THE COMPLETE MAGENTO 2 SEO CHECKLISTS

An ebook by BSS Commerce

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WHY DO YOU NEED THIS CHECKLIST?

What is SEO?

SEO or **Search Engine Optimization** is a set of practices to help websites increase traffic through organic search results. By good SEO performance, a website can be highly evaluated by search engines (Google, Bing,...) and get high rankings on Search Engine Result Pages (SERPs).

Why do you need SEO for your Magento 2 sites?

Just as in any website, SEO is indispensable in Magento 2 and online store owners should not take it for granted. It helps

Get higher rankings on Search Engines Result Pages (SERPs)
SEO will help you optimize your page's interface, content, and site functionalities for Search Engines to crawl and index it easily. And when optimized, your site will gain trust and authority for your sites in the eyes of potential customers and search engines, bringing you to a higher ranking on SERPs.

Enhance users' shopping experience
With SEO, your websites will be brought to users corresponding to their search intents, becoming a valuable resource for them. Also when your site's usability and content are enhanced, visitors will find it easier to find what they are looking for, bringing a better shopping experience.

Drive more traffic and conversions
53.3% of the website traffic comes from organic search (BrightEdge). When you are ranked at a high place in the SERPs and visitors are fond of what you bring to them, greater traffic volume and conversion rates are assured. And you can expect more leads and bigger sales.

THE COMPLETE SEO CHECKLIST

With that importance, it's high time for you to start paying greater attention to SEO in Magento 2. It might be daunting but we're here to help. These are **26+** checkpoints for you to work on for the best SEO performance.

SEO checklist	Suggested actions
On-Page SEO *On-page SEO (or on-site SEO) is a practice that involves optimizing for ranking signals that happen on your pages. Magento on-page SEO is crucial to help search engines understand the content and structure of your website.*	
☐ **1 - Keyword and competitor research**	
Not much different from the fundamental SEO practice, you have to improve your ranking for relevant keywords that your visitors are searching for. There're tools to find keywords, from free (Google's Keyword Planner) to paid plans (SemRush, UberSuggest, Ahrefs).	• Identify competitors and their ranking keywords • Find your keywords • Analyze intent of ranked pages • Prioritize by search volume & keyword difficulty (low is easier to rank)
☐ **2 - Magento 2 Meta Title**	
Your meta title is the first and the most critical impression visitors have of your pages. It has a huge impact on the click-through rate. And don't forget to include the main keyword of the pages in the meta title.	• The meta title's ideal length: 50-60 characters • Use actionable words (Shop now) • Show the selling points of the products

3 - Magento 2 Meta Description

The meta description is the perfect choice to provide customers with additional information about your products to gain more clicks from the search result. 255 characters are the max for Meta Description.

- Create an intriguing and keyword-rich description that appeals to the user's search intent.

4 - Search-friendly URLs

Every URL needs to be unique and optimized for the page's primary keyword to enhance users' experience and allow Search Engines to understand your site better. The best URLs are descriptive, brief, consistent, and keyword-focused.

- Excluding the category and sub-category
  Stores > Configuration > Catalog > Search Engine Optimization
  Tick No in Use categories path for product URLs.
- Include SKU numbers for unique and short product URLs.

5 - Canonical Tags for Magento 2 to avoid duplicate content

If your website has too many URLs with the same content, crawlers will consider it a bad duplicate content problem. To avoid this, you need Canonical Tags, created by Google to tell the crawlers which is the main URL to assign the search value to among pages with similar content.

- Enable canonical URLs for
  - product pages,
  - category pages,
  - and CMS pages.
  Stores > Settings > Configuration > Catalog > Catalog > Search Engine Optimization
  Enable Yes in *Use Canonical Link Meta Tag For Categories/Products*

6 - Hreflang Tags for Magento 2 Multi-Store View

For the multi-store view Magento 2 site, you can have the same content in a different language or the same language but targeted at a different region. To avoid this, you need

- Choose the language versions and Apply the Hreflang tags as a code.

Canonical Tags, created by Google to tell the crawlers which is the main URL to assign the search value to among pages with similar content.

You can look up the code or hire a developer to do it for you.

7 - Social Share Integration

Social sharing helps gain a lot of traffic and enhance visibility for online business but the default Magento 2 doesn't support this feature.

- Launch a social share function into your site with a developer or a module from the Magento marketplace.

8 - Magento 2 Breadcrumbs

Breadcrumbs show the paths to let users easily navigate a website. They are seen on product or category pages and on the search results pages.

Ie: Home > Category > Sub Category > Product

- Show the breadcrumbs onto the pages, by coding or installing extensions.

9 - Product Description

The content in the Product Description is also essential yet some sellers forget about it. Then crawlers will misjudge your product page as poor content, causing low rankings.

- Write detailed content
- Use H1, H2, and H3 tags
- Include main keywords in headings
- Ensure main keywords are found in the first and last 150 words.
- Keyword density between 3% - 5%
- Include high-ranking internal links

10 - User-Generated Content (UGC): Q&A, Review, and Rating

UGC is a powerful tool to enrich content and trustworthiness for the products. The default Magento 2 is now featured with the rating and review function, helping increase users' time on the page and reduce the bounce rate.

- Encourage customers to leave quality reviews and ratings
- Implement the Q&A section

☐ **11 - Category Page Content**

Category Page also needs content just like any product page. Adding more text to your categories helps to increase your category's keyword density and raise the pages' ranking power.

- Add cohesive content to the category page
  Place the writing in a suitable position

☐ **12 - Search Engine Optimization for Image & Video**

Photos should be compressed to under 100kB to ensure site speed. Also, you should add alt title tags to tell the crawlers about the images, improving rankings.
Using videos to enrich content media and help your products to be shown in the video search.

