Ecommerce SEO Audit Checklist

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SETUP AND INSTALL GOOGLE ANALYTICS & WEBMASTER TOOLS

☐ 1) Follow our step by step guides to setting up Google Analytics and Google Webmaster Tools.

> How to Setup Google Analytics
>
> How to Setup Google Webmaster Tools

☐ 2) Next you need to create and submit your XML sitemap to Google Webmaster tools

Shopify automatically generates your sitemap located at: yourwebsite.com/sitemap.xml

> For **Magento**, go here to setup your sitemap
>
> For **Wordpress** with Woocommerce, go here to use the Google XML sitemaps plugin or you can use the Yoast plugin

☐ 3) Once sitemap is crawled, use Google Webmaster Tools to review for site erros, fix the following:

> 404 and 500 errors as well as redirect loops
>
> Duplicate Content, make sure canonicals are optimized
>
> Any other crawl errors that show up should be resolved

PERFORM KEYWORD RESEARCH

☐ 1) Follow our keyword research tutorial if you don't have access to paid keyword research tools like SEMRush, otherwise use your tools to get your keyword strategy in place.

PERFORM ON-PAGE OPTIMIZATION

☐ 1) Follow this On-page SEO guide for ecommerce sites.

DEVELOP A LINKBUILDING PLAN

☐ 1) Follow this Linkbuilding guide for ecommerce sites.
2) Setup business profile pages on Facebook, Google+, Twitter, & LinkedIn

Suggested freemium tools to analyze competitor's backlinks and generate ideas for your linkbuilding plan: Open Link Profiler, Open Site Explorer, SEMRush, AHREFs

DEVELOP A CONTENT MARKETING PLAN

- ☐ 1) Follow this Content Marketing guide for ecommerce sites.
- ☐ 2) Choose social media sharing tool: Buffer, Jetpack, Hootsuite or any tool that will help you automate your social distribution
- ☐ 3) Make sure your product pages are social shareable so that visitors can easily share them (Pinterest is most important)

ADDITIONAL TECHNICAL SEO CONSIDERATIONS

- ☐ 1) Ensure your site is mobile friendly, run Google's mobile testing tool
- ☐ 2) Ensure your site is optimized for speed, run Google's PageSpeed testing tool
- ☐ 3) Follow my setup guide for schema markup for your product reviews
- ☐ 4) Use Google's structured data testing tool to test your schema data

When running the above tools, fix any errors or issues that tool's recommend fixing.

Congratulations! You completed the ecommerce SEO audit checklist. With each of the above tasks completed, now you need to carry out your content marketing and linkbuilding plans while watching your Webmaster Console and Analytics Data for opportunities, issues and results.

SEO is an ongoing function but at this point you will not have to worry too much about making changes to your site for the most part. Focus on continuing your content marketing efforts, keeping your site content and product pages up to date, and implementing your linkbuilding plan to ensure your SEO performance is maintained and grows.

If you'd like help with technical SEO, On-Page SEO, Content Optimization, Content Marketing, Linkbuilding, or auditing your site, then build a custom ecommerce SEO package.

Best of Luck with your ecommerce SEO efforts!
- Keller

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