

ZEST WEB SOLUTIONS

# The Ultimate Shopify Technical SEO Audit Checklist

**100+ Technical Checks for Higher Rankings**

**Target Audience:** Shopify Store Owners, Marketing Agencies, SEO Agencies, Technical Consultants

**Release Version:** 1.0 (2026 Edition)

**Technical Partner:** Zest Web Solutions (<https://zestwebsolutions.com>)

- Engineered for speed, built for SEO search dominance.

## Introduction: Why Technical SEO for Shopify Matters

Shopify is the world's leading e-commerce platform, but its out-of-the-box configuration has structural quirks that can limit search engine indexing and crawl efficiency. Issue areas such as duplicate collection loops, unoptimized structured data, and client-side javascript rendering can block search engine bots from parsing and ranking pages.

This document contains **108 structured technical checks** compiled by the engineering team at **Zest Web Solutions**. It is designed to act as a hands-on worksheet for store owners, marketers, and developers to audit, prioritize, and fix SEO debt.

### How to Use This Checklist:

1. **Severity Scale:** Indicates how damaging the issue is to organic search ranking. *Critical* issues block indexing or crawl paths entirely.
2. **Action Priority Scale:** Recommends order of execution. *Immediate* tasks should be deployed in your current development sprint.
3. **Tick Boxes:** Mark checkboxes on each page as you inspect your site.
4. **Section Scores:** Calculate your scores page-by-page and record them on the Final Checklist Summary sheet.

### Need Help with Implementation?

If you do not have in-house senior Shopify engineers to execute these fixes, Zest Web Solutions offers direct technical support. Book your free discovery session at <https://zestwebsolutions.com>.

# 1. Crawling & Crawlability

Crawlability is the foundation of SEO. If bots cannot access your store's primary navigation paths, they cannot index your content. Shopify's automated structure can occasionally isolate key pages.

| ■ | Audit Point & Objective                                                                                          | Severity | Action Priority | Audit Score                                                 |
|---|------------------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Audit crawl depth of collection-filtered URLs (ensure critical category pages are under 3 clicks from homepage). | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure non-essential directories (/apps/, /a/, /community/) are excluded from bot crawling pathways.             | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify server response codes (200 OK) for all key marketing, landing, and category pages.                        | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check crawl budget efficiency (limit redundant bot queries on dynamic variant URL query strings).                | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Analyze server log files for search bot request rates and identify crawler performance bottlenecks.              | HIGH     | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify correct crawling behavior of country/currency localized subfolders (e.g., /en-us).                        | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

## Audit Notes & Remediation Plan:

Crawling & Crawlability Section Score: ☐ / 6      Overall Status: ☐ Pass    ☐ Action Required    ☐ N/A

## 2. Indexing & Indexation

Ensuring search engine index coverage is crucial for e-commerce products. Clean up indexing bloat, manage thin pages, and prevent draft items from being cached by bots.

| ■ | Audit Point & Objective                                                                                    | Severity | Action Priority | Audit Score                                                 |
|---|------------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Verify indexation status of all active collection and product pages in Google Search Console.              | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure duplicate product URLs (non-canonical duplicates) are not indexable; verify primary canonical path. | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify noindex meta tags are deployed on search query pages (/search?q=) to avoid keyword cannibalization. | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check indexation parameters on tag-filtered collections (prevent indexing of infinite tag combinations).   | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify draft/inactive products are returning a 404 response or are excluded from Google indexing.          | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Monitor indexation coverage reports in GSC to catch crawl exclusions and XML anomalies.                    | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Indexing & Indexation Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

### 3. Robots.txt Configuration

Shopify now allows customization of the robots.txt file. Ensure your rules are optimized to direct bots away from system directories while allowing full asset rendering.

| ■ | Audit Point & Objective                                                                                     | Severity | Action Priority | Audit Score                                                 |
|---|-------------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Inspect robots.txt file and verify default Shopify excludes (/checkout, /carts/, /orders/) are functioning. | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure custom robots.txt rules do not block CSS, Javascript, or primary theme asset directories.            | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify no indexable collection pages or blog posts are blocked by existing robots rules.                    | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Confirm site-search filter paths are correctly blocked in robots to conserve crawl budget.                  | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check robots.txt Sitemap directive points to the primary XML index location.                                | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify custom user-agent rules for blocking aggressive AI scrapper bots are implemented correctly.          | LOW      | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

