

Ecommerce SEO Checklist

☐

KEYWORD RESEARCH

☐

LONG-TAIL KEYWORDS

☐

META DESCRIPTIONS

☐

HEADER TAGS

☐

IMAGE OPTIMISATION

☐

URL STRUCTURE

☐

INTERNAL LINKING

☐

UNIQUE PRODUCT DESCRIPTIONS

☐

CUSTOMER REVIEWS

☐

STOCK AVAILABILITY

☐

PRICING INFORMATION

☐

CALL-TO-ACTION

☐

CROSS-SELL/UPSELL

☐

SOCIAL PROOF

☐

FAQ SECTION

☐

HIGH QUALITY IMAGES

☐

IMAGE ALT TEXT

☐

PRODUCT VIDEOS

☐

MOBILE-FRIENDLY DESIGN

☐

SITE SPEED

☐

SECURE SITE

☐

BREADCRUMB NAVIGATION

☐

PRODUCT CATEGORIES

☐

RICH SNIPPETS

☐

NEWSLETTER SIGNUP

☐

SEO-FRIENDLY PAGINATION

☐

SCHEMA MARKUP

☐

USER-GENERATED CONTENT

☐

PRODUCT TAGS

☐

WISHLIST FEATURE



@proofmarketing_



proofmarketinguk



www.proofmarketing.co.uk



PROOF MARKETING