace templated titles like "Products – Store Name" with optimized versions.

8. Structured Data & Rich Results

Low effort, high upside when done right.

47. Validate Product structured data

Test your product pages in Google's Rich Results Test to verify Product schema is complete and error-free.

48. Add Offer details to Product schema

Enhance your Product schema with complete Offer details including price, currency, availability, shipping, and return policy.

49. Add review markup (AggregateRating)

Include review count and average rating in your Product schema.

50. Run Rich Results Test and fix errors

Test all your page types in Google's Rich Results Test and fix any errors or warnings.

51. Ensure schema matches visible content

Verify schema data matches what users actually see on the page.

9. Performance & Core Web Vitals

Speed affects rankings, conversions, and user experience.

☐ **52. Check Shopify Web Performance reports**
Review your Core Web Vitals scores in Shopify's built-in reports to understand your current performance baseline.

☐ **53. Use GSC Core Web Vitals report**
Analyze which URL groups have performance problems in Google Search Console.

☐ **54. Reduce app bloat**
Audit and remove unused apps that add JavaScript to your store.

☐ **55. Optimize hero media (LCP)**
Optimize your above-the-fold hero images which are typically the Largest Contentful Paint element.

☐ **56. Fix layout shifts (CLS)**
Eliminate layout shifts caused by images without dimensions, late-loading banners, and pop-ups that push content around.

☐ **57. Improve interactivity (INP)**
Reduce JavaScript that blocks the main thread so your site responds quickly to user input.

☐ **58. Run PageSpeed Insights on key pages**
Test your most important pages in PageSpeed Insights to get specific recommendations.

10. Images & Media SEO

Google Images can drive serious traffic for ecommerce.

☐ **59. Write descriptive alt text**
Add meaningful alt text to every product image describing what's shown.

☐ **60. Use consistent, descriptive filenames**
Rename image files before uploading to be descriptive and keyword-relevant.

☐ **61. Ensure high-quality primary product images**
Use professional, high-resolution product photos as your main images.

62. Add multiple product angles and lifestyle images

Include 4-8 images per product showing different angles, close-ups, scale shots, and lifestyle/in-use photos.

63. Avoid serving huge images to mobile

Use responsive images so mobile devices get appropriately sized files, not giant desktop images scaled down.

11. Content Marketing

Build topical authority with strategic content.

64. Build a topic map

Map the relationship between your content types—Collections, Guides, Comparisons, and FAQs.

65. Create money guides

Write "Best X for Y" and "How to choose X" guides targeting buying-intent keywords.

66. Create support content

Write dedicated pages for shipping, returns, and sizing that answer customer questions before they ask.

67. Build internal linking rules

Create linking guidelines ensuring every guide links to 3-5 relevant collections/products.

68. Add FAQ sections for long-tail queries

Include FAQ sections on product and collection pages to capture long-tail question searches.

69. Refresh top content quarterly

Update your top 10 organic landing pages every quarter with new information, links, and media.

12. Trust, E-E-A-T & Conversion Signals

Build credibility that multiplies your SEO efforts.

70. Add clear shipping, returns, and warranty policies

Create dedicated policy pages linked from your footer for shipping, returns, and warranties.

71. Build a strong About page

Create an About page with real story, team photos, and verifiable information.

72. Display reviews and testimonials prominently
Show reviews on product pages and testimonials on homepage where visitors see them without scrolling.

73. Add customer photos and UGC
Display customer-submitted photos from reviews or social media.

74. Add trust badges carefully
Display security and payment badges without overdoing it or causing layout shifts.

75. Add author bios on blog content
Show author name, photo, and credentials on blog posts to establish E-E-A-T.

13. Redirects, 404s & Migration Safety
Where SEO often dies in Shopify—don't let it happen to you.

76. Audit 404s in Search Console
Review 404 errors in GSC and create redirects for pages that had backlinks or traffic.

77. Use Shopify URL Redirects
Set up 301 redirects for changed URLs and deleted products using Shopify's built-in redirect feature.

78. Plan redirects before changing handles
Map old URLs to new URLs BEFORE making changes.

79. Keep discontinued products with backlinks
Don't delete products that have external backlinks—keep the page live with "no longer available" messaging and alternatives.

80. Redirect to closest equivalent, not homepage
Redirect deleted pages to the most relevant alternative, not the homepage.

14. International SEO
Expand to new markets with Shopify Markets.

81. Choose international strategy
Decide between subfolders (/en-gb/) or separate domains for international markets.

82. **Confirm hreflang tags are present**
Verify hreflang tags exist and point correctly to each language/region version.

83. **Ensure localized URLs aren't duplicates**
Verify hreflang properly connects regional versions so Google doesn't see them as duplicates.

84. **Translate high-intent pages first**
Prioritize quality translations for your top collections and products.

85. **Localize shipping, returns, and sizing**
Update policies for each region with local currency, sizing conventions, and shipping options.

15. Off-Page SEO
Build authority through links, PR, and partnerships.

86. **Identify linkable assets**
Create content others want to link to—comprehensive guides, calculators, original research, or templates.

87. **Reach out to partners and manufacturers**
Ask suppliers, partners, and manufacturers to link to your store.

88. **Consider digital PR**
Plan PR-worthy initiatives like unique product launches, data studies, or creator collaborations.

89. **Clean up toxic link patterns**
Review your backlink profile for spammy or low-quality links.

16. Ongoing SEO Ops
Maintain your rankings with regular check-ins.

90. **Weekly: Check GSC for issues**
Review Google Search Console weekly for error spikes, dropped pages, and Core Web Vitals regressions.

91. **Monthly: Refresh top landing pages**
Update your top 10 organic pages monthly with new links, FAQs, and media.

92. Monthly: Publish supporting content
Create 2-4 blog posts monthly targeting long-tail keywords that support your collections.

93. Quarterly: Prune thin content
Review and consolidate thin pages quarterly that aren't ranking or driving traffic.

94. Quarterly: Theme and app audit
Test performance after theme or app updates to catch regressions.