How to Improve Your Shopify Store's SEO

After you have created your online store, the next step is to drive and maintain traffic to your website. One of the main ways to do this is by improving your search engine optimization (SEO). As Shopify store owners, no longer can we have the “if we build it, they will come” approach to SEO. Here are a few steps to help you improve your SEO on Shopify.



- [ ] SEO Audit

  This is a standard process you should undertake regularly that includes steps to analyze how well your online presence measures up to best practices. The audit identifies key issues related to your organic search performance, like those relating to website structure, on-page SEO, technical SEO, off-site, user experience, marketplace insights, and content gaps.

- [ ] Keyword research and implementation

- [ ] Image Optimization

  You should incorporate your keywords in your image file names and in your ALT tags as well. This would help improve your search engine rankings. Reducing image sizing while maintaining quality would help reduce your pages’ load times. This would also help boost your ranking as well.

- [ ] Title and Meta Description

  Your title and meta description should both be keyword-rich. It is advisable to limit your meta description to no more than 160 characters. Remember that these would be what your potential customers see when searching so be sure to leave a lasting impression and what would cause visitors to click on your link.

- [ ] Optimize Your Site Structure

  Visitors to your site tend to be impatient (myself included). Even if your website is attractive, if they can’t find the product they are looking for easily, your visitors will bounce off your site without making a purchase. Be sure to keep your website’s structure simple and easy to navigate.

- [ ] Create credible backlinks to your website

  Think of backlinks as word of mouth for search engines. If many people are talking about you, then you are probably worth checking out. Same concept with backlinks. If there are many credible websites in your space that are linking to your store, then you would likely rank higher in search results.

- [ ] Choose the right app

  Shopify comes with some built-in SEO features such as the ability to edit the title tags, meta descriptions, edit the alt text for images, etc. However, if you would like to stand out from the competition, there are lots of tools from the Shopify App Store you can use such as Plugin SEO.

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