

eCommerce SEO Checklist

Tasks	Status
Make a backup of the old website files along with the SEO tags	
Create a dev server and block them from search engines	
Migrate old meta titles and descriptions to the dev site	
Product titles, descriptions, and other content need to be the same as the old (You can still update them, but make sure you don't change the existing content)	
Ensure there is only one H1 tag on all the pages	
Insert Canonical tag	
Optimize the website speed	
Provide Alt text for all the images	
Rich Snippets implementation	
Insert Breadcrumbs	
Resolve readability issue (if found)	
Get the old redirections that are maintained in the old website	
Resolve for 404 URL errors (if found)	
If there is a minor change in the URL from the old to the new website, then all the old URLs need to be redirected to new - 301 redirects	
Create a soft 404 error page	
Implement the external script as on the old website. (Google Scripts and other third-party tools)	
Sitemap implementation	
Unblock Robots.txt - Update default robots.txt	