


The ultimate *Shopify* SEO checklist



Yoast SEO helps you with all the tasks that show this icon: 

Mission statement

Craft an original mission statement that shows the uniqueness and value of your products.

Reflect your mission statement on your homepage and other important pages.

Shopify theme

Check the available themes and read reviews to see which one fits your needs.


Find a theme that has low overhead and loads fast.


Check out other stores that run the theme.


Check the mobile friendliness of the theme you are interested in using.

Test the user experience of the theme you want to use by testing how images load, whether animations work or, how the structure of the menu is.

Product pages

Write unique, high-quality product descriptions that explain the problems your products solve. 

Write unique informative titles and meta descriptions. 

Make the URLs of your product pages easy to read. 

Keyword research

Research who your customers are so you can create content that fits their needs.

Use tools like Semrush, Answer the public, or Google Trends to research what keywords your potential customers use.

Research your competition and discover opportunities for improvement of your online store.

Menu


Keep your menu easy to navigate by not cluttering the top-level menu.

Clearly state your products in the menu.

Don't use too many sub-menus.



Technical SEO

Describe your product pages with structured data to increase the chance on getting rich results. 

Keep your site fast by using a lightweight theme, optimizing your images and avoid using sliders.

Use redirects when you are deleting a page to avoid 404 errors.

Use the robots.txt file to prevent search engines from crawling less critical pages or sections of your site.


Add your online store to Google Search Console to keep track of how your store performs in the search results.

Make products findable with an XML sitemap.

Organize your collections and add internal links pointing to your product pages.

Use a filter function for your products to let customers quickly find what they need.

Images

Use product images that are true and clear representations of the product you are selling. 

Optimize the size of the images on your product pages so they do not slow downloading times.

Use lazy loading for a faster user experience.

Use alt-tags to describe your images and improve accessibility. 

Marketing

Use paid ads to quickly gain visibility (but use SEO to get sustainable growth).

Find out what social media platforms your customers use and create profiles on them.

Use videos in your content strategy.

Use newsletters to keep customers connected to your store.

Find influencers who'd like to promote your product.

If you have a local store: advertise in the local paper, print some flyers, or do a guerrilla sticker campaign.

