

SHOPIFY SEO CHEAT SHEET



1. PICK THE PERFECT KEYWORDS SO GOOGLE CAN FIND YOU

To come up with the best keywords, put yourself in your customer's shoes. What would be looking for? Would it be 'running shoes' or 'party dresses'. Or maybe 'red party dresses with yellow dots' or 'green running shoes'?

2. LOOK FOR A KEYWORD OR PHRASE THAT SUGGEST AN INTENTION TO BUY.

Let's say you sell handmade sweaters on Shopify. People searching for 'handmade sweaters' might be looking for information on *making* sweater. You're not interested in those people.

You want a customer who wants to *buy* handmade sweaters. Try modifying your keywords or phrases to include active words like 'buy', 'best' 'cheap'.

3. PLACE THOSE KEYWORDS IN ALL THE RIGHT PLACES

A. YOUR PAGE TITLE

This is the title that will appear on Google's results page.

<https://www.reamstime.com/photos-images/hand-made-sweater.html> ▼

Download 520 **Hand Made Sweater** Stock Photos for FREE or amazingly low rates! New users ei
60% OFF. 56694322 stock photos online

HAND-KNIT SWEATERS: Handcrafted Sweaters at NOVICA

<https://www.novica.com> › Women's Clothing › Sweaters ▼

Hand-Knit **Sweaters**: Handcrafted Pullover Sweaters at NOVICA, ... Puno
Purple**Handmade** Alpaca Wool Blend Cotton Pullover **Sweater**.

Of Handmade Sweater - Women Of Handmade Sweaters online on ...

www.yoox.com/us/39593798HP/item ▼

Of **Handmade** Women **Sweater** on YOOX. The best online selection of **Sweaters Of Handmade**.
YOOX exclusive items of Italian and international designers

Go to your product that you want to optimize. Scroll completely down and click the “Edit website SEO”.

Search engine listing preview



Edit website SEO

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And change title and meta description here. Try to make your title a “call-to-action”. Asking to be clicked. “Get you original handcrafted sweater safely online here”

20 [redacted] g
ht [redacted] ts/2017-d [redacted]
Ur [redacted] Share & T [redacted]
Ap [redacted] o charging [redacted]

Page title 25 of 70 characters used

Meta description 160 of 160 characters used

URL and handle

B. META DESCRIPTION

The meta description is the short piece of wording that shows up underneath the title. Again, place your keywords here BUT try to make it descriptive and intriguing. This is your chance to convince customers to click.

C. HOME PAGE TITLE AND DESCRIPTION

Head to Online Store > Preferences.

Change your homepage title in something attractive.

⚙️ Online Store / Preferences Save

Title and meta description

The title and meta description help define how your store shows up on search engines.

Homepage title 0 of 70 characters used

Homepage meta description 0 of 160 characters used

Enter a description to avoid ranking poorly on search engines like Google.

Write a strong description about your store.

⚙️ Online Store / Preferences Save

Title and meta description

The title and meta description help define how your store shows up on search engines.

