

# eCommerce SEO audit checklist



## On-Page SEO

- Keyword Research**
  - Primary Keywords
  - Product Keywords
  - Content Keywords
- Title Tags**
- Meta Descriptions**
- Headings**
- Alt Text**
- Interlinking**
- Category Pages**
  - Targets a Specific Bottom-of-Funnel Keyword
  - Unique Meta Descriptions
  - Unique Title Tags
  - Unique Headings
- Product Pages**
  - Targets a Specific Bottom-of-Funnel Keyword
  - Product Name Templates
  - Robust Product Description
  - CTAs are Clear
  - Unique Meta Descriptions
  - Unique Title Tags
  - Unique Headings
  - Reviews included & pulled from third-party platforms



## Off-Page SEO

- Backlink Quantity**
- Backlink Quality**
- Off-Site Reviews**
  - GMB
  - Facebook
  - Yelp
  - BBB.org
  - Other



## Technical SEO

- Crawlable**
- XML Sitemap Submitted**
- Duplicate Content**
  - Canonical Tags
- 404s**
- Broken Links**
  - Internal
  - External
- HTTPS**
- Schema**
  - Breadcrumbs
  - Products
- Page Speed**
- Mobile Friendliness**

