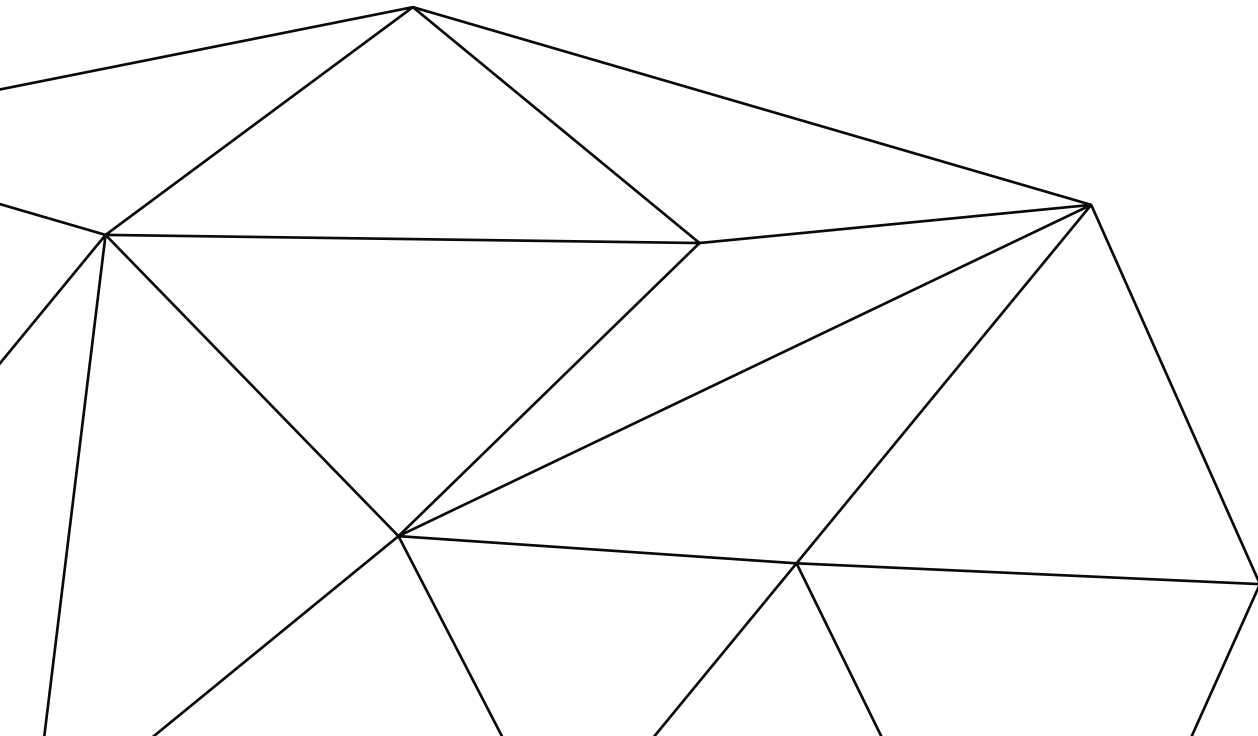# Ecommerce SEO tips checklist

Check off the tasks you've achieved to move you further towards ensuring your ecommerce website is fully optimised for your SEO and audience.

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Eccomerce SEO tips checklist

1. Make your website audience-focused

Audience	
Define your audience	
Outline why the audience needs our services, what they expect to find and how they want to purchase our product/ services	
The website encourages our audience to take the action we want them to	

Language	
Use the right keywords	
Short and snappy language	
Defined tone-of-voice	
Consistent language and writing style throughout website	

User experience	
Logical structure throughout the website	
Clear access to phone, email and live chat	
Search results bar provides relevant and simple results	
Simple actions to convert a user	

Incentive to convert	
Define why a user should convert with you	
Use discounts and shipping codes	
Integrate conversions with your audience's life	
Given customers easy access to the products and services they want	
Receive reviews from previous customers	
Provide a secure payment process	

