# Ecommerce Seo Audit Checklist

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## Technical SEO Foundation

- [ ] Website crawlability verified
- [ ] XML sitemap present and submitted
- [ ] Robots.txt properly configured
- [ ] Site architecture logical
- [ ] URL structure SEO-friendly
- [ ] HTTPS implemented sitewide
- [ ] Page speed optimized (<3 seconds)
- [ ] Mobile-responsive design confirmed
- [ ] Core Web Vitals passing
- [ ] Canonical tags implemented correctly
- [ ] Hreflang tags for international
- [ ] 404 errors fixed or redirected

## Site Structure & Navigation

- [ ] Logical category hierarchy
- [ ] Breadcrumb navigation present
- [ ] Internal linking optimized
- [ ] Pagination handled correctly
- [ ] Faceted navigation SEO-friendly
- [ ] Footer links valuable
- [ ] HTML sitemap available
- [ ] Search function effective
- [ ] Menu structure intuitive
- [ ] Category pages optimized
- [ ] Subcategory pages valuable
- [ ] Filter pages handled properly

## Product Page Optimization

- [ ] Unique product titles optimized
- [ ] Meta descriptions compelling
- [ ] Product descriptions unique/detailed
- [ ] H1 tags properly used
- [ ] Image alt text descriptive
- [ ] Schema markup implemented
- [ ] Reviews/ratings visible
- [ ] Related products linked

- ☐ Stock availability shown
- ☐ Pricing clearly displayed
- ☐ Shipping info included
- ☐ Return policy linked

# Category Page Optimization

- ☐ Category titles optimized
- ☐ Category descriptions unique
- ☐ H1 tags appropriate
- ☐ Product count displayed
- ☐ Sorting options available
- ☐ Filter options SEO-friendly
- ☐ Pagination optimized
- ☐ Category content valuable
- ☐ Internal linking strong
- ☐ Load more vs pagination decided
- ☐ No-index rules appropriate
- ☐ Canonical tags correct

# Content Marketing

- ☐ Blog strategy implemented
- ☐ Buying guides created
- ☐ How-to content published
- ☐ FAQ sections comprehensive
- ☐ Video content utilized
- ☐ User-generated content leveraged
- ☐ Seasonal content planned
- ☐ Content calendar active
- ☐ Guest posting pursued
- ☐ Link building active
- ☐ Content freshness maintained
- ☐ Topic clusters developed

# Keyword Research & Targeting

- ☐ Primary keywords identified
- ☐ Long-tail keywords targeted
- ☐ Commercial intent keywords used
- ☐ Competitor keywords analyzed
- ☐ Search volume validated
- ☐ Keyword difficulty assessed
- ☐ Seasonal trends considered
- ☐ Local keywords included
- ☐ Voice search optimized
- ☐ Question keywords targeted
- ☐ Keyword cannibalization avoided

- ☐ Keyword mapping completed

## On-Page SEO Elements

- ☐ Title tags optimized (50-60 chars)
- ☐ Meta descriptions written (150-160 chars)
- ☐ Header tags structured (H1-H6)
- ☐ URL slugs optimized
- ☐ Image optimization complete
- ☐ Internal links contextual
- ☐ External links authoritative
- ☐ Content length appropriate
- ☐ Keyword density natural
- ☐ LSI keywords included
- ☐ Featured snippets targeted
- ☐ Rich snippets enabled

## Mobile Optimization

- ☐ Mobile-first indexing ready
- ☐ Responsive design verified
- ☐ Touch elements sized properly
- ☐ Pop-ups mobile-friendly
- ☐ Page speed mobile optimized
- ☐ AMP considered/implemented
- ☐ Mobile usability tested
- ☐ App indexing configured
- ☐ Mobile navigation simple
- ☐ Click-to-call buttons working
- ☐ Forms mobile-optimized
- ☐ Checkout process streamlined

## Local SEO (if applicable)

- ☐ Google My Business optimized
- ☐ NAP consistency verified
- ☐ Local citations built
- ☐ Local reviews encouraged
- ☐ Location pages created
- ☐ Local schema markup added
- ☐ Local keywords targeted
- ☐ Local link building active
- ☐ Maps integration working
- ☐ Store locator optimized
- ☐ Local content created
- ☐ Community engagement active

# International SEO (if applicable)

- ☐ Hreflang tags implemented
- ☐ Country-specific domains/subdirectories
- ☐ Language targeting correct
- ☐ Currency options available
- ☐ Shipping information clear
- ☐ Local payment methods supported
- ☐ Content localized properly
- ☐ International link building
- ☐ Local search engines considered
- ☐ Cultural considerations addressed
- ☐ Time zones handled
- ☐ Legal requirements met

# Performance & Analytics

- ☐ Google Analytics 4 configured
- ☐ Google Search Console verified
- ☐ Conversion tracking active
- ☐ Goal tracking configured
- ☐ E-commerce tracking enabled
- ☐ Site search tracking active
- ☐ Event tracking implemented
- ☐ Custom reports created
- ☐ Regular monitoring scheduled
- ☐ Competitor tracking active
- ☐ Rank tracking implemented
- ☐ ROI measurement active

# Common Issues Check

- ☐ Duplicate content resolved
- ☐ Thin content improved
- ☐ Broken links fixed
- ☐ Redirect chains eliminated
- ☐ Orphan pages linked
- ☐ Index bloat controlled
- ☐ JavaScript SEO handled
- ☐ Image sizes optimized
- ☐ Lazy loading implemented
- ☐ CDN utilized effectively
- ☐ Security issues resolved
- ☐ Spam protection active