

# eCommerce SEO Audit Checklist

## Basic eCommerce SEO Audit Checklist (Free)

| Category                  | Checklist Items                                                                                                                                                                                                                                                                                   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Technical SEO             | <ul style="list-style-type: none"><li>✓ Website is HTTPS secured</li><li>✓ Canonical tags correctly implemented</li><li>✓ No broken links (404 errors)</li><li>✓ XML sitemap submitted to Google Search Console</li><li>✓ Robots.txt properly configured</li><li>✓ Mobile-friendly site</li></ul> |
| On-Page SEO               | <ul style="list-style-type: none"><li>✓ Unique meta titles &amp; descriptions</li><li>✓ One H1 tag per page</li><li>✓ Primary keywords on product pages</li><li>✓ Alt text on product images</li></ul>                                                                                            |
| Keyword Optimization      | <ul style="list-style-type: none"><li>✓ High-Intent Keywords in products/categories</li><li>✓ Long-tail keywords targeted</li><li>✓ Local keywords used if needed</li></ul>                                                                                                                       |
| Content Strategy          | <ul style="list-style-type: none"><li>✓ Unique product descriptions</li><li>✓ Category pages have SEO content</li><li>✓ Blogs posted consistently (2-4/month)</li></ul>                                                                                                                           |
| Local SEO (If Applicable) | <ul style="list-style-type: none"><li>✓ Google Business Profile active</li><li>✓ NAP consistent on all listings</li></ul>                                                                                                                                                                         |
| Analytics & Tracking      | <ul style="list-style-type: none"><li>✓ Google Analytics 4 (GA4) installed</li><li>✓ Google Search Console set up</li><li>✓ Conversion goals defined (form, purchase)</li></ul>                                                                                                                   |
| CRO & UX                  | <ul style="list-style-type: none"><li>✓ Clear CTAs on product pages</li><li>✓ User-friendly navigation</li><li>✓ Breadcrumbs implemented</li></ul>                                                                                                                                                |

# Advanced eCommerce SEO Audit Checklist (Paid)

| Category                  | Checklist Items                                                                                                                                                                                                                                                  |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Technical SEO             | <div><div>✓</div>Structured data (Product, Review, Offer, Breadcrumbs)</div> <div><div>✓</div>Speed optimized (LCP &lt; 2.5s, CLS &lt; 0.1)</div> <div><div>✓</div>Proper pagination handling</div> <div><div>✓</div>Sitemap check &amp; No orphaned pages</div> |
| On-Page SEO               | <div><div>✓</div>Internal linking across key pages</div> <div><div>✓</div>No duplicate content on filters</div> <div><div>✓</div>FAQ schema on product/category pages</div>                                                                                      |
| Keyword Optimization      | <div><div>✓</div>Keyword mapping across buyer journey</div> <div><div>✓</div>Semantic/LSI keyword usage</div> <div><div>✓</div>Keyword cannibalization resolved</div>                                                                                            |
| Content Strategy          | <div><div>✓</div>Topic clusters around products</div> <div><div>✓</div>Use-case &amp; comparison blogs</div> <div><div>✓</div>Regular updates for freshness</div>                                                                                                |
| Local SEO (If Applicable) | <div><div>✓</div>Landing pages for locations</div> <div><div>✓</div>Local backlinks and reviews</div> <div><div>✓</div>Location-specific content</div>                                                                                                           |
| Off-Page SEO              | <div><div>✓</div>Niche backlink acquisition</div> <div><div>✓</div>Influencer/affiliate linking</div> <div><div>✓</div>PR &amp; authority mentions</div>                                                                                                         |
| Analytics & Tracking      | <div><div>✓</div>GSC &amp; GTM Setup</div> <div><div>✓</div>Google Analytics 4 Integration</div> <div><div>✓</div>Conversion goals defined (form, purchase)</div>                                                                                                |
| CRO & UX Optimization     | <div><div>✓</div>Crawlable product filters</div> <div><div>✓</div>Sticky CTAs on mobile</div> <div><div>✓</div>Trust signals (reviews, delivery info, secure badge)</div>                                                                                        |
| International SEO         | <div><div>✓</div>Region URLs with hreflang</div> <div><div>✓</div>Localized shipping/currency</div> <div><div>✓</div>Regional backlinks and copy</div>                                                                                                           |
| Security & Performance    | <div><div>✓</div>Security headers added</div> <div><div>✓</div>Mixed content issues (HTTP elements on HTTPS)</div> <div><div>✓</div>Minified CSS/JS, lazy loading enabled</div>                                                                                  |

# Contact Us

Email: [info@cybez.com](mailto:info@cybez.com)

Phone: +91 9717750297

Submit Form:  [Get In Touch](#) | [Contact Address](#) | [Contact Email](#) | [Cybez](#)