

# Ecommerce SEO Checklist 2025

## SEO Basics

- ✓ Conduct keyword research
- ✓ Build a user-friendly website
- ✓ Ensure mobile optimization
- ✓ Create high-quality content
- ✓ Optimize on-page elements
- ✓ Improve site speed
- ✓ Implement technical SEO



## Site Architecture & Navigation

- ✓ Design clear site hierarchy
- ✓ Use breadcrumb navigation
- ✓ Simplify navigation menus
- ✓ Create clean, keyword-rich URLs
- ✓ Enable internal site search
- ✓ Optimize filter and category pages



## On-Page SEO

- ✓ Place keywords in titles, headings, descriptions
- ✓ Optimize meta titles and descriptions
- ✓ Add descriptive alt text to images
- ✓ Maintain clean, readable URLs
- ✓ Link internally to related pages
- ✓ Write unique product descriptions
- ✓ Implement product review schema markup



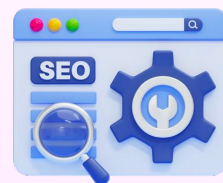
## SEO Content

- ✓ Publish keyword-optimized blog content
- ✓ Focus on helpful, high-quality writing
- ✓ Use attention-grabbing headlines
- ✓ Maintain clear and readable formatting
- ✓ Add internal and external links
- ✓ Incorporate user-generated content
- ✓ Update content regularly



## Technical SEO

- ✓ Ensure fast page load speed
- ✓ Use mobile-responsive design
- ✓ Submit XML sitemap to search engines
- ✓ Optimize robots.txt file
- ✓ Implement canonical tags
- ✓ Secure site with SSL (HTTPS)
- ✓ Add structured data markup
- ✓ Fix broken links and 404 errors



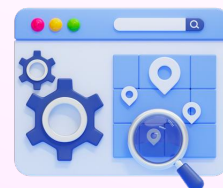
## Off-Page SEO

- ✓ Build quality backlinks
- ✓ Guest blog on relevant websites
- ✓ Maintain active social media presence
- ✓ Collaborate with influencers
- ✓ Manage online reviews and mentions
- ✓ Engage in PR outreach
- ✓ Monitor social media conversations



## Local

- ✓ Optimize Google Business Profile
- ✓ Maintain consistent Name, Address Phone (NAP)
- ✓ Target local keywords
- ✓ Collect and manage online reviews
- ✓ Create local landing pages
- ✓ Build local backlinks
- ✓ Use location-based content and ads



## User Experience & Conversion

- ✓ Simplify checkout process
- ✓ Design mobile-first interfaces
- ✓ Use high-quality product images and videos
- ✓ Include clear calls to action (CTAs)
- ✓ Provide live chat or support access
- ✓ Display shipping details and delivery times
- ✓ Use trust badges (SSL, returns, guarantees)



## Analytics & Performance Tracking

- ✓ Set up Google Analytics 4
- ✓ Configure ecommerce conversion tracking
- ✓ Monitor keyword rankings
- ✓ Use heatmaps and session recordings
- ✓ Track bounce rates, page speed, exit pages
- ✓ Implement Google Tag Manager
- ✓ Define and track key goals and KPIs



## SEO Maintenance & Updates

- ✓ Keep plugins and tools updated
- ✓ Perform monthly SEO audits
- ✓ Fix broken links promptly
- ✓ Refresh outdated content
- ✓ Optimize low-performing pages
- ✓ Update sitemap regularly
- ✓ Monitor competitors

