

Shopify Technical SEO Checklist

Run quarterly, and after every theme change, app install or migration.

Store: _____ Audited by: _____ Date: _____

1. Crawling and Indexing

- ☐ Sitemap.xml submitted in Google Search Console; indexed count matches expectations
- ☐ robots.txt.liquid reviewed - no collections, products or CSS/JS blocked by mistake
- ☐ Filtered, tag and internal search URLs set to noindex unless they target real demand
- ☐ Coverage report checked for 'Excluded' and 'Crawled - not indexed' pages

2. URLs and Site Structure

- ☐ Internal links use clean /products/ URLs, not /collections/.../products/
- ☐ Canonical tags verified on a sample of product and collection pages
- ☐ Priority collections reachable within 2 clicks of the homepage
- ☐ Breadcrumbs on; no orphan pages (check with Screaming Frog or Sitebulb)

3. Speed and Core Web Vitals

- ☐ Mobile PageSpeed Insights tested on home, collection and product templates
- ☐ Unused apps removed; leftover snippets cleaned from theme.liquid
- ☐ Images in WebP/compressed, with width and height set; hero image not lazy loaded
- ☐ LCP, INP and CLS reviewed in Search Console Core Web Vitals report

4. On-Page Templates

- ☐ One H1 per page; primary keyword in title tag, H1 and URL handle
- ☐ Unique title tags and meta descriptions (not just 'Product - Store')
- ☐ Original product descriptions; 100-200 word intro on key collections
- ☐ Descriptive alt text on product images and logo

5. Structured Data

- ☐ Product schema valid (price, availability, reviews) in Rich Results Test
- ☐ No duplicate schema from theme plus review app
- ☐ Breadcrumb and Organization markup validated
- ☐ Enhancements reports in Search Console show no critical errors

6. Redirects and Migrations

- ☐ Old URLs mapped to closest new page with 301s (URL redirects tool)
- ☐ No redirect chains or loops; 404 report reviewed monthly
- ☐ Discontinued products kept live with alternatives, or redirected to parent collection
- ☐ Search Console checked 2 weeks after any migration or relaunch

7. Tracking and Off-Page

- ☐ Search Console, GA4 and a rank tracker connected and verified
- ☐ Pages with high impressions but low CTR flagged for title rewrites
- ☐ Backlink profile reviewed; toxic or irrelevant links flagged
- ☐ One link-earning activity planned this quarter (PR, guest content, partnerships)

Your score

Items ticked: _____ / 28

24-28 Healthy | 16-23 Needs attention | 0-15 Fix now

Start with sections 1, 3 and 6: they usually cost the most traffic.