

# Ecommerce SEO Audit Checklist



## Technical SEO Audit

- Review website structure and navigation
- Check indexing and crawlability to ensure Google can find all your pages
- Include Schema markup (and other [structured data](#)) on pages to add context about each page for search engine bots
- Ensure page titles and title tags (metadata) are present and optimized
- Find and update any broken and missing links
- Check for canonical and Hreflang tags to avoid duplicate content issues

## On-page SEO Audit

- Review keyword usage to ensure product pages appear for relevant search terms
- Analyze UX to ensure your site is easy to navigate, loads quickly, has a mobile-friendly design
- Ensure all images are optimized
- Check that you're leveraging internal linking opportunities
- Review content quality to ensure quality and value for visitors
- Make sure you're using heading tags (H1, H2, H3)