

SHOPIFY SEO AUDIT CHEAT SHEET



WELCOME

WELCOME TO OUR SHOPIFY
SEO AUDIT CHEAT SHEET!

WORK YOUR WAY THROUGH EACH STEP OF THIS
AUDIT AND SEE WHAT IMPROVEMENTS YOU CAN
MAKE TO YOUR OWN SHOPIFY ECOMMERCE SITE.

IF YOU NEED ADDITIONAL HELP ON ANY OF THE
STEPS IN THIS CHEAT SHEET, YOU CAN REFER TO THE
ORIGINAL BLOG POST [HERE](https://easyecommercewins.com/diy-shoify-seo-audit)
[HTTPS://EASYECOMMERCEWINS.COM/DIY-SHOIFY-
SEO-AUDIT](https://easyecommercewins.com/diy-shoify-seo-audit)

IF YOU FOUND THIS AUDIT HELPFUL, AND YOU'RE
READY TO TAKE YOUR ECOMMERCE SEO TO THE NEXT
LEVEL, BE SURE TO CHECK OUT OUR SEO FOR
ECOMMERCE COURSE!

WWW.EASYECOMMERCEWINS.COM

01

MAKE SURE GOOGLE IS SEEING YOU

USE THE “SITE:DOMAIN.COM”
MODIFIER TO SEARCH FOR YOUR OWN
DOMAIN.

MAKE SURE YOU SHOW UP IN THE
SEARCH ENGINE INDEX.



02

REMOVE DEAD WEIGHT PAGES FROM YOUR SITE

ENSURE YOU NO-INDEX OR REMOVE
PAGES THAT ARE NOT RELEVANT TO
YOUR OVERALL TOPIC OR NICHE.

AND ENSURE YOUR SITE IS USING
CANONICAL LINKS.



03

CHECK FOR MANUAL ACTIONS OR NON-INDEXED PAGES AND FIX THEM.

IF YOU DISCOVER PAGES THAT ARE NOT INDEXED, DIG IN AND FIND OUT WHY. OFTEN IT'S DUE TO MANUAL ACTIONS (FOUND IN SEARCH CONSOLE) OR A SIMPLE DUPLICATE CONTENT ISSUE WHICH YOU CAN CHECK WITH COPYSCAPE.

04

OPTIMIZE YOUR SHOPIFY BLOG

TAKE THE TIME TO NAME YOUR BLOG AND USE PROPER CATEGORIES AND TAGS TO HELP SEARCH ENGINES UNDERSTAND YOUR BLOG CONTENT.

ALSO BE SURE YOU HAVE SOCIAL SHARING ICONS ON YOUR BLOG POSTS TO IMPROVE YOUR REACH.



GET YOUR SCHEMA MARKUP IN ORDER.

USE GOOGLE'S STRUCTURED DATA TESTING TOOL
TO ENSURE YOU HAVE PROPER SCHEMA MARKUP
ON AT LEAST THE ORGANIZATION,

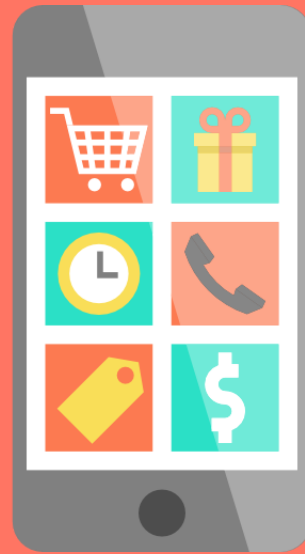
WEBSITE, PRODUCT, AND ARTICLE PROPERTIES
FOR YOUR SITE.

05

06

TEST FOR MOBILE FRIENDLY

USE GOOGLE'S MOBILE FRIENDLY
TESTER TO ENSURE YOUR SITE IS
MOBILE FRIENDLY.



MAKE SURE YOUR SITE IS FAST

USE GOOGLE'S PAGE
SPEED INSIGHTS TOOL
TO SEE IF YOU HAVE
LOADING SPEED ISSUES.
TRY TO FIX ANY ISSUES
LISTED



08

USE PROPER PAGE FORMATTING

MAKE SURE YOU ARE USING HTAGS PROPERLY ON YOUR SITE.

THEY HELP SEARCH ENGINES UNDERSTAND YOUR DATA AND SHOULD NEVER BE USED FOR LOOKS.

CREATE QUALITY META DESCRIPTIONS **09**

MAKE SURE YOUR META DESCRIPTIONS ARE
MEETING TWO REQUIREMENTS:

1

GIVES THE READER A CLEAR
UNDERSTANDING OF WHAT
YOUR PAGE IS ABOUT.

