Shopify SEO: Practical Beginner's Guide

1. Set Up a Logical Site Structure

Why it's important for SEO: A logical site structure helps search engines understand and index your content more effectively. It also improves user experience, which can lead to better engagement metrics and potentially higher rankings.

How to get started yourself: Use Shopify's built-in navigation and collection features to organise your products into categories and subcategories. Ensure your main navigation menu reflects your site structure.

Working with a developer: A developer can help create custom navigation solutions, implement breadcrumbs, and ensure proper internal linking throughout your site.

Advantages of using a developer: They can create more complex hierarchies and custom solutions that may not be possible with Shopify's default tools, potentially improving both SEO and user experience.

2. Customise Your Store's URL
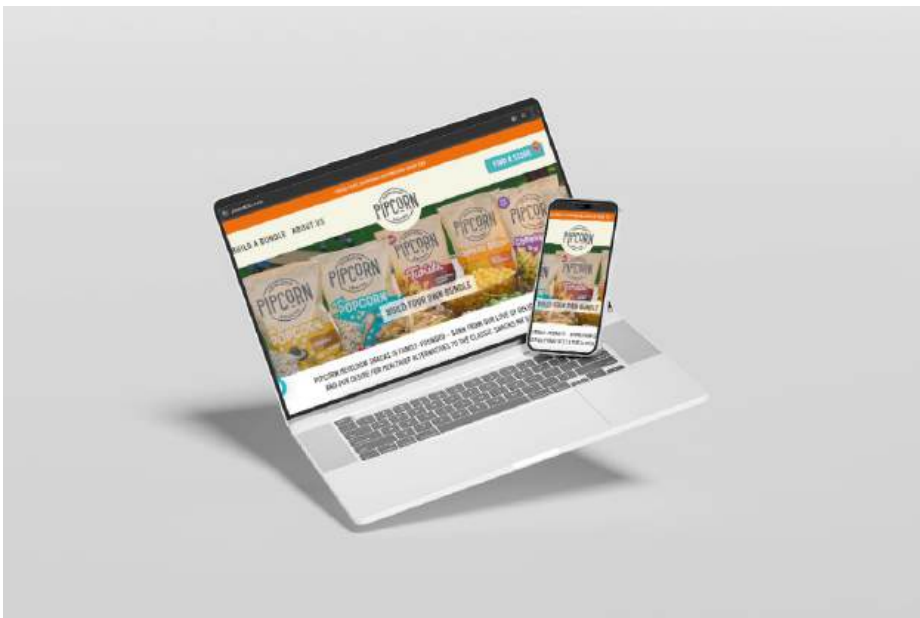
Why it's important for SEO: A custom URL that includes your brand name is more memorable and professional, which can indirectly benefit SEO by increasing direct traffic and brand searches.

How to get started yourself: Use Shopify's built-in domain settings to change your URL. This is a straightforward process that most users can handle without developer assistance.

Working with a developer: Generally not necessary for this task, as Shopify provides user-friendly tools for URL customization.

Advantages of using a developer: Not applicable for this task; Shopify's built-in tools are sufficient.

3. Improve Your Shopify Store's Speed

Why it's important for SEO: Page speed is a ranking factor for search engines and significantly impacts user experience, which can affect engagement metrics and conversions.

How to get started yourself: Use Shopify's built-in image compression, minimise apps, and choose a fast, responsive theme. Run speed tests using tools like Google PageSpeed Insights.

Working with a developer: A developer can optimise code, implement advanced caching techniques, and fine-tune server responses for better performance.

Advantages of using a developer: They can achieve more significant speed improvements through technical optimizations that go beyond Shopify's built-in tools.

4. Find Relevant Keywords

Why it's important for SEO: Targeting the right keywords helps your content appear in relevant searches, driving targeted traffic to your store.

How to get started yourself: Use Shopify's built-in SEO tools and free keyword research tools to identify relevant terms. Focus on product-specific and long-tail keywords.

Working with a developer: Not typically necessary for keyword research, but a developer could help integrate advanced keyword tracking tools.

Advantages of using a developer: Minimal for this task; keyword research is primarily a strategic rather than technical task.

