

Shopify SEO Checklist

1. Shopify-Specific Technical SEO

- Use Shopify's built-in SSL certificate
- Leverage Shopify's automatic sitemap generation
- Utilize Shopify's robots.txt file (note: limited customization)
- Implement JSON-LD structured data using Shopify's native support

2. Shopify Theme Optimization

- Choose a fast, responsive Shopify theme
- Minimize use of apps that can slow down your store
- Use Shopify's native image optimization tools

3. On-Page SEO for Shopify

- Optimize title tags and meta descriptions using Shopify's SEO fields
- Use Shopify's H1 tag for product and collection titles
- Create unique product descriptions (avoid manufacturer descriptions)
- Utilize alt text for product images in Shopify's media uploader

4. Shopify URL Structure

- Set up URL redirects in Shopify admin for changed URLs
- Use Shopify's default URL structure (which is generally SEO-friendly)

5. Shopify Content Strategy

- Use Shopify's blog feature for content marketing
- Create collection pages with unique descriptions
- Utilize Shopify's page creation tool for evergreen content

6. Shopify App Integration

- Install a reputable Shopify SEO app for additional optimization options
- Use Shopify's native integration with Google Search Console

7. Shopify Store Navigation

- Optimize main menu structure using Shopify's navigation settings
- Implement footer links for important pages

8. Product Optimization in Shopify

- Use product tags and metafields for enhanced product data
- Leverage Shopify's product variant system effectively

9. Shopify Local SEO

- Add store locations using Shopify's built-in features
- Ensure consistent NAP info across your Shopify store

10. Shopify Analytics

- Set up and use Shopify Analytics in conjunction with Google Analytics
- Use Shopify's native sales and conversion tracking

11. International SEO on Shopify

- Use Shopify Markets for multi-currency and language support
- Implement proper hreflang tags (may require custom coding or an app)

12. Shopify Speed Optimization

- Use Shopify's Content Delivery Network (CDN)
- Minimize custom code and scripts that can slow down your store

13. Mobile Optimization

- Ensure your Shopify theme is mobile-responsive
- Test mobile usability in Google Search Console

14. Shopify Search Optimization

- Optimize product titles and descriptions for Shopify's native search
- Use Shopify's predictive search feature

15. Rich Snippets for Shopify

- Enable product reviews to generate rich snippets in search results
- Use Shopify's product structured data for enhanced search listings