



eCommerce Product Optimization & SEO Checklist

Product Page Checklist

- Add photos (5-10 is preferable for products where details are important).
Aim to capture as many angles as possible.
- Add a video - show the product in use, what the unboxing is like, or someone talking about their own positive experience with a product of this kind.
- A detailed, thorough product description. Try to use as many optimized keywords to describe the product as sound natural to the description.
- What to expect when it's unboxed (iterate in copy what was said in a video).
- What the experience is like to use the product and reviews of others' experiences.
- Features and benefits to using/owning the product.
- Shipping information (remember, the idea here is that you don't want the customer to have to click away to find answers to their questions).
- Tell a story. Help the customer see themselves owning the same product.
- Policy information and/or guarantee.
- Related products.
- Frequently Asked Questions specific to the product.
- Information about how rare/unique the product is.
- Who the product was built for (you want the customer feel like it's the perfect fit).
- Large chunks of text broken up into 2-3 sentences with H2 or H3 headers using optimized keywords that help the customer skim for pertinent information.
- Remove any links to non-converting pages (i.e. don't show social media icons, link to the "About page" etc.).
- Be sure content is skimmable with bulleted lists, bolded words, and section headers.



SEO Checklist

- Descriptive but to-the-point URLs (don't use jumped letters or numbers).
- Page titles containing descriptive keywords.
- Alt tags for each photo.
- H2 and H3 section headers with optimized keywords. Always reserve H1 designation for the page title and do not include it in the page copy.
- Name photos with keywords separated by "-" prior to uploading.
- Keep the size of photos under 1MB for large images (hero image, for example) and all other small web graphics should be 300 KB or less.
- Devise meta tags to entice readers to click through to the page.
- Pay attention to the number of characters that are permitted in the SERPs.
- Use bold calls to action leading visitors into a sale based on The Buying Cycle.
- Use hyperlinked text with optimized keywords to lead visitors through The Buying Cycle.
- Add video where pertinent to increase dwell time (don't forget - Google owns YouTube).
- Avoid using any site components that slow it down (third party plugins, large images, etc.) as site speed is one of the main components of the Google algorithm.
- Be sure tap targets are large enough on mobile (text should be at least 12px, icons 48px X 48px).
- Make certain the site is secure with an SSL certificate.
- Use Latent Semantic Indexing (this is a way of saying to use synonyms for optimized keywords for search algorithms to understand content context).
- Be sure the site is mobile friendly and intuitive to browse on mobile.
- Use basic to intermediate reading level.
- Avoid broken links (404 error). Also avoid excessive 301 redirects.
- Submit sitemap upon completion of project and each time there is a major update to site content.



- Develop a horizontal rather than vertical site architecture, meaning that pages visitors are looking for shouldn't be buried behind lots of clicks.
- Add breadcrumb navigation so customers can backpedal easily.
- Add a call to action at the bottom of every page telling the audience where to go next.