

FREE DOWNLOAD — PRINT & KEEP

Ecommerce SEO Starter Checklist

5 fixes every store owner should make today.
No tech experience needed.

- 01 Fix your page titles & meta descriptions
- 02 Write product descriptions Google rewards
- 03 Speed up your store
- 04 Set up Google Search Console
- 05 Fix broken links & missing images

Titles, Descriptions & On-Page Basics

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Fixes 01 & 02 — highest impact, no cost

📌 Quick Win — Under 1 hour

📌 Moderate — Half a day

📌 Ongoing — Monthly habit

01 Fix Your Page Titles & Meta Descriptions

Your page title is Google's #1 signal for what your page is about. Most store owners leave default titles like "Home" or the theme name — these rank for nothing.

- Rewrite your homepage title to include your main keyword and what you sell **QUICK**

Example: "Handmade Leather Wallets for Men — Free UK Shipping | Brand Name"

- Update your top 10 product page titles using: [Keyword] + [Product Type] + [Key Attribute] **MODERATE**

Keep under 60 characters so Google doesn't cut them off in search results

- Write a meta description for every product page (150–160 characters) **MODERATE**

Include your keyword + a benefit + a soft call to action. In Shopify: product page → Edit website SEO

- Add descriptive text (150–300 words) to your top 3 category/collection pages **MODERATE**

Category pages often rank for higher-volume keywords than individual products

- Confirm every page has a unique H1 heading that includes the main keyword **QUICK**

Never use the same H1 on two different pages — Google will penalise both

02 Write Product Descriptions Google Rewards

Thin or copied descriptions hurt your rankings. Google needs words to understand what you sell — and so does your customer.

- Ensure every product description is at least 150 words and written in your own words **MODERATE**

Never use the manufacturer's copy — Google sees duplicate content and ignores your page

- Include your primary keyword naturally in the first sentence of each description**

QUICK

Don't force it — write for humans first, Google second

- Use bullet points for specs, dimensions, and features**

QUICK

Bullets are easier to scan and help Google parse structured data from your page

- Add alt text to every product image that describes the image and includes the keyword**

MODERATE

Example: "Navy canvas tote bag with zip pocket — large size" — not "IMG_4821.jpg"

FREE TOOL

Run a free speed & SEO audit on your store

Get a plain-English breakdown of exactly what to fix — no signup needed

script.dev/website-audit

Speed & Google Search Console

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Fixes 03 & 04 — your store's technical foundation

03 Speed Up Your Store

A one-second delay reduces conversions by 7%. Google uses page speed as a direct ranking signal. These are the fixes that actually move the needle.

- Run your store through pagespeed.web.dev and note your mobile score QUICK
Target: 90+ excellent · 50–89 needs work · Under 50 is actively hurting your rankings
- Compress and re-upload your 10 largest product images using squoosh.app (free) MODERATE
Convert to WebP format. Target under 200KB per image. This single fix often boosts score by 10–20 points.
- Delete every app or plugin you haven't actively used in the last 3 months QUICK
Every installed app loads code on every page visit — even if you're not using it
- Enable lazy loading for images (WooCommerce: turn on in your caching plugin settings) QUICK
Shopify Dawn theme has this built in by default. WooCommerce: WP Rocket or LiteSpeed Cache.
- Limit custom fonts to 1–2 families, 2 weights maximum QUICK
Each font weight is a separate file download. Use system fonts for body text if possible.
- Re-run pagespeed.web.dev after changes and compare to your baseline QUICK
Most stores see 10–25 point improvement from images alone

04 Set Up Google Search Console

The most important free SEO tool available. Shows you exactly how Google sees your store, what's indexed, what's broken, and which keywords are driving traffic.

- Create a free account at search.google.com/search-console QUICK
Sign in with the Google account you use for Analytics

- Add your property using "Domain" (not URL prefix) to cover all site versions** QUICK
This covers www, non-www, http, and https automatically
- Verify ownership by adding the DNS TXT record to your domain registrar** QUICK
Google provides the exact record to copy. Changes take up to 24 hours to verify.
- Submit your sitemap (Sitemaps → enter "sitemap.xml" → Submit)** QUICK
Shopify: yourstore.com/sitemap.xml · WooCommerce + Rank Math: yourstore.com/sitemap_index.xml
- Set a weekly reminder to check Coverage errors and the Performance → Queries report** ONGOING
Look for queries with high impressions but low clicks — those pages need better titles

FREE GUIDE

Want the full step-by-step SEO Playbook?

7 chapters. Every fix explained. Written for store owners, not developers.

script.dev/shop

Broken Links, Images & Monthly Habits

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Fix 05 + the monthly routine that keeps your rankings growing

05 Fix Broken Links & Missing Images

Broken links waste Google's crawl budget and silently destroy your rankings. Most store owners have no idea they're there.

- Check Google Search Console → Indexing → Pages → "Not found (404)" — export the list QUICK

This is the definitive list of broken URLs Google has found on your site

- Create 301 redirects for every broken URL (point to the most relevant live page) MODERATE

Shopify: Online Store → Navigation → URL Redirects · WooCommerce: install the free "Redirection" plugin

- Run a free crawl of your site using Screaming Frog (free up to 500 URLs) MODERATE

Filter by "Response Code 404" to find broken internal links the crawler catches before Google does

- Check all product images are loading correctly — look for broken image icons in your store QUICK

Re-upload any missing images. Name files with hyphens (not spaces or underscores).

- Check ahrefs.com/broken-link-checker for broken backlinks pointing to your site MODERATE

Redirect these to a relevant live page to recover the SEO value they were passing

Your Monthly SEO Routine (30 Minutes)

SEO compounds over time. Set a recurring calendar reminder — one hour per month is enough to keep growing.

- Check Search Console for new 404 errors or coverage issues — fix anything new ONGOING

- Review your top 10 queries in Search Console — update any page that dropped in clicks ONGOING
- Publish one blog post targeting an informational keyword your customers search before buying ONGOING
- Optimise the titles and descriptions of your bottom 5 products (lowest traffic) ONGOING
- Get listed in one new directory, community, or relevant website (free backlink) ONGOING

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Rather have us handle all of this?

We build WooCommerce stores that are fast, SEO-optimised, and ready from day one.

script.dev/services

You've got this.

Work through this checklist one fix at a time. Most stores start seeing movement in 4–6 weeks. Consistency wins.

FREE AUDIT TOOL

See your store's score

scrippt.dev/website-audit

FREE GUIDE

The Full SEO Playbook

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