2

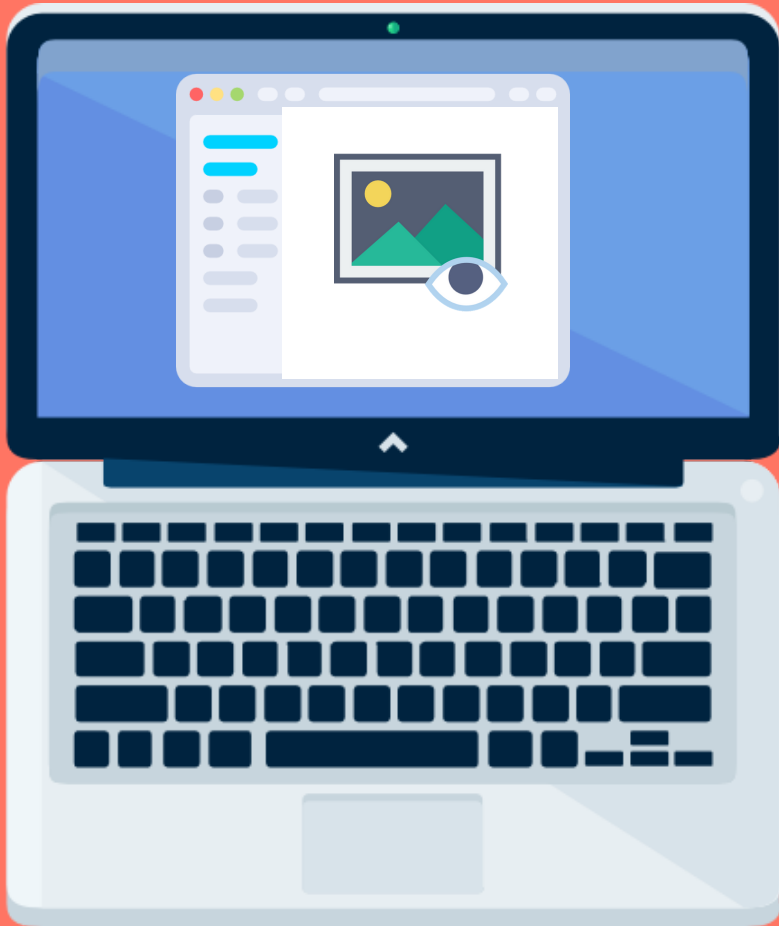
INCLUDES A
CLEAR CALL TO
ACTION

10

USE ALT TAGS ON ALL IMAGES.

CHECK YOUR SITE IMAGES
INCLUDING PRODUCT PAGE IMAGES
FOR GOOD ALT TAGS.

USE DESCRIPTIVE WORDS THAT
ACCURATELY DESCRIBE THE PHOTO.





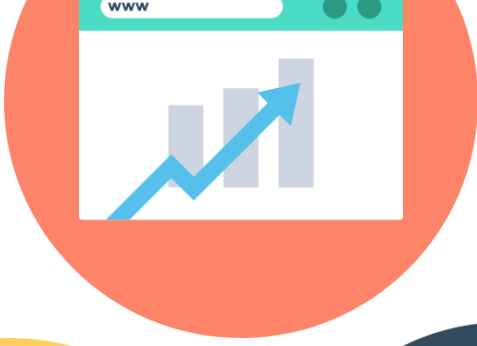
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11

USE INTERNAL & EXTERNAL LINKS

REVIEW YOUR PAGES AND SEE IF THERE ARE MISSED OPPORTUNITIES TO LINK TO INTERNAL OR EXTERNAL RESOURCES ON THAT TOPIC.

OUTGOING LINKS HELP PROVIDE RELEVANCY TO A TOPIC AND CAN HELP SEARCH ENGINES UNDERSTAND YOUR PAGE BETTER.



12

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USE A REVIEW APP

**IF YOU DON'T ALREADY, GET A REVIEW APP
INSTALLED ON YOUR SITE TODAY!**

**REVIEW APPS WILL HELP PROVIDE SOCIAL PROOF
(BOOSTING YOUR CONVERSION RATES) AND
GENERATE FREE USER GENERATED CONTENT TO
HELP KEEP YOUR PAGES UPDATED OFTEN.**

13

USE A Q & A APP

QUESTION AND ANSWER APPS ALLOW CUSTOMERS TO POST QUESTIONS DIRECTLY TO YOUR PRODUCT PAGES AND THEN ALLOWS YOU TO ANSWER THOSE QUESTIONS RIGHT ON THE PAGE.

THIS IS A FANTASTIC SOURCE OF USER GENERATED CONTENT TO HELP KEEP YOUR PAGES FRESH.



14

ADD CONTENT TO YOUR COLLECTION PAGES

TRY TO ADD GOOD 300-500 WORD DESCRIPTIONS TO YOUR COLLECTION PAGES. THESE PAGES ARE OFTEN WASTED BY NOT HAVING ANY CONTENT ON THEM AND MAKE A GREAT ASSET IF YOU ARE ABLE TO RANK THEM.



LET US KNOW HOW YOU DID



SERIOUSLY,
WE WANT TO KNOW IF YOU GOT
RESULTS AFTER COMPLETING
THE STEPS ABOVE!

GIVE US A SHOUT VIA EMAIL AT
INFO@EASYECOMMERCEWINS.COM

AND TELL US WHERE YOU STARTED
AND WHAT RESULTS YOU WERE
ABLE TO ACHIEVE WITH THESE STEPS.