

Ecommerce Technical SEO Checklist

Fundamentals

- ☐ Add a robots.txt file and link your XML sitemap inside it.
- ☐ Submit your sitemap to Google Search Console.
- ☐ Ensure internal linking supports easy crawling.
- ☐ Use canonical tags to handle duplicate content.
- ☐ Check Google Search Console weekly for crawl errors and indexing issues.

Site Architecture

- ☐ Use a pyramid structure: Homepage > Categories > Products.
- ☐ Create clean, descriptive URLs.
- ☐ Keep key pages within three clicks of the Homepage.
- ☐ Add breadcrumb navigation and link related products.
- ☐ Use canonical tags for filtered/parameterized URLs.

Page Speed & Core Web Vitals

- ☐ Compress images and use the WebP format.
- ☐ Use lazy loading on category and product listings.
- ☐ Enable browser caching and use a CDN.
- ☐ Minify CSS and JavaScript.
- ☐ Run PageSpeed Insights and Lighthouse monthly.

Mobile Optimization

- ☐ Ensure mobile pages load in under 3 seconds.
- ☐ Use a responsive design and the correct viewport meta tag.
- ☐ Make tap targets at least 44px wide.
- ☐ Use a mobile-friendly checkout process.
- ☐ Avoid AMP on ecommerce pages.

Structured Data

- ☐ Use JSON-LD to add Product, Review, and Breadcrumb schema.
- ☐ Include key fields like name, price, availability, and brand.
- ☐ Test structured data using Google's Rich Results Test.
- ☐ Monitor rich result performance in Google Search Console.

Crawl Optimization

- ☐ Use focused XML sitemaps (for products, categories, and landing pages).
- ☐ Block internal search and cart pages in robots.txt.
- ☐ Use canonical and noindex tags wisely.
- ☐ Enable HTTPS sitewide with proper redirects.
- ☐ Monitor JavaScript rendering for key product data.

Monitoring and Measurement

- ☐ Track organic traffic and CTR in Google Analytics and GSC.
- ☐ Set up crawl error alerts and check them weekly.
- ☐ Run monthly SEO reviews and quarterly audits.
- ☐ Document and compare metrics before/after optimization.
- ☐ Use SEOTesting to validate technical SEO impact.

Run Structured SEO Tests

Need help with your SEO testing? Try SEOTesting completely free for 14 days!

Set up targeted SEO time-based tests, split tests, and URL switch tests.

Change things on your website to find what works and double down.

Visit <https://seotesting.com/> for more information.

