



# Ecommerce SEO Audit Checklist

## On-Page SEO

- Unique titles
- Title length 50-65 characters
- Unique description
- Description 50-300 characters
- Unique URL structure
- Unique logo
- Short 3-5 word URLs
- Custom content
- H1 in site content
- H2 and H3 subheadings
- Keywords in title
- Keywords in description
- Keywords in heading tags
- Keyword in URL
- Keyword in first 200 characters
- Keyword in alt text
- Favicon
- Fresh content
- Internal linking in content
- Varied anchor text
- CTA on each blog post
- Geographic targeting
- Site search
- Rich snippets
- Schema markup
- Optimized URL structure with redirects
- No no index tags
- No thin content
- Google search console setup
- Pillar/10x/Hub&Spoke
- Strategic keyword usage

- No duplicate content
- No duplicate descriptions
- No duplicate title tags
- rel=canonical in place
- No broken links
- Optimized 404 page
- Using Google AMP
- Important pages linked from home
- User sitemap
- XML sitemap
- XML sitemap submitted
- Image sitemap
- Orphan pages
- Blog
- Comments on blog
- Related posts on blog
- Breadcrumbs on all pages
- robots.txt
- Sitemap link in robots.txt
- Responsive/mobile friendly
- SSL enabled
- Only 1 site version browsable
- Google analytics used
- Consider pages indexed
- Ensure Google search console is setup
- Check for Google search console errors
- Check mobile homepage load speed
- Check desktop homepage load speed
- Check Pingdom page speed
- Check GTMetrix speed
- Consider last crawl by Google

## Off-Page SEO

- Review inbound links
- Review followed inbound links
- Review linking root domains
- Consider spam score
- Consider domain authority
- Consider domain privacy
- Consider domain age
- Consider guest posts published

## Social Media

- Social media buttons on all pages
- Facebook business page
- Google My Business page
- Instagram page
- LinkedIn page
- Twitter page
- Youtube page
- Pinterest page

## Reviews

- On site reviews (business)
- On site reviews (products)
- Yelp reviews
- Google reviews
- Misc. site reviews
- Amazon reviews

