

Shopify SEO Checklist Template

Studio Niza · studioniza.com · The 25 pages that carry a new store's SEO weight, in priority order

Before the checklist: three setup tasks

- ☐ S1 Connect Google Search Console and submit your sitemap (yourstore.com/sitemap.xml)
- ☐ S2 Confirm you are on a paid plan and your custom domain is connected (trial stores are not indexed)
- ☐ S3 Pick one primary keyword per page type (use autocomplete and People Also Ask)

#	Page	Done	Date checked	Notes / keyword
Priority 1 · Homepage				
1	Homepage (title <60, meta <155, real body copy)	☐		
Priority 2 · Top 5 collection pages (unique title, 150-300 word description, meta, internal links)				
2	Collection page 1: _____	☐		
3	Collection page 2: _____	☐		
4	Collection page 3: _____	☐		
5	Collection page 4: _____	☐		
6	Collection page 5: _____	☐		
Priority 3 · Top 15 product pages (H1 <70, meta title <60, meta desc 150-160, unique description, alt text, clean URL)				
7	Product page 1: _____	☐		
8	Product page 2: _____	☐		
9	Product page 3: _____	☐		
10	Product page 4: _____	☐		
11	Product page 5: _____	☐		
12	Product page 6: _____	☐		
13	Product page 7: _____	☐		
14	Product page 8: _____	☐		
15	Product page 9: _____	☐		
16	Product page 10: _____	☐		
17	Product page 11: _____	☐		
18	Product page 12: _____	☐		
19	Product page 13: _____	☐		
20	Product page 14: _____	☐		
21	Product page 15: _____	☐		
Priority 4 · Policy and trust pages (real, plain-language content)				
22	About page	☐		
23	Contact page	☐		
24	Shipping and Returns page	☐		
Priority 5 · Blog index (title, meta, at least one real post)				
25	Blog index	☐		

What each task means: studioniza.com/journal/shopify-seo-checklist/

Spreadsheet version + quarterly re-run guide: studioniza.com/journal/shopify-seo-

Made by Studio Niza · Free to use and share · Re-run quarterly: tick, date, and note the keyword for every page you touch.