

Ecommerce SEO Checklist

32 checks in five groups. Fix the product page template first.

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Product pages

- ☐ Every product has a unique title, not the manufacturer default
 - ☐ Every product has original description copy, even if only 2 to 3 sentences
 - ☐ Product schema is present with price, availability and currency
 - ☐ Review schema present only when reviews are from real customers
 - ☐ At least 3 product images, each with descriptive alt text
 - ☐ A clear add-to-cart button above the fold on mobile
 - ☐ Out-of-stock products stay published, with schema updated and alternatives linked

Category pages

- ☐ Category pages have 100 to 200 words of unique introductory content
 - ☐ Category title tag contains the head term, not just the internal label
 - ☐ BreadcrumbList schema is present on every category and product page
 - ☐ Category descriptions help a user understand what is in this category
 - ☐ Internal links from category pages to top products and related categories
 - ☐ Subcategories are linked from the parent, not only from the nav

Site architecture

- ☐ Every product reachable within 3 clicks from the homepage
 - ☐ URL structure is logical: /category/subcategory/product/
 - ☐ Breadcrumb navigation matches the URL hierarchy
 - ☐ XML sitemap includes products and categories, excludes faceted pages
 - ☐ Pagination uses rel=next/prev or a load-more pattern, not infinite scroll
 - ☐ Internal search results pages are blocked from indexing

Technical ecommerce

- ☐ Faceted URLs (colour, size, price filters) are canonical
- ☐ Session IDs and tracking parameters do not create infinite pages
- ☐ Soft 404 pages (empty search results, out-of-stock)
- ☐ Page speed is under 2.5s LCP on mobile
- ☐ Mobile checkout flow works without errors
- ☐ HTTPS across the entire site, no mixed content

Schema and rich results

- ☐ Product schema validates in the Rich Results Test
 - ☐ Price and availability updated
 - ☐ FAQ schema on product pages
 - ☐ Merchant Centre on product pages
 - ☐ Offer schema on product pages
 - ☐ AggregateRating schema on product pages
 - ☐ No schema on category pages

Free checklist from alstonantony.com. For the interactive version with saved progress, visit the [resources page](#).