

Ecommerce SEO Checklist

An ecommerce SEO checklist covers category and product pages, product and breadcrumb schema, variant canonicals, faceted navigation, pagination, out of stock handling, duplicate product content, and sitemaps for online stores.

13 checks · 12 sections · For: Ecommerce managers, SEOs, developers

Site: _____ Checked by: _____ Date: _____

CATEGORY PAGES

☐	Optimize category pages	Unique title, H1 and intro copy	High
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PRODUCT PAGES

☐	Optimize product pages	Unique title and description per product	High
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PRODUCT URLS

☐	Check product URLs	One canonical URL per product	High
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PRODUCT SCHEMA

☐	Add Product schema	Price, availability and reviews validate	High
☐	Add Breadcrumb schema	Breadcrumbs validate	Medium

CANONICALS

☐	Check variant canonicals	Variants canonicalize correctly	High
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FACETED NAVIGATION

☐	Control facets	Low value filter combinations are not indexable	High
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PAGINATION

☐	Check pagination	Paginated pages are crawlable and self-canonical	Medium
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OUT OF STOCK

☐	Handle out-of-stock	Temporary stays live; discontinued redirects or 410	Medium
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DUPLICATE PRODUCTS

☐	Find duplicates	Manufacturer copy is rewritten	Medium
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IMAGES

☐	Optimize product images	Alt text and compressed images	Medium
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XML SITEMAP

☐	Check sitemap	Products and categories included, filters excluded	Medium
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INTERNAL LINKING

☐	Link related products	Related and parent category links exist	Medium
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Common mistakes

- Letting every filter combination be indexed
- Canonicalizing all products to a category
- Deleting out of stock products without redirects
- Using manufacturer descriptions
- Missing price and availability in Product schema

When to run this checklist

- When launching a store
- Before peak seasons
- After adding new filters or catalog structures
- During platform migrations

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.