

ECOMMERCE SEO CHECKLIST

CATEGORY / PRODUCT / INDEXATION /
SCHEMA / SITE SEARCH / TECHNICAL

Use this checklist to review the parts of an ecommerce site that most often create search-access, duplication, and landing-page problems. Work section by section, record evidence before changing templates, and turn unchecked items into an implementation queue.

SITE / STORE	REVIEW DATE
[Site or store name]	[YYYY-MM-DD]
REVIEWER	PLATFORM
[Name / team]	[Platform / stack]

01 CATEGORY PAGES

- ☐ Priority categories have a clear search purpose and are not created only because the catalog taxonomy contains them.
- ☐ Category titles and headings describe the collection users actually see, without forcing keyword variants into separate near-duplicate URLs.
- ☐ Important categories are reachable through crawlable navigation or contextual links, not only through internal search or client-side interactions.
- ☐ Category copy adds decision-relevant context without pushing products far below the primary shopping interface.
- ☐ Pagination or load-more behavior exposes stable crawl paths to products beyond the first visible set.
- ☐ Empty, obsolete, and ultra-thin category states have an explicit indexation or retirement rule.

02 PRODUCT PAGES

- ☐ Each indexable product URL represents a useful product or variant state with a stable canonical destination.
- ☐ Product names, specifications, availability, price, and other search-relevant content are present in the rendered page users and crawlers receive.
- ☐ Near-identical variants are consolidated unless a variant has enough distinct demand and content to justify its own search landing page.
- ☐ Out-of-stock and discontinued products follow a defined lifecycle instead of being deleted, redirected, or left indexable inconsistently.
- ☐ Internal links from categories and related-product modules point directly to the preferred product URL, not through redirecting or duplicate paths.
- ☐ Merchant-generated, supplier, or feed copy is reviewed where it leaves product pages materially indistinguishable from other sellers.

03 FACETED NAVIGATION & INDEXATION

- ☐ Filter combinations with real search demand are separated from combinations that exist only for browsing convenience.
- ☐ Unwanted filter, sort, tracking, and session URL states do not create an uncontrolled crawl space.
- ☐ Canonical, robots, noindex, and internal-link rules do not contradict one another for the same URL pattern.
- ☐ Indexable filtered pages contain stable inventory and enough distinct value to function as standalone landing pages.
- ☐ Filter links expose the intended URL behavior consistently across desktop, mobile, and rendered HTML.
- ☐ XML sitemaps contain preferred indexable ecommerce URLs, not alternate parameter states or redirected URLs.

04 STRUCTURED DATA

- ☐ Product structured data matches information visible on the page and is generated consistently across product templates.
- ☐ Offer, availability, price, currency, brand, identifiers, and review-related properties are included only when the page can support them accurately.
- ☐ Category or list markup is used only where it truthfully describes the page rather than to imitate product-level eligibility.
- ☐ Structured-data output is checked after template or feed changes so stale values do not persist in markup.
- ☐ Validation warnings are triaged by whether they affect the implemented schema and page purpose, not treated as an automatic rewrite queue.

05 SITE SEARCH & DISCOVERY

- ☐ Internal search result pages have an explicit indexation policy; they are not accidentally exposed as a large set of thin landing pages.
- ☐ Popular search terms that indicate missing categories or filters are reviewed as architecture opportunities, not only as site-search analytics.
- ☐ No-result searches are logged or reviewed so merchandising and content teams can identify missing products, synonyms, or navigation paths.
- ☐ Autocomplete and search suggestions do not generate crawlable URL variants unless those destinations are intentionally indexable.
- ☐ Important products remain discoverable through normal site architecture even when users commonly rely on internal search.

06 TECHNICAL BASICS

- ☐ Preferred HTTPS, hostname, trailing-slash, and case rules resolve consistently and do not create duplicate storefront URLs.
- ☐ Canonical tags, redirects, and status codes are correct on representative category, product, filter, pagination, and search templates.
- ☐ Robots directives do not block assets or pages required for rendering and evaluating important ecommerce content.
- ☐ JavaScript-dependent products, links, filters, and metadata are present reliably after rendering and do not require hidden interaction states.
- ☐ Core template performance problems are investigated at component level instead of optimizing isolated product URLs one by one.
- ☐ Mobile layouts preserve crawlable navigation, product information, and links rather than serving a materially reduced search experience.
- ☐ XML sitemaps are segmented or maintained in a way that lets the team verify the intended indexable catalog against the live URL set.

07 VERIFY & TURN FINDINGS INTO WORK

- ☐ Every unchecked item has a representative URL or pattern recorded as evidence.
- ☐ Template-level causes are written as one implementation issue instead of hundreds of duplicate URL tickets.
- ☐ Each issue has an owner type: SEO, engineering, content, merchandising, or shared.
- ☐ Blocking crawl/indexation defects are separated from lower-impact cleanup and enhancement work.
- ☐ After changes ship, representative URLs are rechecked in production against the expected behavior.

Working note - If a finding is not supported by a representative URL, rendered output, crawl evidence, or another observable behavior, record it as a question to validate before it becomes an implementation task.