

Shopify SEO - New Website Checklist

- Submit your sitemap to Google through the Search Console.
- Check for crawl errors on Google Search Console. (Recommended every 14 days)
- Ensure you are using one, and only one, H1 tag on your pages.
- Keep your page titles under 60 characters
- Keep your meta descriptions punchy and under 155 characters.
- Write compelling page titles that are human-readable.
- Include a keyword in your page URL.
- Ensure your images have descriptive alt tags and filenames.
- Informational pages and blog posts should aim for ~500 words.
- Write original product descriptions.
- Use redirects where necessary.
- Setup your business on other platforms such as Facebook, Twitter, Instagram, and Pinterest.
- Review your site on mobile.
- Ensure your store is fast.
- Google My Business Page
- Verify My Business Locations
- Add working hours on My Business
- Add Business Photos to Google My Business
- Add manager to business profile
- Add Google Channel