



SEO Cheat Sheet for Online Stores

SEO CHEAT SHEET FOR ONLINE STORES

Meta Tag / Head Area Checklist

Title	Required
Meta Description	Required
Rel Canonical Tag	Recommended
Meta Content Type	Required
Meta Keywords	Optional - Not used by Google
Meta Robots	Optional
Meta Googlebot	Optional
Meta Google	Optional
Meta Google Site Verification	Optional
Rel Next/Prev	Optional
Rel DNS Prefetch	Optional
Rel Shortlink	Optional
Facebook Open Graph Tags	Recommended
Twitter Card Tags	Optional
Rel Alternate (RSS Feed)	Optional
Rel Shortcut Icon/Icon (Favicon)	Recommended
Meta Refresh	Not recommended

Body

Heading tags (H1, H2, H3, H4...)	Recommended
Paragraph tags	Optional
Page Anchors	Optional
Links	Required
Navigation	Required
Unique Content	Required
Address Info	Recommended
Rich snippets (microdata, microformats, RDFa)	Recommended
Strong	Optional
Em	Optional
Breadcrumbs	Recommended
Cookie Policy Page	Recommended
Contact Page	Recommended
Privacy Page	Recommended
Google + Authorship	Recommended
Social Media Buttons	Recommended

Content

Check for duplicate/scraped content

Do not mix languages on a page

Check for spelling and grammar

Avoid hidden content

Do not over-use keywords/phrases

Do not over-use bold tags

Nofollow all untrusted/UGC links

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Image Optimisation

Alt	Required
Search engine friendly file name	Recommended
Title	Recommended
Compress Images (Smush.it etc)	Recommended
Convert Images to WebP	Optional (Google Chrome & Opera only)
Store on cookieless sub-domains	Recommended
Store on cloud hosting / CDN	Recommended

URL

Search engine friendly URL	Recommended
No Session ID in URL	Required
Homepage URL is root ('/')	Required
URLs match Canonical Tags	Required
URLs match FB OG Site Tag	Required
All lowercase letters	Recommended
Consistent closing slash	Required
No spaces	Required
No non-permitted characters	Required
No duplicate URLs for same page	Required

Sitemaps

XML Sitemap	Recommended
Static Sitemap	Recommended
Compressed Sitemap	Recommended
Video Sitemap	Optional
Google News Sitemap	Optional
RSS Feed	Recommended
Sitemap Index File	Optional
Sitemap reference in Robots.txt	Recommended

Robots.txt

Robots.txt	Recommended
Robots.txt sitemap link	Optional
Robots.txt disallow rules	Optional - be careful
Robots.txt allow rules	Optional
Check in Webmaster Tools	Recommended

Broken Links / Redirects

Check for broken links/ error pages (4xx,5xx)	Required
Check for redirects (3xx)	Required
All website pages sending 200 success code	Required
Homepage should not redirect	Required
Homepage should send 200 success code	Required

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Links

Title	Recommended
Rel Nofollow	Optional - Use with care
Rel Alternate Hreflang x	For Multi Language Sites
Rel Next/Previous	Optional
Rel Tag	Optional
Rel Author / Me	Optional
Rel Bookmark	Optional

404 Error Page

Check 404 page exists	Required
Check 404 page returns 404 status code	Required
Custom 404 error page	Optional
Add useful links, sitemap or search box to 404 page	Optional

HTML Validation

W3C Markup Validation Service

Over Optimisation

- Is the site user friendly?
- Could a user class the page as spammy?
- Do not over-use keywords/phrases in text,
headings or meta data
- Do not create more internal links than necessary
- Too many keyword rich links
- Poor content/too many repeated phrases
- Too many ads (eg AdSense) above the fold
- Too many ads, such that content is hard to access

Google Search Console

Fetch as Googlebot	Required
Submit .xml Sitemap	Required
Submit Compressed Sitemap	Recommended
Submit RSS Feed	Recommended
Set Geographic target	Recommended
Set Preferred domain	Recommended
HTML Improvements	Optional
Rich Snippets Testing Tool	Optional

Bing Webmaster Tools

Fetch as Bingbot	Recommended
Submit Sitemap	Recommended
Submit RSS Feed	Optional
Submit URLs	Optional

SEO CHEAT SHEET FOR ONLINE STORES

Website Speed Tools (Online)

Google PageSpeed Insights

Neustar Instant Speed Test

GTmetrix

Pingdom Tools Full Page Test

Yahoo! YSlow

Webpagetest.org

Whichloadsfaster.com

Site-Perf.com

loadImpact.com

Auditing Tools

Screaming Frog

Xenu

Google Search Console Guidelines

Read, understand and follow the Google Search Console Guidelines

Do not place a link exchange section on your website

Avoid automatically generated / scraped content

Avoid cloaking

Avoid 'sneaky redirects'

Avoid hidden text or links

Avoid doorway pages

Do not abuse rich snippets

Facebook

Facebook Debugger Tool

Google Structured Data Testing Tool

Keyword Research

Google Adwords Keyword Tool

Google Suggest

UberSuggest

Bing Keyword Tool

SEOshop

Linkody

Linkbird

Daisycon

Tapfiliate

adcrowd

Website: www.seoshop.nl

Telefoon: +31 (0) 20 820 23 91

Facebook: <https://www.facebook.com/SEOshop>

Twitter: <https://twitter.com/seoshop>

Wij vinden dat u zich niet druk moet hoeven maken over de techniek van uw webwinkel, zodat u zich volledig kunt richten op de marketing van uw webwinkel. Daarom hebben we het SEOshop platform ontwikkeld!

Dankzij talloze apps kunt u uw webwinkel gemakkelijk uitbreiden of koppelen aan externe software, zoals e-mailmarketing programma's en boekhoudsoftware pakketten. Bovendien is ons platform zeer geschikt voor internationaal ondernemen.

Probeer het nu zelf 14 dagen gratis!

[Gratis demo aanvragen](#)



Interessant? Deel dit e-book dan met anderen!