Homepage title 0 of 70 characters used

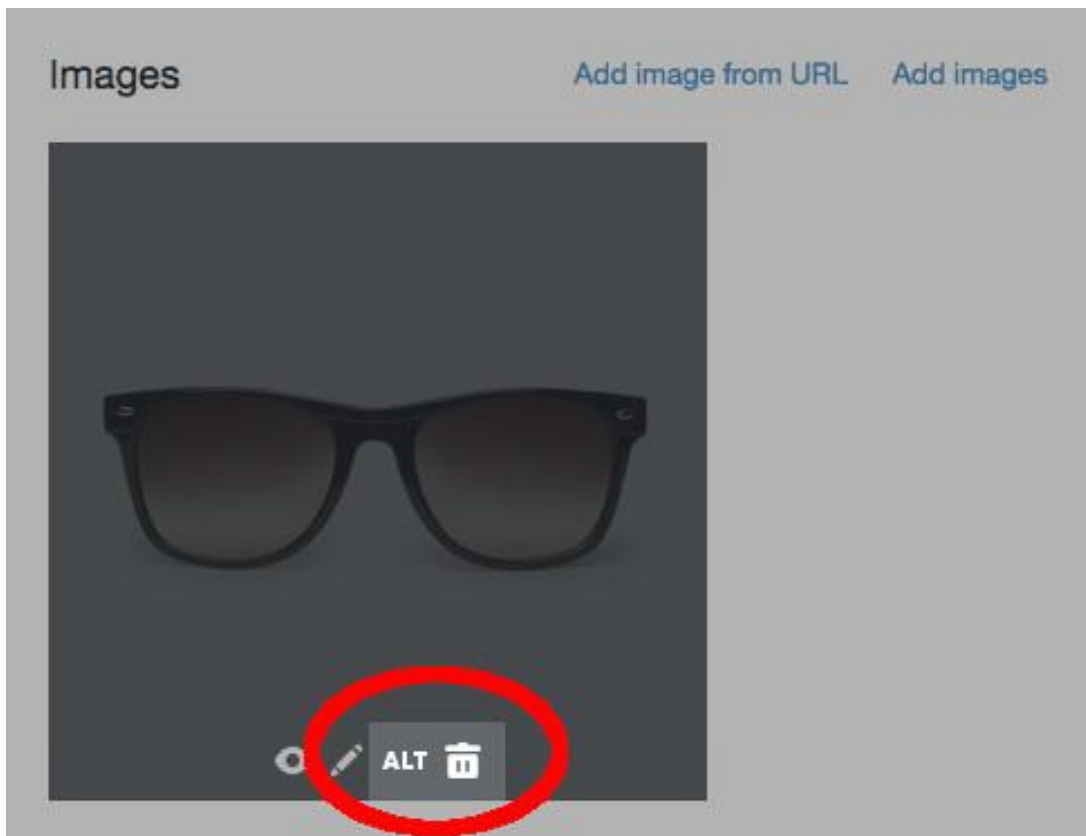
Homepage meta description 0 of 160 characters used

Enter a description to avoid ranking poorly on search engines like Google.

D. IMAGE DESCRIPTION & ALT TAGS

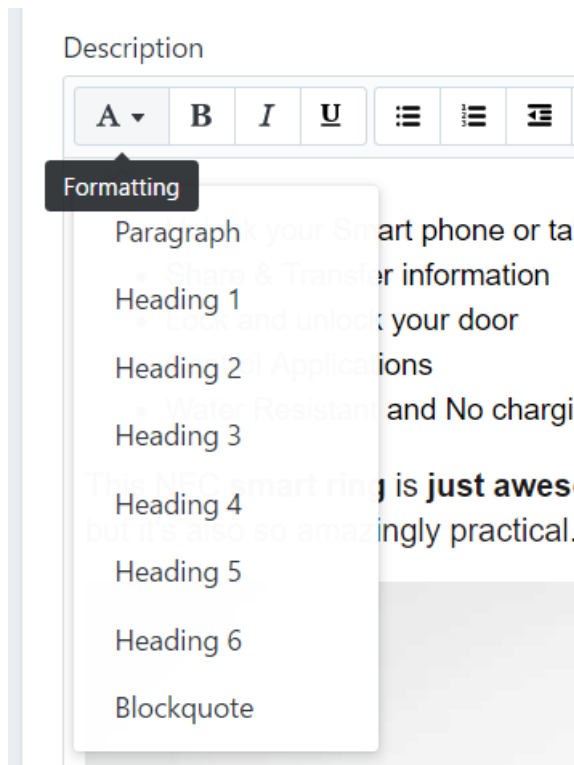
Google is pretty smart, but it still can't see a picture of, say, a red sock. You have to tell Google it's a red sock. To do this, change the name of the picture file to 'red sock [shopname]' before uploading.

You can also add 'alt-text', i.e. the text that's shown if a web browser can't load the image. Make it descriptive and include your keywords. Now, Google can find it, read it, and rank it.



E. HEADERS AND TITLES (H1 TAGS)

Your headers are one of the first places Google looks to see what your site's about. Make sure your product pages all have descriptive headers and don't forget to include your keywords.



F. PRODUCT DESCRIPTIONS AND COPY

Always include your keywords in the product description to help Google find your page. It's also essential that you write unique and exciting product descriptions.

Don't just copy the manufacturer's description because – chances are – that copy is pasted all over the internet and Google hates duplicate copy. Plus, your descriptions are a great chance to show your own tone of voice and convince customers to make a purchase.