

Ecommerce SEO Checklist

Checklist · 27 items · 8 sections

Ecommerce SEO is different from content SEO: you're optimizing thousands of product and category pages, faceted navigation, and a product feed that powers Google Shopping. This checklist covers the highest-impact items to audit before any ecommerce SEO campaign.

Open the editable, AI-powered version online:

<https://genechecklist.com/checklist/ecommerce-seo-checklist>

PRODUCT PAGES (PDPS)

- Write unique title tags for every product: include product name, brand, and key attribute
HIGH
- Write unique meta descriptions for every product: include a CTA and key benefit
HIGH
- Write unique product descriptions: no manufacturer copy/paste
HIGH
- Add Product structured data (schema): name, price, availability, reviews
HIGH
- Optimize product images: compress, use WebP, descriptive alt text
HIGH
- Include product reviews and ratings on PDPs
HIGH
- Add breadcrumb navigation with schema markup

CATEGORY PAGES

- Write unique title tags and H1s for every category/collection page
HIGH
- Add descriptive intro text at top of each category page (150–300 words)
HIGH
- Target head and mid-tail keywords on category pages: not PDPs
HIGH
- Internal link from category pages to top-selling products
HIGH

FACETED NAVIGATION

- Manage faceted navigation: canonicalize or noindex filtered URLs

HIGH

Faceted URLs (e.g., ?color=red) create duplicate content: use canonical tags or robots noindex

- Ensure filter parameters are blocked in robots.txt if not canonical

HIGH

SITE SPEED & CORE WEB VITALS

- Test LCP (Largest Contentful Paint) under 2.5 seconds on mobile

HIGH

- Test INP (Interaction to Next Paint) under 200ms

HIGH

- Test CLS (Cumulative Layout Shift) under 0.1: prevent layout jumps on load

HIGH

- Enable lazy loading for product images on category pages

HIGH

GOOGLE MERCHANT CENTER

- Set up and verify Google Merchant Center product feed

HIGH

- Ensure product titles and descriptions in feed match PDPs

HIGH

- Claim free Google Shopping listings via Merchant Center

HIGH

- Fix any Merchant Center feed errors and disapproved products

HIGH

INTERNAL LINKING

- Build internal links between related products and categories

HIGH

- Add 'Customers also bought' / 'Related products' sections

TECHNICAL

- Ensure XML sitemap includes all active product and category pages

HIGH

- Set canonical URLs on all paginated pages (/page/2, etc.)

HIGH

- Monitor Google Search Console for crawl budget and indexing issues

HIGH

INTERNATIONAL

- Implement hreflang tags if selling in multiple countries/languages