

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