#### Audit Notes & Remediation Plan:

Robots Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 4. Canonical Tags Setup

Canonical tags resolve content duplication by pointing search engines to the original source. Shopify's default routing creates duplicate paths for products inside collections.

| ■ | Audit Point & Objective                                                                                    | Severity | Action Priority | Audit Score                                                 |
|---|------------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Verify all product pages have a self-referential canonical pointing to the raw /products/ URL.             | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure collection pages with pagination have correct canonical links pointing to each page's specific URL. | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check canonical tags on filtered collections (verify they canonicalize back to the base collection URL).   | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Audit cross-domain canonicals if operating multi-regional Shopify stores on separate domains.              | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure variant URL parameter strings (?variant=) canonicalize to the primary product URL.                  | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify no canonical loops, HTTP-to-HTTPS redirect matches, or trailing-slash issues exist.                 | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Canonical Tags Setup Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 5. Collections Page Structure

Collections are high-value search assets. They must be optimized for search intent, layout grid hierarchy, and internal linking to individual listings.

| <div><input type="checkbox"/></div> | Audit Point & Objective                                                                                 | Severity | Action Priority | Audit Score                                                 |
|-------------------------------------|---------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| <input type="checkbox"/>            | Audit collection title tags for target keyword insertion, character length, and CTR optimization.       | MEDIUM   | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/>            | Verify collection description paragraphs are original, helpful, and do not duplicate across categories. | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/>            | Ensure product grid listings dynamically pull correct canonical URL structures to avoid duplication.    | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/>            | Check collection H1 headings match user intent and align with page metadata keywords.                   | LOW      | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/>            | Verify empty collections (zero products) are automatically redirected or served as noindex.             | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/>            | Audit mobile responsiveness of collection page navigation, grid layouts, and sorting blocks.            | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Collections Page Structure Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 6. Products Page Optimization

Product pages must contain clean markup, target transactional keywords, and provide clear product metadata attributes (size, color, brand) to crawl bots.

| <div><input type="checkbox"/></div> | Audit Point & Objective                                                                                 | Severity | Action Priority | Audit Score                                                            |
|-------------------------------------|---------------------------------------------------------------------------------------------------------|----------|-----------------|------------------------------------------------------------------------|
| <div><input type="checkbox"/></div> | Check product page titles contain target attributes (color, size, brand name) to win long-tail queries. | MEDIUM   | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Verify product descriptions are original content and not copied from manufacturer directories.          | MEDIUM   | MEDIUM          | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Ensure primary product image has descriptive alt text containing target keywords.                       | MEDIUM   | MEDIUM          | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Audit product H1 tag hierarchy (ensure only one H1 tag exists per product page).                        | HIGH     | IMMEDIATE       | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Check product variant selections do not generate separate indexable URLs unless desired.                | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Verify third-party customer reviews are rendered directly in raw HTML for crawl indexing.               | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |

### Audit Notes & Remediation Plan:

Products Page Optimization Section Score: 

☐ / 6

 Overall Status: 

☐ Pass ☐ Action Required ☐ N/A

## 7. Schema Markup & Structured Data

Schema markup gives search engines details about your pricing, ratings, and stock status. Missing properties will prevent rich snippet presentation in Google Search.

| <input type="checkbox"/> | Audit Point & Objective                                                                       | Severity | Action Priority | Audit Score                                                 |
|--------------------------|-----------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| <input type="checkbox"/> | Check Product schema contains required price, currency, priceValidUntil, and SKU variables.   | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/> | Verify AggregateRating schema is active and pulls review scores directly from the review app. | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/> | Ensure Brand and Organization schema fields are mapped and clean across all listings.         | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/> | Validate BreadcrumbList schema on all sub-category levels for clean breadcrumb paths.         | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/> | Verify LocalBusiness schema is deployed for physical retail locations and connected to maps.  | LOW      | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| <input type="checkbox"/> | Validate JSON-LD format markup across GSC and Google Rich Results test engines.               | HIGH     | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Schema Markup & Structured Data Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐  
N/A

## 8. Image Optimization & Assets

Large images cause slow page loads, resulting in lower conversion rates and search rankings. Optimize image formats, sizes, and layout shift parameters.