- Compress the images before uploading.
- Fill the alt tag for all images with the keyword.
- Publish high-quality and informative videos.
- Embed link of the product page in the video description.

Technical SEO

Technical SEO is the process of optimizing your website so that search engines can easily crawl and index it. Reinspecting technical elements on your website can help you ensure they meet SEO standards in the Magento 2 SEO Checklist.

☐ **13 - Site speed**

Being one of the most vital factors of an eCommerce store, site speed also plays a role in improving site's rankings. And Google now highly prefers sites with streamlined speed and amazing user experience.

- Test your site speed
- Increase site speed: Defer JavaScript extension; enable flat category; merge CSS and JS files; use Content Delivery Network, Cache Management, and Image Optimization; use PWAs.

☐ **14 - Mobile friendly**

Google now employs a mobile-first index so if you have a fasst desktop site but a slow mobile one, it will struggle to rank in

- Ensure and increase the responsiveness of the mobile version on any device.

search results, affecting traffic. Also, most online shoppers use mobile to search for the items they need. Therefore, ensure your website is mobile-friendly.

- Ensure and increase the responsiveness of the mobile version on any device. Apply and support Google's Accelerated
- Mobile Pages (AMP) (4 times faster mobile page)

15 - Navigation

For an eCommerce site, navigation is a must-have factor as it helps users browse your site more easily.

- Use AJAX extension for SEO-friendly navigation in Magento 2

16 - URL Structure

Relevantly titled URLs tell Google what the page is about while giving visitors helpful information. So, make sure every page on your website has relevantly titled URLs.

- Ensure well-structured and keyword-relevant URLs.

17 - www vs. non-www

If you use both www.domain.com and domain.com, then Google will take www as a subdomain. But this needs to be clarified when deciding which domain to display and rank.

- Set up in the Google Search Console which domain to be displayed in the SERPs
- Use 301 redirects to have proper redirections to the main domain.

  Stores > Configuration > Web > Url Options

  Change Auto-redirect to Base URL to Yes (301 Moved Permanently)

18 - HTTP vs. HTTPS

In 2014, Google officially announced that they prefer HTTPS to HTTP regarding ranking factors. In general, HTTPS is a more secure version of HTTP, working in conjunction with SSL to transport data safely.

- Make sure to use HTTPS or move to HTTPS in your Magento backend

19 - Magento 2 Robots.txt file

The robots.txt file, placed at the root of your Magento 2 installation, plays an integral part as it helps reduce crawling time and instructs crawlers to index the site as your wish.

- Define how the crawlers should read all of the web pages in Magento 2 backend.
- Hide All cart, login-related pages, checkout, and thank you pages from the Google bots.

20 - Magento 2 XML Sitemap

If the robots file is an instruction, then a sitemap is a map showing the ways to all pages of your site to the crawlers. When submitted to Google Search Console, the search bot will follow all the provided links and index your site.

- Generate an XML Sitemap at the backend; configure limits, frequency, and priority
  Stores > Configuration > Catalog > XML Sitemap
- Submit it in Google Search Console.

21 - HTML Sitemap in Magento 2

Don't underestimate the importance of the HTML sitemap as it is also read by the crawlers. Missing it in your Magento 2 store means you miss the second chance to be indexed more carefully by Google.

- Using a third-party extension to generate a detailed HTML sitemap for Magento 2

22 - Magento 2 Rich Snippets - Structured Data

Rich Snippet is used as a structured data markup that can be added to the current HTML. It helps search engines understand the site's content and enables special features when showing your store in the search result pages.

For the default Magento 2 store, the rating and review of product pages are enabled to be visible in the SERPs.

- Add these rich snippets
- Consider other structured data: price, store name, logo, contact, address, social links, etc.

23 - Open Graph and Twitter Cards in Magento 2

Usually, URL will appear in text form only when a user shares a web page link on social networks. It's advisable to have a preview of the title, description, and images will be displayed along with the URL to make it look more appealing.

- Implement the tags on your site with the help of a developer.
- Or install the extensions.

Off-Page SEO

Contrary to on-page SEO, off-page SEO is a practice that involves optimizing for ranking signals that happen off your pages/website.

24 - Social media presence

While social media presence does not directly affect store's4 ranking, it still affects domain's authority and the correlation between social signals and ranking position is extremely high.

- Gather a high attraction of social interactions to direct traffic to the websites.
- Ensure the content is engaging, informative, and relevant.

25 - Links building

Having your products referenced by high-authority websites helps boost your authority, trust, and relevancy. Backlinks are one of Google's top three ranking factors. When many websites link to a product page of yours, search engines will recognize that that specific product might be important and worth placing higher up on the search results.

Develop a proper link-building strategy
- Do-follow backlinks
- Affiliate links
- Turn unlinked mentions into links

26 - Track SEO performance and result

You must have some tools to track your SEO performance and results. Use *Google Analytics* to track your day-to-day operations, and *Google Search Console* to measure your SEO efforts—as in measuring search queries; the performance of keywords by click-through rates, impressions, position, and many more.

- Set up Google Search Console and Google Analytics before doing SEO practice.

To sum up

For an eCommerce platform like Magento, Search Engine Optimization requires various specific changes and settings. **The 26 Magento SEO checklists** above are the top optimizations you should make.

Should you have any difficulties in resources to practice the checklists, we suggest you hire a Magento developer or install an SEO package extension from a third party.

Magento 2 SEO Suite by BSS

BSS Commerce is one of the leading Multi-platform eCommerce solutions and web development services providers worldwide. With experienced and certified developers, we commit to bringing high-quality products and services to optimize your business effectively.

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