Magento SEO Checklist

With over 10 years experience of managing Magento stores, we like to think we know our stuff when it comes to optimising them for SEO.

This checklist is a quick reference point to help you optimise your store and make sure you have the on-page, off-page and technical SEO requirements covered:

On-Page SEO

- Meta titles - keep them no more than 60 characters, use keywords where you can and include your brand name
- Meta descriptions - keep them no more than 155 characters, use keywords where appropriate and include your value propositions
- On-page headings - ALWAYS have an H1, use a proper hierarchical structure and no more than 60 characters
- URLs - keep them lower-case, succinct and remove special characters and stop words
- Copy - optimise your product & category copy by adding long and short tail keywords
- Canonicals - use canonical tags across your categories, products & CMS pages
- Markup - make the most of schema & structured data
- Images - compress your images with a CDN or manually before uploading
- Security - make sure you have a valid SSL and HTTPS connection to build trust with customers

Off-Page SEO

- Blogs - create a keyword focused content strategy to drive organic traffic
- Backlinks - research your competitors' activity and reach out to reputable websites and influencers to gain backlinks
- Brand mentions - search for unlinked brand mentions and reach out to gain links
- Repurposing content - re-use your blogs across social, email, PR and PPC to generate more traffic

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Technical SEO

- Robots.txt - create and configure a file to remove unwanted parameters and pages from being indexed
- Sitemap - generate an XML sitemap and a HTML sitemap to help both spiders and users navigate your website
- Caching - enable Full Page Caching with Varnish to improve load speeds
- Redirects - make sure disabled pages or removed products are 301-d to a new, relevant location
- Mobile - always optimise mobile first

SEO Services from Kanuka Digital

Be seen by more people that matter. Our organic and technical SEO services drive relevant, valuable and high converting traffic to your eCommerce store.

→ Technical SEO audits
→ 'Brilliant Basics' – e.g. meta data, H tags, URL structure
→ Keyword research & monitoring
→ Schema markup – product, company & content
→ Crawl rate optimisation
→ Competitor analysis – keywords, backlinks and content
→ Local SEO – highly targeted, local traffic in-store & online
→ Content audit, strategy & creation
→ Analytics review & configuration
→ Integrated reporting – Google Analytics, Google Search Console

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