| <div><input type="checkbox"/></div> | Audit Point & Objective                                                                       | Severity | Action Priority | Audit Score                                                            |
|-------------------------------------|-----------------------------------------------------------------------------------------------|----------|-----------------|------------------------------------------------------------------------|
| <div><input type="checkbox"/></div> | Verify all product images are delivered in modern next-gen formats (WebP or AVIF).            | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Ensure product image filenames are clean and descriptive (use hyphens, avoid spaces/symbols). | MEDIUM   | LOW             | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Check all store images (banners, grids, icons) have unique, relevant 'alt' text values.       | MEDIUM   | MEDIUM          | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Audit image asset sizes (ensure all main product and content images are under 100 KB).        | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Verify lazy-loading is disabled for above-the-fold hero images to improve LCP speed.          | CRITICAL | IMMEDIATE       | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Confirm explicit width and height dimensions exist on all images to resolve CLS issues.       | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |

### Audit Notes & Remediation Plan:

Image Optimization & Assets Section Score: 

☐ / 6

 Overall Status: 

☐ Pass ☐ Action Required ☐ N/A

## 9. Core Web Vitals Performance

Google ranks stores with fast page experiences. Monitor your mobile performance metrics and optimize Largest Contentful Paint (LCP), CLS, and INP.

| ■ | Audit Point & Objective                                                                         | Severity | Action Priority | Audit Score                                                 |
|---|-------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Optimize Largest Contentful Paint (LCP) to meet Google's recommended threshold (< 2.5 seconds). | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Reduce Cumulative Layout Shift (CLS) to target threshold (< 0.1) across all screen sizes.       | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Optimize Interaction to Next Paint (INP) to ensure prompt responsive rendering during clicks.   | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Minimize main-thread blocking time by auditing and delaying Shopify App Javascript scripts.     | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure critical CSS is inlined and non-critical CSS assets are deferred to post-load.           | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check Time to First Byte (TTFB) metrics to confirm fast Shopify hosting server response times.  | HIGH     | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Core Web Vitals Performance Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 10. Internal Linking Architecture

Internal links distribute ranking authority throughout your site. Design a clean hierarchy using standard navigation menus, contextual anchors, and relevant footer links.

| ■ | Audit Point & Objective                                                                             | Severity | Action Priority | Audit Score                                                 |
|---|-----------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Audit primary menu links to ensure authority flows to high-importance collection targets.           | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure active breadcrumb navigation is present to link listings back to category pages.             | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Scan store for orphaned pages (pages with zero incoming links) and restore internal paths.          | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Audit internal anchor texts to avoid generic 'Click here' tags; use descriptive keyword paths.      | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Confirm related-product grid blocks are active on product detail pages to pass link equity.         | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Link informational blog posts directly to commercial collection pages with contextual anchor texts. | MEDIUM   | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Internal Linking Architecture Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 11. JavaScript SEO & Execution

Modern search engines can run javascript, but heavy client-side reliance can delay indexation. Ensure primary metadata and descriptions load in server-side raw HTML.

| ■ | Audit Point & Objective                                                                                | Severity | Action Priority | Audit Score                                                 |
|---|--------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Verify all critical product content is visible in raw source HTML (avoid JS-only render dependencies). | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure customer reviews are loaded server-side for easy crawl extraction by Googlebot.                 | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check if collection filters rely on heavy client-side Javascript scripts that block crawl paths.       | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Confirm Googlebot can execute dynamic currency selector scripts without routing errors.                | LOW      | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Audit developer console logs for Javascript execution errors during crawl inspections.                 | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Confirm lazy-loaded page sections trigger viewport entrance events for bot rendering.                  | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

JavaScript SEO & Execution Section Score: ☐ / 6

Overall Status: ☐ Pass ☐ Action Required ☐ N/A

## 12. Pagination Handling

Manage paginated collection listings correctly to avoid crawler traps. Standardize page linkages, check canonicals, and monitor depth variables.

| ■ | Audit Point & Objective                                                                                    | Severity | Action Priority | Audit Score                                                 |
|---|------------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Confirm infinite scroll listings utilize pushState API to update the active URL dynamically.               | HIGH     | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure standard href links exist on Next and Prev buttons so crawl bots can parse paginated URLs.          | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check that canonical tags on paginated subpages (?page=2) point to the base collection URL.                | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Audit load-more buttons to confirm crawl bots can discover paginated links without JS actions.             | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Maintain low page depth limits by utilizing numerical pagination blocks instead of simple scroll triggers. | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Monitor GSC crawl rate reports for paginated collection URLs to verify bot routing.                        | LOW      | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Pagination Handling Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 13. Faceted Navigation & Filters

