SEO GLOW-UP

Unleash Your Shopify Potential

The Master-class

Apps

Google & Youtube: https://apps.shopify.com/google

(optional) SEO booster & Image Optimizer:
https://apps.shopify.com/booster-apps-seo-optimizer

Judge me me: https://apps.shopify.com/judgeme

Links

Google Merchant Center: https://www.google.com/intl/en_uk/retail/

Google Annalytics:
https://marketingplatform.google.com/intl/en_uk/about/analytics/

Google Search Console:
https://search.google.com/search-console/about

Google Keyword Planner:
https://ads.google.com/intl/en_uk/home/tools/keyword-planner/

Best Practices

Title Tags: Create compelling and keyword-rich title tags for each product.

Meta Descriptions: Write concise and informative meta descriptions that entice users to click.

Best Practices

Image Optimization: Use descriptive alt text for images, compress files, and optimize file names/

URL Structure: Create clean and SEO-friendly URLs that include relevant keywords.

Blog: Start a blog to share industry news, tips, and product information.

Write detailed and engaging product descriptions that highlight key features and benefits.