

SEO Basics

Checklist for Online Stores

Use this checklist to cover the essentials that help your online store get discovered on search engines.

<input type="checkbox"/>	Each page has a unique meta title.
<input type="checkbox"/>	Each page has a clear meta description.
<input type="checkbox"/>	Product URLs are clean and keyword-rich.
<input type="checkbox"/>	Product images have descriptive alt text.
<input type="checkbox"/>	Page titles clearly describe the content.
<input type="checkbox"/>	No duplicate meta titles appear across pages.
<input type="checkbox"/>	Internal links connect related products and pages.
<input type="checkbox"/>	Old or discontinued pages redirect properly (instead of showing errors).
<input type="checkbox"/>	Category pages have short descriptions (not empty pages).
<input type="checkbox"/>	Store is indexed and accessible to search engines.