

The Complete Shopify SEO Checklist

1. Keyword Research Basics

- Identify long-tail customer search terms.
- Use tools like Google Keyword Planner, Ubersuggest, SEO Minion.
- Map one main keyword + 2–4 LSI keywords per page.
- Target phrases with clear buyer intent.

2. On-Page SEO Essentials

- Add main keyword to title tag, meta description, H1, first paragraph.
- Write unique product descriptions.
- Update image alt text.
- Use short, descriptive URLs.

3. Shopify Technical SEO

- Improve loading speed.
- Remove unused apps.
- Compress images.
- Ensure mobile responsiveness.
- Build internal linking structure.

4. Upload Optimised Images

- Compress images to 60–120 KB.
- Add descriptive alt text.
- Use lazy loading.

5. Use Google Search Console

- Track real search terms.
- Monitor rankings, impressions, CTR.
- Fix coverage issues.

6. Improve Page Speed Performance

- Run Google Lighthouse.
- Test in incognito mode.
- Address performance warnings.

7. Maintain a Blog for SEO Growth

- Use Shopify's built-in blog CMS.
- Publish helpful content.
- Enable comments.
- Link posts to products.

8. Clean Up Bad URLs

- Use clean, descriptive URLs.
- Avoid parameters.
- Align URLs with intent.

9. Build High-Quality Backlinks

- Get links from suppliers, bloggers, PR sites.
- Guest post in your niche.
- Improve DR and DA.

10. Increase DR & DA with Guest Posting

- Write for high-authority sites.
- Add natural backlinks.
- Build long-term authority.