

● SIMPLELIFECALC.COM

A COMPLETE SEO WORKBOOK

Shopify **SEO** Checklist

The step-by-step workbook to get your Shopify store found on Google, attract more free organic traffic, and turn that traffic into sales.

Beginner-friendly

13 guided parts

Worksheets and scorecards

Monthly SEO routine

No coding needed

Created by **SimpleLifeCalc.com**

Free calculators and guides for online sellers

[START HERE](#)



READ THIS FIRST

What's Inside and How to Use It

Work through the parts in order. Check off each box as you go. SEO is a marathon, not a sprint, so do a little at a time.

Small steps, compounding results.

This workbook breaks Shopify SEO into **15 bite-sized parts**, each just one page. Do one, check the boxes, then move on. SEO rewards consistency: every title you fix and keyword you target adds up over time into steady, free traffic.

Free tools you'll use along the way, all on SimpleLifeCalc.com: the Shopify Profit Calculator, the Shopify Conversion Rate Calculator, and the Shopify ROI Calculator.

1	Shopify SEO Basics How search works, in plain English	p.3
2	Shopify SEO Audit Checklist Find what's helping and hurting	p.4
5	Keyword Research Worksheet Find the words customers search	p.5
4	Homepage SEO Checklist Optimize your front door	p.6
5	Collection Page SEO Checklist Rank your category pages	p.7
6	Product Page SEO Checklist Turn products into traffic	p.8
7	Blog SEO Checklist Win traffic with content	p.9
8	Image SEO Checklist Faster pages, more image traffic	p.10
9	Technical SEO Checklist The behind-the-scenes basics	p.11
10	Internal Linking Worksheet Connect your pages for ranking	p.12
11	Monthly SEO Review Checklist Track progress and adjust	p.13
12	Common Shopify SEO Mistakes Avoid the traffic-killers	p.14
15	Final SEO Action Plan Your simple monthly routine	p.15
14	Keyword Ranking Tracker Watch your rankings climb	p.16
15	SEO Content Planner Plan your next posts	p.17

1

PART 01

Shopify SEO Basics

SEO means Search Engine Optimization: helping Google understand and trust your store so it shows your pages to people searching for what you sell.

1

Crawl

Google's bots visit and read the pages on your store.

2

Index

Pages get stored in Google's giant library of results.

3

Rank

Google orders results by relevance, quality, and trust.

4

Click

A clear title and description earn the shopper's click.

The three pillars of SEO

☐ Content and keywords.

Using the words your customers actually search, on the right pages.

☐ On-page optimization.

Clean titles, descriptions, headings, URLs, and images that help Google understand each page.

☐ Technical health and links.

Fast, mobile-friendly, crawlable pages that link to each other sensibly.

TRAFFIC ONLY MATTERS IF IT PAYS OFF

SEO brings visitors for free, but visitors are not the goal, sales are. As traffic grows, use the **Shopify Conversion Rate Calculator** to see how many visitors turn into buyers, and the **Shopify Profit Calculator** to confirm those sales actually make money. All free on SimpleLifeCalc.com.

MINDSET

You will not rank overnight, and that is normal. SEO compounds. Small, steady improvements made every month beat one big push and then silence.



PART 02

Shopify SEO Audit Checklist

~1 hour

Start by checking where your store stands today. Tick each item you have confirmed, and note the ones that need work.

☐ **Indexing status.**

Search Google for "site:yourstore.com" to see which pages are indexed. Missing pages cannot rank.

☐ **Title tags.**

Every key page has a unique, keyword-rich title under about 60 characters.

☐ **Meta descriptions.**

Each page has a clear, inviting description under about 155 characters.

☐ **URL structure.**

URLs are short, readable, and include keywords (e.g. /collections/organic-cotton-tees).

☐ **Page speed.**

Run your store through a free speed test. Slow pages lose rankings and sales.

☐ **Mobile usability.**

Browse your store on a phone. Text readable, buttons tappable, nothing cut off.

Pages indexed:

Biggest issue to fix first:

Overall SEO score: %

FREE TOOLS TO RUN THIS AUDIT

Google Search Console shows your indexing and search performance. A free speed test (like Google PageSpeed Insights) checks speed and mobile usability. Both are free and worth setting up today.

5

PART 03

Keyword Research Worksheet

Keywords are the words shoppers type into Google. List the ones your customers use, then rank which to target first.

KEYWORD	SEARCH INTENT	MONTHLY DEMAND	COMPETITION	PRIORITY /10
organic cotton t-shirt	transactional	2,400	medium	8

Search intent, simply

Informational = learning ("how to wash linen").
Transactional = ready to buy ("buy linen sheets").
 Target transactional keywords on product and collection pages; informational ones on your blog.

How to score priority

Favor keywords with healthy demand and lower competition that match what you sell. High demand + low competition + buyer intent = highest priority (8-10).

WHERE TO FIND DEMAND NUMBERS

Free tools like Google Keyword Planner, Google autocomplete, and the "People also ask" box give you real keywords and rough demand. You do not need a paid tool to start.



