SHOPIFY SEO CHECKLIST

EMIQUENT

SETUP

- [ ] Set up Google Search Console
- [ ] Set up Bing Webmaster Tools
- [ ] Select and install SEO-friendly Shopify theme
- [ ] Install Shopify SEO apps

STRATEGY

- [ ] Conduct research to identify relevant keywords
- [ ] Plan content and pages based on keywords
- [ ] Conduct competitor analysis to identify successful tactics

TECHNICAL SEO

- [ ] Check that online store is crawled and indexed
- [ ] Check there are no duplicate content issues
- [ ] Test the site using PageSpeed Insights and resolve issues
- [ ] Ensure the online store is mobile-friendly
- [ ] Add keywords to URLs
- [ ] Find and fix broken links
- [ ] 301 redirect inbound links to error pages
- [ ] Change internal 302 redirects to 301 if permanent

ON-PAGE SEO

- [ ] Add keywords to title tag and meta descriptions
- [ ] Add keywords to headings (H1, H2, H3 etc.)
- [ ] Add keywords to the main copy of landing pages
- [ ] Add keywords to image filenames and alt text
- [ ] Add internal links using keyword-rich anchor text

OFF-PAGE SEO

- [ ] Identify relevant websites linking to competitors
- [ ] Filter websites to high-quality sites
- [ ] Outreach to high-quality sites for link acquisition

For more information visit https://emiquent.com or email hello@emiquent.com