The ultimate *Shopify SEO checklist*

**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.

**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.

**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.

**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.

**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.
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.