5. Create Topic Clusters

Why it's important for SEO: Topic clusters help establish topical authority and improve internal linking, which can boost overall site visibility in search results.

How to get started yourself: Use Shopify's blog feature to create pillar content and supporting articles. Manually interlink related content.

Working with a developer: A developer can create custom content structures and automate internal linking based on topic relationships.

Advantages of using a developer: They can implement more sophisticated content organisation and interlinking systems that go beyond Shopify's default capabilities.

6. Write and Publish Blog Posts

Why it's important for SEO: Regular, high-quality content helps establish authority, targets long-tail keywords, and provides opportunities for internal linking.

How to get started yourself: Use Shopify's built-in blog feature to create and publish posts. Focus on topics relevant to your products and audience.

Working with a developer: A developer can customise your blog layout, add features like related posts, and implement structured data for blog content.

Advantages of using a developer: They can enhance the blog's functionality and appearance beyond Shopify's default options, potentially improving user engagement and SEO.

7. Optimise Category and Product Pages

Why it's important for SEO: Well-optimised category and product pages are crucial for ranking in product searches and driving targeted traffic.

How to get started yourself: Use Shopify's built-in SEO fields to add relevant titles, descriptions, and alt text. Ensure product information is comprehensive and unique.

Working with a developer: A developer can implement custom product page layouts, add schema markup, and create advanced filtering options.

Advantages of using a developer: They can create more sophisticated and user-friendly product pages that improve both SEO and conversion rates.

8. Use Shopify's Built-In SEO Features
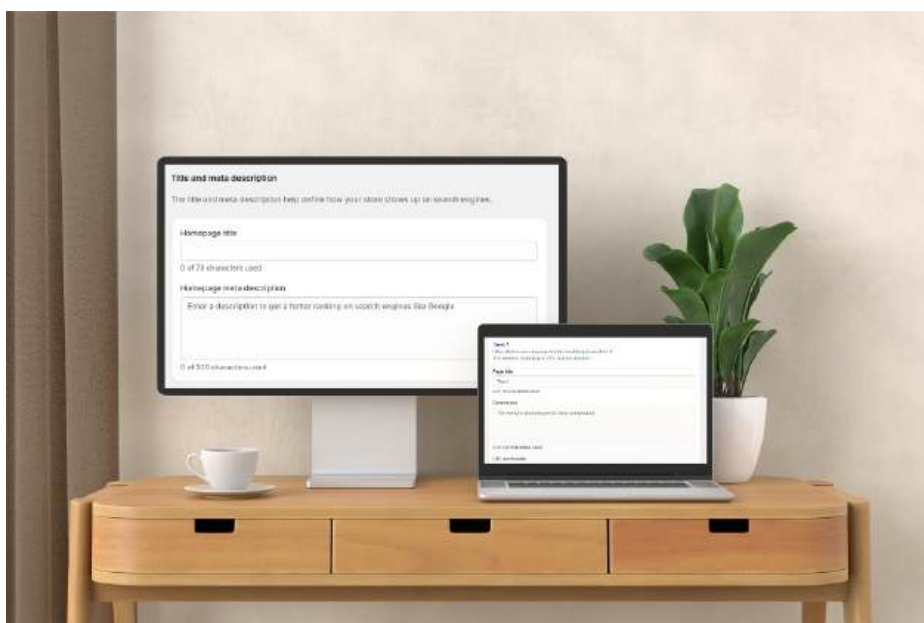
Why it's important for SEO: Shopify's built-in SEO features provide a solid foundation for optimizing your store without needing extensive technical knowledge.

How to get started yourself: Utilize Shopify's SEO fields, such as title tags, meta descriptions, and alt text for images. Follow Shopify's guidelines for best practices.

Working with a developer: A developer can enhance your store's SEO by implementing custom solutions and optimizations beyond what Shopify's built-in features offer.

Advantages of using a developer: They can provide advanced technical SEO improvements, such as custom schema markup, structured data, and more.