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Eccomerce SEO tips checklist

2. Design a good mobile site

Easy navigation	
Call-to-Actions are front and centre	
Menus are short, sweet and distinct	
Logo provides access to the homepage	
Promotional pop-ups are easy to dismiss	
All payment options are clearly provided	
Customers are alerted if there's an error with the payment process	
Asking for feedback from customers	

Easy to search for products	
A search box is at the top of the page	
Search results are sorted by relevancy by default	
Included search filters and filter previews	
Consistent language and writing style throughout website	

Convert users	
User don't have to sign up to access the site	
Users can purchase as a guest	
Don't ask for too much information before making a purchase	
The benefits of signing up to an account is clear	
Provide free samples to demonstrate the value	
Fields are pre-filled with existing information	
There are 3rd party payment options	
Users have the option to get help throughout the payment process	

Forms to capture data	
Includes features to make form entries easier such as mobile number pads	
Simple input methods including dropdowns, toggle icons	
Visual calendar dates and clear start/end dates	
Immediate error checks which validate entries in real time	
Progress bars for multi-part forms	
Forms are fast and simple to fill out	

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Eccomerce SEO tips checklist

2. Design a good mobile site

Optimise your website mobile devices	
Product images are expandable and include high-quality close-ups	
Users are notified of which orientation if the design doesn't work in both landscape and portrait views	
A new page doesn't open in a new window or tab	
If there is a switch option, it's named "desktop" not "full site"	
If a location is needed from the user, it's explained why	

3. Check your page speed

PageSpeed Insights	
Identify what is causing the site to be slow	
Optimise site for the user journey	
Website's content	
Compress CSS, HTML and JS files	
Reduce the number of redirects, remove chains and apply broad redirects where possible	
Enable browser caching	
Use CDNs to optimise the delivery of content and improve page loading speed	
Optimise images to ensure they're in the right format	
Optimise content delivery to serve only what is necessary	
Hosting and servers	
The site is hosted on a good, reliable server	
The server isn't causing slow loading time	

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Eccomerce SEO tips checklist

4. Create structured data mark-up

Data mark-up	
Well implemented and consistent use of structured data	
Structured data mark-up is representative of the whole page	
Mark-up type is specific	
Tools have been used to create the code for mark-up	

5. Produce exceptional content

Strategic content	
The content answers common user questions and contains relevant keywords	
Internal search provides relevant and recommended results	
Tone-of-voice and writing style speaks to the audience	
The audience receives all the information they need to make a conversion	
Key research informs the content but doesn't dictate it	
The content has been informed by voice search and the phrases most likely to be used by the audience	

6. Increase the domain authority and trust

Quality and consistent content	
Re-evaluate content to make sure valuable insights are being offered to the audience	
Remove duplicate content and old content has been repurposed	
Identify keywords that are relevant to the brand and know which phrases the site is ranking for	
Get experts to write for you in a specialised field	

Quality links through link building	
Secure quality links to your content from other websites	
Monitor and remove toxic links	
Receive ratings for your brand by using review services	

Fast website	
The website loads in under 3 seconds, tested using PageSpeed Insights	

Social media presence	
Social media activity drives traffic to the website	
Plan a strong social media strategy	
Create a social media calendar	
Interact with your audience on social media	

Eccomerce SEO tips checklist

7. Optimise for featured snippets and other SERPs features

Consider keywords	
Undertake keyword research in your industry	
Identify the top 10 keywords your website ranks for	
Featured snippet opportunities	
Compare content to the current featured snippet	
Implement content changes to pages to make it more eligible for featured snippets	
Provide unique information that nobody else is	
Fix broken links and old code has been removed	

Completing this checklist has hopefully given you an insight into how well your ecommerce website is working for you.

If you'd like to find out more about making the most of your SEO and ecommerce website, call us on 0115 969 9922 or visit **logicdigital.co.uk**.

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