PART 04

Homepage SEO Checklist

~30 min

Your homepage is often your strongest page in Google's eyes. Make it crystal clear what your store sells and who it is for.

☐ **Optimized title tag.**

Include your brand plus your main keyword, e.g. "Brand Name | Handmade Soy Candles." Keep it under ~60 characters.

☐ **Meta description.**

One inviting sentence about what you sell and why to buy from you, under ~155 characters.

☐ **Keyword placement.**

Your main keyword appears in the headline (H1) and in the first lines of visible text, naturally.

☐ **Internal links.**

The homepage links to your top collections and best products with clear, descriptive text.

☐ **User experience review.**

Loads fast, looks great on mobile, and a first-time visitor instantly understands what you sell.

My homepage main keyword:

My homepage title tag (draft it):

QUICK WIN

If your homepage title still says "Home," fix that first. A descriptive, keyword-rich title is one of the fastest, highest-impact changes you can make.



PART 05

Collection Page SEO Checklist

~45 min

Collection (category) pages often rank for valuable buying keywords like "men's running shoes." Treat them as important SEO pages, not just product grids.

☐ Category keywords.

Name and optimize each collection around a real search term (e.g. "Linen Bedding"), used in the title and H1.

☐ Collection descriptions.

Add a short, helpful intro paragraph to each collection. It gives Google context and helps shoppers.

☐ Internal linking.

Link between related collections and to standout products within the collection.

☐ Navigation review.

Your main menu is logical and includes your most important collections, so both shoppers and Google find them easily.

My top collection to optimize:

Its target keyword:

Has a description? ☐ Yes ☐ Needs one

WHERE TO PUT THE DESCRIPTION

Many themes show the collection description at the top of the page. A few helpful sentences with your keyword is plenty, no need to write an essay.



PART 06

Product Page SEO Checklist

~30 min each

Product pages are where traffic becomes sales. Make each one clear for shoppers and easy for Google to understand.

☐ **Product titles.**

Use natural, descriptive titles with the keyword, e.g. "Lavender Soy Candle, 8oz Hand-Poured." Avoid vague names.

☐ **Product descriptions.**

Write original, benefit-focused copy. Never paste the supplier's default text, which creates duplicate content.

☐ **Keyword placement.**

Include the main keyword in the title, first paragraph, and one heading, naturally.

☐ **Image optimization.**

Descriptive file names and alt text on every product image (see Part 8).

☐ **Structured content.**

Use headings, short paragraphs, and bullet points. Add specs and an FAQ so the page answers real questions.

Product I'm optimizing:

Main keyword:

Description is original? ☒ Yes ☐ Rewrite needed

CONNECT RANKINGS TO REVENUE

Better product pages lift both rankings and conversions. After you improve a page, use the **Shopify Conversion Rate Calculator** to track whether more visitors buy, and the **Shopify Profit Calculator** to confirm each sale is profitable.



PART 07

Blog SEO Checklist

~2 hours per post

A blog lets you rank for the questions shoppers ask before buying, bringing in visitors your product pages alone would miss.

☐ **Keyword targeting.**

Build each post around one informational keyword, e.g. "how to choose a yoga mat." Match what people are actually asking.

☐ **Headings.**

One clear H1 title, then H2 and H3 subheadings that organize the post and include related phrases.

☐ **Internal links.**

Link from the post to the relevant products and collections it mentions. This guides readers toward buying.

☐ **Call-to-action review.**

End with a clear next step, e.g. "Shop our yoga mats," so readers do not just leave.

Next blog post topic:

Target keyword:

Products it will link to:

ONE GOOD POST BEATS FIVE THIN ONES

A single thorough, genuinely helpful article will out-rank a pile of short, generic posts. Focus on quality and answering the question fully.



PART 08

Image SEO Checklist

~30 min

Images make stores beautiful but can slow them down. Optimized images load faster, rank in Google Images, and help accessibility.

☐ **File names.**

Rename files before upload: "lavender-soy-candle.jpg" instead of "IMG_4821.jpg."

☐ **Alt text.**

Add descriptive alt text to every image. It helps Google and shoppers using screen readers.

☐ **Image sizes.**

Upload images at the size they display. Huge files slow your pages for no benefit.

☐ **Compression review.**

Compress images before uploading so they stay sharp but lightweight. Many free tools do this in seconds.

Images missing alt text:

Largest image file size found:

THE EASY RULE

Aim to keep most product images well under 200 KB. Compress first, then upload. Your page speed score will thank you.



PART 09

Technical SEO Checklist

~1 hour

Technical SEO sounds scary, but Shopify handles most of it for you. These are the few things worth checking yourself.

☐ Sitemap review.

Shopify auto-creates a sitemap at /sitemap.xml. Submit it once in Google Search Console so Google can find all your pages.

☐ Indexing review.

In Search Console, confirm your important pages are indexed and there are no major coverage errors.

☐ Broken link review.

Fix or redirect broken links and removed products. Use Shopify's URL redirects for any deleted pages.

☐ Duplicate content review.

Avoid identical descriptions across products and don't paste supplier text. Make each page's content unique.

☐ Site speed review.

