# The Shopify SEO + AEO checklist

For established Shopify stores · Elodae · elodae.com

Use it as a working document. Tick off what's done, note what needs a developer, and come back each quarter.

## 1. Search Console and indexing

☐ **Verify your domain property** in Google Search Console (the domain property, not just the URL prefix) and submit `/sitemap.xml`. Shopify generates and updates the sitemap automatically.

☐ **Check the Pages report.** Look at "Crawled – currently not indexed" and "Discovered – currently not indexed". If important collections or products sit there, they usually need stronger content or more internal links.

☐ **Check your preferred domain.** Make sure your primary domain is set in Shopify and every other version redirects to it.

☐ **Look for accidental noindex tags** left by apps, password-protected periods or theme customisations.

☐ **Remove or redirect dead pages.** Discontinued products and old collections should 301 redirect to the closest relevant page, not the homepage. Shopify's URL redirects make this easy.

## 2. Duplicate and wasted URLs

Shopify creates several kinds of near-duplicate URLs. Most are handled by canonical tags, but themes and apps can undo that.

☐ **Product URLs inside collections.** Many themes link to products as `/collections/name/products/item`. Shopify canonicalises these to `/products/item`, but it's better if internal links point directly to the canonical `/products/` URL. This is a small theme edit.

☐ **Filtered and sorted collection URLs.** Parameter URLs from filters and sorting can create thousands of crawlable combinations. Check they're canonicalised or blocked sensibly in `robots.txt.liquid`.

☐ **Tag pages.** Collection tag URLs (`/collections/name/tag`) are often thin. Decide whether they deserve to be indexed.

☐ **Vendor and type pages** auto-generated by Shopify are rarely worth indexing.

☐ **Duplicate products.** The same item listed twice for variants or bundles splits signals. Consolidate where you can.

## 3. Site structure and navigation

☐ **Map keywords to pages.** One primary topic per page, so collections don't compete with each other. A spreadsheet with page, primary keyword, secondary keywords and search volume is enough.

☐ **Build collections around how people search,** not just how your warehouse is organised. "Linen sheets" and "king size linen sheets" may deserve separate pages if there's real search demand.

☐ **Keep important pages within three clicks** of the homepage.

☐ **Use breadcrumbs** on collections and products, with BreadcrumbList schema.

## 4. Collection pages

Collection pages are where most Shopify stores leave the most organic revenue on the table, because they usually rank for the highest-intent category searches.

☐ **Unique title tag and meta description** for every collection, written for the click.

☐ **An answer-first introduction**: one or two sentences that tell shoppers and search engines exactly what the collection is and who it's for.

☐ **Supporting content below the grid**: a few short sections or an FAQ covering how to choose, sizing, materials or care.

☐ **Internal links** to related collections and buying guides.

☐ **A single H1** that matches the topic.

## 5. Product pages

☐ **Original descriptions.** Replace manufacturer copy that appears on dozens of other sites. Write for the buyer: who it's for, the main benefit, then scannable details. Our product copy service does exactly this.

☐ **Descriptive titles** that include what the product is, not just a style name.

☐ **Image alt text** that describes the image accurately.

☐ **Reviews** displayed in HTML that search engines can read, with genuine ratings in schema.

☐ **Answer common questions** on the page: sizing, compatibility, ingredients, delivery times.

☐ **Out-of-stock handling.** Keep temporarily unavailable products live with a back-in-stock option; redirect permanently discontinued ones.

## 6. Structured data (schema)

☐ **Product and Offer schema** with price, currency, availability, brand, SKU or GTIN and images.

☐ **AggregateRating and Review** only where reviews are genuinely shown on the page.

☐ **Organization schema** on the homepage with logo, contact details and social profiles.

☐ **BreadcrumbList** on collections and products.

☐ **FAQPage** where you have a visible FAQ.

☐ **Test** with Google's Rich Results Test and fix warnings that matter.

Many themes output partial schema, and SEO apps sometimes add a second, conflicting copy. Check you only have one complete version.

## 7. Speed and Core Web Vitals

☐ **Audit your apps.** Uninstalled apps often leave code behind in your theme. Remove it.

☐ **Compress and size images** properly, and lazy-load images below the fold.

☐ **Limit third-party scripts** such as chat widgets, pop-ups and tracking pixels. Each one costs speed.

☐ **Check Core Web Vitals** in Search Console and PageSpeed Insights, focusing on mobile.

☐ **Be cautious with heavy sliders and videos** above the fold.

Speed is also a conversion lever. Our guide to Shopify conversion rates covers the overlap.

## 8. Content and internal linking

☐ **Publish content that answers pre-purchase questions**: buying guides, comparisons, how-tos and care guides that link to the right collections.

☐ **Refresh what's close to page one.** In Search Console, filter for pages with an average position of 8 to 20; improving those is often faster than writing something new.

☐ **Link from blog posts to collections and products** using descriptive anchor text.

☐ **Link between related collections** and from product pages to complementary products.

## 9. AI search readiness (AEO)

☐ **Allow AI crawlers** in `robots.txt.liquid` unless you've decided otherwise, and check bot-protection apps aren't blocking them.

☐ **Publish an llms.txt** file. See llms.txt for Shopify.

☐ **Write answer-first** on key pages, with FAQ blocks and schema.

☐ **Keep facts consistent** across your site, Merchant Center and marketplaces.

We explain why this matters in What is AEO?.

## 10. Off-site signals

☐ **Claim and complete** your Google Business Profile if you have a physical presence or showroom.

☐ **Ask stockists and partners** to link to you.

☐ **Fix unlinked brand mentions.**

☐ **Earn editorial coverage** through expert comment and genuinely newsworthy content. Never buy links.

## 11. Reporting rhythm

☐ **Monthly:** Search Console clicks, impressions and average position for your key collections; organic revenue; pages that gained or lost.

☐ **Quarterly:** re-run this checklist, review keyword targets and search volumes, and audit apps for speed impact.

☐ **After every theme or app change:** spot-check indexing, schema and page speed.

## How to prioritise

If you're overwhelmed, work in this order: indexing problems first (pages that aren't indexed can't rank), then collection pages (highest commercial intent), then product copy and schema, then speed, then content and links. Revisit the checklist quarterly.

## Mistakes we see on established stores

Changing URLs during a theme migration without redirects, deleting out-of-stock products that still had rankings, installing three SEO apps that each add their own schema, and publishing blog posts that never link to a collection. Each one quietly undoes good work, so check for them first.

## 12. AEO quick wins

☐ Answer the page's main question in the first two sentences

☐ Use question-style headings that mirror real searches

☐ Add a short, visible FAQ with FAQPage schema

☐ Keep prices, shipping and returns identical everywhere

☐ Run a dated 20-question AI citation check each month

© Elodae, Newcastle NSW. Want it done for you? Request a free audit at elodae.com/audit. No calls, delivered within 5 business days.