

LET SEARCH ENGINES READ REVIEWS ☐

Content-rich reviews provide “fresh” updates to your pages, something Google rewards.

CANONICAL URLS ☐

Eliminate index bloat by using canonical tags as well as the parameter exclusion tool.

CREATE DYNAMIC METADATA DESCRIPTIONS ☐

Dynamically control what your customers read about your product pages before deciding if you get their click.

FIX DEAD LINKS ☐

If the search engine lands on too many broken pages, it might assume there's something wrong with your site.

REL PREV/NEXT TAGS FOR CATEGORIES ☐

Let Google and other search engines know how pages in a sequence are related to one another.

DYNAMIC SITE MAPS ☐

Using XML, sitemaps can be auto-generated at a certain frequency to keep them up to date.

EMBRACE SCHEMATIC MARKUP ☐

These snippets of code create rich results with star ratings and prices directly in Google search results.

PROMOTE YOUR CONTENT ☐

Content promotion helps build your brand and make your website trusted within algorithms.

UNIQUE PRODUCT DESCRIPTIONS ☐

Ensure unique product descriptions on your site and differentiate from competitors who use manufacturer descriptions.

DRIVE SOCIAL SIGNALS ☐

Social media interactions drive branded search, increase visibility, and lead to a compounded benefit in organic search.

INDEX ONE VERSION OF YOUR WEBSITE ☐

Make sure that there's only one copy of any given page on your domain.

CONSIDER SWITCHING TO HTTPS ☐

In the last two years, Google has been encouraging the migration of domains to secure HTTPS environments.

PRIORITIZE SPEED ☐

Google's algorithm rewards websites that have high performing pages that load fast.

PARAMETER EXCLUSIONS ☐

Configure your robots.txt that search crawlers ignore filtered results and index the right pages.