Limit heavy apps and big images. Remove apps you no longer use, since each can add code that slows the store.

Sitemap submitted to Search Console? ☐ Yes ☐ Not yet

Broken links found:

Internal Linking Worksheet

Internal links connect your pages, help Google crawl your store, and guide shoppers toward buying. Map your key pages and find linking opportunities.

PAGE NAME	CURRENTLY LINKS TO	LINKING OPPORTUNITIES	ACTION ITEM
Yoga mat blog post	none	Yoga mats collection	Add link in intro

TWO SIMPLE RULES

Link with descriptive text (use "organic cotton tees," not "click here"), and make sure every important page can be reached in a few clicks from the homepage.

GUIDE VISITORS TOWARD PROFIT

Smart internal links send readers from blog posts to product pages, lifting conversions. Track the payoff of your SEO work overall with the **Shopify ROI Calculator** on SimpleLifeCalc.com.



PART 11

Monthly SEO Review Checklist

~30 min/month

Once a month, take 30 minutes to see what's working. Tracking progress keeps you motivated and points you to the next win.

Organic sessions this month

.....

vs last month

.....

Change (%)

.....

Keywords on page 1

.....

This month's review

☐ Traffic growth.

Compare organic visitors to last month in Google Analytics or Search Console. Up, flat, or down?

☐ Ranking improvements.

Check which keywords moved up. Note any new page-one rankings to celebrate.

☐ Content updates.

Refresh one older page or publish one new post this month.

☐ Optimization priorities.

Pick the 1-3 highest-impact tasks for next month.

Next month's top priorities (write them out)

MEASURE WHAT MATTERS

Rising traffic is great, but check it is paying off: use the **Shopify Conversion Rate Calculator** to see if more visitors are buying, and the **Shopify ROI Calculator** to measure the return on your SEO time.

Common Shopify SEO Mistakes

Most stores lose traffic to the same handful of avoidable mistakes. Knowing them puts you ahead of the competition.

1 Leaving default titles and descriptions.

Fix: Write a unique, keyword-rich title and meta description for every key page.

2 Using the supplier's product descriptions.

Fix: Rewrite every description in your own words to avoid duplicate content.

3 Ignoring keyword research.

Fix: Target the words customers actually search (Part 3), not just guesses.

4 Slow pages from huge images and apps.

Fix: Compress images and remove unused apps (Parts 8 and 9).

5 Missing alt text on images.

Fix: Add descriptive alt text to every image, especially products.

6 Thin or empty collection pages.

Fix: Add a helpful keyword-rich description to each collection.

7 No internal links.

Fix: Link blog posts to products and related pages to each other (Part 10).

8 Deleting products without redirects.

Fix: Set up a URL redirect whenever you remove a page.

9 Expecting results in a week.

Fix: Give SEO a few months. Keep going. It compounds.

10 Chasing traffic that never converts.

Fix: Target buyer-intent keywords and track conversions, not just visits.

Final SEO Action Plan

SEO works when it becomes a simple habit. Lock in a light monthly routine you can actually keep.

My commitment

My main keyword focus:

Hours per month for SEO:

Monthly review date:

My simple monthly SEO routine

- ☐ **Week 1:** Optimize one page fully (title, description, content, images, links).
- ☐ **Week 2:** Publish or refresh one blog post targeting a real keyword.
- ☐ **Week 3:** Add internal links and fix any broken links or missing alt text.
- ☐ **Week 4:** Run your Monthly SEO Review (Part 11) and set next month's priorities.

Consistency wins.

You do not need to be an SEO expert or do everything at once. Optimize one page, write one post, fix one issue, then repeat next month. Search engines reward stores that keep showing up and improving. Keep this workbook handy, check off one more box, and watch your free traffic grow month after month.

YOUR FREE TOOLKIT

Keep the **Shopify Profit Calculator**, **Shopify Conversion Rate Calculator**, and **Shopify ROI Calculator** bookmarked at SimpleLifeCalc.com to turn your growing traffic into measurable sales and profit.

Keyword Ranking Tracker

Rankings move slowly, so watch them over time. Each month, log where your target keywords sit and how their traffic is trending.

TARGET KEYWORD	CURRENT RANKING	PREVIOUS RANKING	TRAFFIC CHANGE	NOTES
organic cotton t-shirt	8	14	+120%	climbing — keep refreshing

WHY THIS MATTERS

SEO improvements often happen gradually. Tracking rankings monthly helps you spot progress, identify declines, and focus on the keywords that matter most.

SEO Content Planner

Plan the posts and pages you'll create next. A short, steady pipeline of keyword-focused content is what compounds into traffic.

TARGET KEYWORD	CONTENT TYPE	TARGET PAGE	PRIORITY	PUBLISH DATE	STATUS
<i>how to choose a yoga mat</i>	<i>Blog post</i>	<i>/blogs/news</i>	<i>High</i>	<i>Mar 15</i>	<i>Planned</i>

WHY THIS MATTERS

Consistent content creation is one of the strongest long-term SEO strategies. A simple content plan helps you stay focused and build traffic steadily.