Faceted navigation filters (color, size, price) can generate thousands of duplicate URL combinations, depleting crawl budgets. Exclude these parameters from indexation.

| ■ | Audit Point & Objective                                                                       | Severity | Action Priority | Audit Score                                                 |
|---|-----------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Ensure custom filter parameter pages are not indexable by deploying canonical tags.           | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Apply rel='nofollow' attributes to dynamic filter links to limit redundant bot crawling.      | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Use AJAX/Javascript filter selectors to prevent bot crawlers from accessing filter URL paths. | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Audit XML sitemaps to verify parameter-based filtered URLs are excluded.                      | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Confirm filter canonical header responses resolve to the unfiltered parent collection.        | HIGH     | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify multi-select filter inputs do not write indexable parameters to GSC.                   | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Faceted Navigation & Filters Section Score: ☐ / 6

Overall Status: ☐ Pass ☐ Action Required ☐ N/A

## 14. Redirects & Link Equity

Manage 301 redirects to recover lost authority from out-of-stock items, broken routes, or retired collections. Do not build long chains.

| ■ | Audit Point & Objective                                                                                 | Severity | Action Priority | Audit Score                                                 |
|---|---------------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Audit website for 404 errors and implement clean 301 redirects to active, relevant URL paths.           | HIGH     | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Scan website for redirect chains (multiple hops) and resolve directly to final destination paths.       | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify out-of-stock or discontinued products redirect to matching active product categories.            | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Ensure theme handles redirects server-side via Shopify Admin instead of client-side Javascript scripts. | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify redirect URLs match primary canonical rules (avoid HTTP-to-HTTPS redirects).                     | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Test migrated URLs to prevent infinite redirect loops on legacy site categories.                        | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Redirects & Link Equity Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 15. Structured Data Advanced Check

Check structured data implementations. Fix parsing errors, check markup formats, and keep schemas aligned with current search engines standards.

| ■ | Audit Point & Objective                                                                  | Severity | Action Priority | Audit Score                                                 |
|---|------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Audit store to ensure zero conflicts exist between JSON-LD and legacy Microdata formats. | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify FAQ schema is correctly integrated on active Help and FAQ pages.                  | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Validate schema structures in GSC to clear warnings about missing optional attributes.   | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check Searchbox schema is active on homepage to support brand site-link search fields.   | LOW      | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Monitor rich snippet search outcomes for active product listings (stars, prices, stock). | HIGH     | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify VideoObject schema is deployed on product listings that contain video demos.      | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

**Structured Data Advanced Check Section Score:** ☐ / 6      **Overall Status:** ☐ Pass   ☐ Action Required   ☐   
N/A

## 16. Speed & Theme Optimization

Code cleanliness directly affects speed. Streamline CSS, optimize liquid loops, and audit apps that inject non-essential javascript.

| <div><input type="checkbox"/></div> | Audit Point & Objective                                                                        | Severity | Action Priority | Audit Score                                                            |
|-------------------------------------|------------------------------------------------------------------------------------------------|----------|-----------------|------------------------------------------------------------------------|
| <div><input type="checkbox"/></div> | Uninstall unused Shopify apps and check that residual app script tags are deleted from themes. | CRITICAL | IMMEDIATE       | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Combine, minify, and compress stylesheet CSS and Javascript scripts in store theme assets.     | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Preconnect to primary external font domains, CDN targets, and analytics servers.               | MEDIUM   | MEDIUM          | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Utilize Shopify's native image CDN routing to optimize file delivery sizes dynamically.        | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Identify and optimize slow Liquid loops (e.g. nested for loops) in product grid templates.     | HIGH     | IMMEDIATE       | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |
| <div><input type="checkbox"/></div> | Postpone loading of marketing pixels, chats, and tracking scripts until main thread is idle.   | HIGH     | HIGH            | <div><input type="checkbox"/> Pass <input type="checkbox"/> Fail</div> |

### Audit Notes & Remediation Plan:

Speed & Theme Optimization Section Score: 

☐ / 6

 Overall Status: 

☐ Pass ☐ Action Required ☐ N/A

## 17. Technical Quality Assurance

Verify security layers, cross-browser compatibility, Sitemap alignments, and device viewport layouts to ensure error-free user experiences.

