

SEO Checklist for E-Commerce Website





How can SEO benefit an E-Commerce website?

Using the right SEO checklist, it becomes easy to set the keywords that are right for an E-commerce site. A simple yet effective checklist will help drive in better website traffic. Following the steps of using the right keywords shall help your website to outrank the market competition. Check whether customers can easily reach out to your site or not. Also, check whether Google is able to index your site or not. All these shall help in proper SEO optimization of the E-commerce site.



What do you understand by E-commerce?

The other name of E-commerce is electronic commerce, referring to buying and selling goods through different online platforms. It offers easy transaction of money either through online payment

mode or cash of delivery facility as provided by the E-commerce site. The types of commercial transactions involve business to customer transaction, customer to customer, customer to business, and business to business transactions. Exchange of physical products, digital products, retail stores, wholesaling, crowd funding, subscription, and different services are offered through E-commerce platforms.



Why Is SEO Important for your E-Commerce Website?

To convert website visitors into potential customers and reach out to your target group better, SEO optimization is beneficial for your E-commerce website. To boost the genuineness of your site and help to survive in this competitive market with a strong online presence, implementing effective SEO strategies will help.

■ Helps in customer finding

By checking where the sales come from, you have to set the SEO accordingly. Without suitable SEO, you may not have proper online visibility. It boosts both company sales and growth.

■ **Great sources of investments**

SEO provides long-lasting and targeted results. It will build over time and help you reach out to your target group easily. This way, it will become easy to dominate the market.

■ **Better for bottom-line growth**

With suitable SEO, depending on advertisements can be less, and it helps save money. Even if you run out of money, SEO can be an excellent source from where you can make a profit. Therefore, SEO helps to get better traffic for your website.

SEO Checklist for E-Commerce Website: **Site-wide ECommerce SEO Checklist:**

Your Website has Bearable Loading Time

Website is Optimized for Mobile

Have Optimized Titles on Each Webpage

Have Optimized Meta Descriptions on Each Page

Website have Dynamic XML Sitemap

Website is Verified with Google Search Console

Have Implemented Structured Data using Schema.org

Proper Internal Linking Done on Website

Website is Crawl able for Major Search Engines

Website is Index able for Major Search Engines

Website has HTTPS – SSL Certificate

Optimized Robots.txt File Added to the Website

ALT and Title Tag Added to All Images on Website

Google Analytic Code Added to the Website

Buyer Intent Keywords are Targeted on Website

Targeted Keywords are Included Into:

- Title Tag
- Meta Description
- Main Heading – H1
- Sub Headings – H2, H3, etc.

Unnecessary Pages are Blocked from Robots.txt

Subpages Contain Breadcrumb Navigation

All Pages have Enough Quality Content

Created Content for Informational Keywords

All Pages URLs Contain Relevant Keywords

Have Reviews on All Product Pages

Have Canonical Tags for Filtered Pageviews

Your Website is Using Cookies

Have Optimized Videos and Images on Website

Your Website is Responsive to Voice Search

Your Website is Appearing in Google's Answer Box

Have Done Informative Guest Posting for Website

Have Added 301 Redirect to Expired Product Pages

Category Pages are Optimized with Keywords

Videos are Embedded from External Source

Have No Duplicate Content Or Product Pages

Claimed Your Google My Business Listing

Therefore, SEO can bring in several benefits for your E-commerce business, and implement it correctly, getting in touch with SEO professionals is advisable.



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