9. Use Image Optimisation
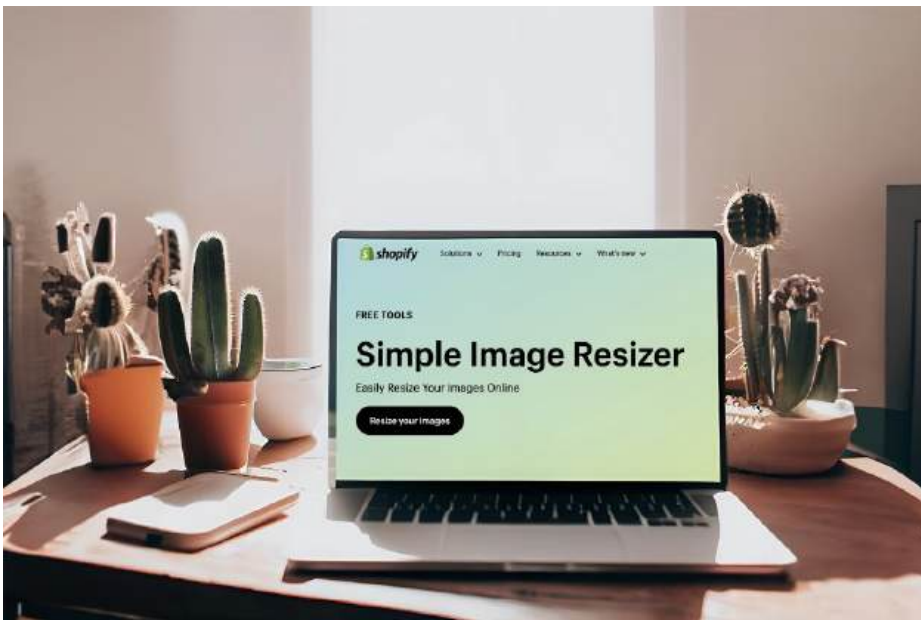
Why it's important for SEO: Optimised images improve page load times, user experience, and accessibility, all of which can positively impact SEO.

How to get started yourself: Use Shopify's built-in image compression tools, and ensure all images have descriptive alt text.

Working with a developer: A developer can implement advanced image optimisation techniques, such as lazy loading and responsive images.

Advantages of using a developer: They can ensure images are optimised for both performance and SEO, potentially providing more significant improvements than basic tools.

10. Integrate Social Media

Why it's important for SEO: Social media integration can drive traffic to your site, increase engagement, and improve brand visibility, all of which can indirectly benefit SEO.

How to get started yourself: Use Shopify's built-in social media integration tools to connect your store with your social media profiles.

Working with a developer: A developer can create custom social media sharing features and integrate advanced social media tracking and analytics.

Advantages of using a developer: They can provide more sophisticated and seamless social media integrations that enhance user experience and engagement.

11. Monitor Performance with Google Analytics

Why it's important for SEO: Regular performance monitoring helps identify SEO issues, track progress, and make data-driven decisions to improve your store's performance.

How to get started yourself: Integrate Google Analytics with your Shopify store and use it to track key metrics like traffic, bounce rate, and conversion rate.

Working with a developer: A developer can set up advanced tracking, create custom reports, and implement additional analytics tools.

Advantages of using a developer: They can provide more detailed insights and advanced tracking capabilities, helping you make more informed decisions.

Shopify Web Retainer Service

A must-have for any growth-oriented company.

As a business leader – your priority is growth. Your time is too valuable to be spent working through technical challenges, or configuring settings in a Shopify store.

With the Kahunam Shopify Retainer Service, you pre-purchase a set number of hours per month. You'll then benefit from expert web development talent on tap – and have access to general advice & recommendations on everything web when you need it.

Why it works:

1. Ready to Go: Quickly address web-related issues without additional paperwork.
2. Unbeatable expertise: Immediate access to skilled web developers.
3. Focus on Growth: Free yourself from technical distractions.

What can you use the hours for?

- Content management
- Custom development
- Performance optimization
- SEO enhancements
- Design updates
- Troubleshooting
- DNS updates and email deliverability
- Analytics setup, integration, and training

Want to get started? Reach out to us and we'll arrange a short call to check we're a good fit for you.