| ■ | Audit Point & Objective                                                                        | Severity | Action Priority | Audit Score                                                 |
|---|------------------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Verify secure SSL/HTTPS encryption is configured and active across all domains and subdomains. | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Audit XML sitemaps to verify they list only indexable, 200 OK canonical URL structures.        | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Test multi-regional hreflang annotations to ensure correct regional landing redirects.         | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Check mobile viewport spacing to resolve tap-target proximity warnings in GSC.                 | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Scan checkout pipeline pages for unexpected script blocks that might disrupt customer flow.    | CRITICAL | IMMEDIATE       | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Verify layout rendering matches specifications on Chrome, Safari, Edge, and iOS viewports.     | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Technical Quality Assurance Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

## 18. Monthly Audit Workflow

Technical SEO is not a one-time task. Build a monthly review workflow to spot errors early, review metric drops, and manage new listings.

| ■ | Audit Point & Objective                                                             | Severity | Action Priority | Audit Score                                                 |
|---|-------------------------------------------------------------------------------------|----------|-----------------|-------------------------------------------------------------|
| ■ | Review GSC crawl error graphs monthly to identify page timeout anomalies.           | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Track organic CTR and position movements for key revenue collection pages.          | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Monitor speed score metrics in Shopify Admin dashboard to spot slow apps.           | MEDIUM   | MEDIUM          | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Inspect newly added products and collection descriptions for metadata compliance.   | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Re-validate sitemap indexes and check for redirect loops or broken internal links.  | HIGH     | HIGH            | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |
| ■ | Clean up retired page redirects and ensure all redirects resolve to 200 OK targets. | MEDIUM   | LOW             | <input type="checkbox"/> Pass <input type="checkbox"/> Fail |

### Audit Notes & Remediation Plan:

Monthly Audit Workflow Section Score: ☐ / 6      Overall Status: ☐ Pass   ☐ Action Required   ☐ N/A

# Final Checklist Summary & Store Scoring

Use this summary scorecard to track your store's performance across all 18 technical SEO audit categories. Sum the category points to calculate your overall Technical SEO Health Score.

| Audit Category                     | Max Score | Your Score | Priority Level | Current Status    |
|------------------------------------|-----------|------------|----------------|-------------------|
| 1. Crawling & Crawlability         | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 2. Indexing & Indexation           | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 3. Robots.txt Configuration        | 6         | [ ]        | HIGH           | [ ] Pass [ ] Fail |
| 4. Canonical Tags Setup            | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 5. Collections Page Structure      | 6         | [ ]        | MEDIUM         | [ ] Pass [ ] Fail |
| 6. Products Page Optimization      | 6         | [ ]        | MEDIUM         | [ ] Pass [ ] Fail |
| 7. Schema Markup & Structured Data | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 8. Image Optimization & Assets     | 6         | [ ]        | HIGH           | [ ] Pass [ ] Fail |
| 9. Core Web Vitals Performance     | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 10. Internal Linking Architecture  | 6         | [ ]        | HIGH           | [ ] Pass [ ] Fail |
| 11. JavaScript SEO & Execution     | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 12. Pagination Handling            | 6         | [ ]        | HIGH           | [ ] Pass [ ] Fail |
| 13. Faceted Navigation & Filters   | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 14. Redirects & Link Equity        | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 15. Structured Data Advanced Check | 6         | [ ]        | MEDIUM         | [ ] Pass [ ] Fail |
| 16. Speed & Theme Optimization     | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 17. Technical Quality Assurance    | 6         | [ ]        | IMMEDIATE      | [ ] Pass [ ] Fail |
| 18. Monthly Audit Workflow         | 6         | [ ]        | HIGH           | [ ] Pass [ ] Fail |

**Technical SEO Health Score calculation:** Sum all 18 category scores (Max: 108)  
**98 - 108: Elite SEO Health** (Excellent performance)  
**80 - 97: Warning Status** (Minor errors limiting conversion rates)  
**0 - 79: Critical Status** (Major issues hurting search rankings and sales volume)

ZEST WEB SOLUTIONS

# Need a Technical Shopify SEO Audit?

Stop guessing why your store isn't ranking. Let our senior engineering team perform a comprehensive, **manual Shopify SEO & performance audit** of your store.

**What we inspect:**

- Manual Core Web Vitals diagnostics (field vs. lab data)
- Custom liquid code loops and server-side response times
- Canonical logic loops and faceted navigation crawl traps
- Structured data schemas for rich snippet eligibility

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