ECOMMERCE SEO

Recovery Audit Kit

A practical worksheet for finding the blockers between visibility, qualified traffic and organic sales.

Use this kit when organic sales have stalled, category pages are not winning commercial queries, product pages are thin, or the site has too many URLs competing for the same intent.

What you will leave with

1. A list of the pages and query groups that can move commercial outcomes.
2. A record of crawl, indexation, canonical and template problems worth fixing.
3. A prioritised 90-day plan with one accountable owner per item.
4. A baseline so progress is measured in qualified traffic, orders and revenue, not rankings alone.

How to use it

Complete the scorecard before changing anything. Inspect a representative sample of collection pages, products, filters and paginated URLs. Then work from the first unresolved blocker in the priority grid. Do not use this as a bulk checklist: a finding needs a URL group, evidence, expected impact and owner.

1. Establish the commercial baseline

A traffic decline, a ranking decline and a sales decline can have different causes. Record the facts before selecting a fix.

Metric	Current	Target or decision	Source
Organic clicks and impressions		Compare last 28 days with prior 28 days and the same season last year	Google Search Console
Organic revenue, orders and conversion rate		Use as the commercial baseline	GA4, Shopify or analytics platform
Top 20 commercial query groups		Map each group to one intentional landing page	Search Console and Ahrefs
Pages with impressions but weak CTR		Review title, snippet, intent and SERP format	Search Console
Pages that attract visits but do not assist sales		Check traffic quality, proposition, UX and measurement	Analytics and Shopify

Decision rule

If Google is not showing or indexing the intended pages, begin with technical eligibility. If impressions exist but the wrong page ranks, begin with architecture and intent. If qualified traffic arrives but sales do not follow, investigate product information, trust, offer clarity and onsite conversion before writing more content.

2. Prove technical eligibility

Google needs to crawl the intended commercial pages, understand their relationships, and select them as canonical. Test samples, not assumptions.

Check	Audit item	Evidence, URL or next action
[ ]	Inspect priority collection and product URLs in Search Console. Record whether each URL is indexed and which canonical Google selected.	
[ ]	Confirm one crawlable internal-link path from the homepage or a relevant parent category to each priority collection.	
[ ]	Find noindex, robots.txt, redirect, 4xx, 5xx and JavaScript-rendering problems affecting revenue pages.	
[ ]	Review paginated listings. Ensure products beyond page one can be discovered through working links and that pagination is not blocked.	
[ ]	Map filter and sort URLs. Decide which variants deserve indexation and prevent useless combinations from creating crawl waste.	
[ ]	Validate XML sitemaps include canonical, indexable URLs and remove redirected, duplicate or noindex destinations.	
[ ]	Test Product structured data on a representative product set. Check price, availability and identifiers against visible page content.	

Evidence to collect

For every finding, save the URL group, a screenshot or inspection result, the underlying template or configuration cause, and the expected destination after the fix. This stops a technical audit becoming a list of warnings with no deployment plan.

3. Map architecture and search intent

A store earns commercial visibility when the right page type satisfies the searcher's need. Collections, products, guides and comparison content should each have a job.

Check	Audit item	Evidence, URL or next action
[ ]	List primary category, subcategory and brand collections. Give each a distinct commercial query theme and a concise user purpose.	
[ ]	Identify collection pairs that target the same intent. Consolidate, differentiate or make one the primary internal-link destination.	
[ ]	Match broad category and non-brand shopping queries to collections, not individual products by default.	
[ ]	Match exact model, SKU, compatibility and specification searches to a useful product page or dedicated product family page.	
[ ]	Use guides for research intent, then link readers to the relevant collection or product selection path.	
[ ]	Review menu, breadcrumbs and contextual links. Link with descriptive anchors that show hierarchy and relevance.	
[ ]	Add a useful introductory collection description where it resolves a buying question. Avoid filler placed only for keyword repetition.	

Simple page-role check

Ask of every important URL: What query group is this for? What stage of the buying decision does it serve? Why would a customer prefer this page to another page on the same site? If the answers overlap, the architecture needs a decision before more copy is added.

4. Upgrade priority collection and product pages

Ecommerce SEO is not complete when a page ranks. The page must help a qualified shopper choose with accurate information, usable filters and credible reasons to buy.

Check	Audit item	Evidence, URL or next action
[ ]	Write a page title and main heading that reflect the query, product range and purchasing use case without duplicating nearby pages.	
[ ]	Make price, stock status, delivery context, returns and key product facts easy to see before a shopper must hunt for them.	
[ ]	Add original product details: material, fit, compatibility, usage, dimensions, care, warranty or other decision-relevant facts.	
[ ]	Show real reviews or proof where available. Do not invent claims, ratings or outcomes.	
[ ]	Use category copy to explain selection criteria, subtypes and common questions, then direct shoppers to matching products.	
[ ]	Test on mobile: filter controls, images, variant selection, add-to-cart and page speed should support a decisive shopper.	
[ ]	Compare Search Console landing-page queries with page content. Fix a mismatch before assuming the copy is too short.	

Measurement note

Track clicks and impressions, but also product-list views, add-to-cart rate, checkout starts, purchases and revenue. A page can gain traffic without gaining useful traffic. The best next test is the one that clarifies that relationship.

5. Turn the audit into a 90-day recovery plan

Assign each item a single owner, an expected outcome and a verification method. Only then is the work ready to schedule.

Window	Focus	Deliverable
Days 1 to 15	Baseline and URL triage	Priority query-to-page map, baseline dashboard, sample URL inspection and a top-20 opportunity list
Days 16 to 30	Technical corrections	Validated canonical, indexation, sitemap, pagination, internal-link and filter actions
Days 31 to 50	Architecture and intent	Collection hierarchy, page-role decisions, consolidation plan and guide-to-commercial linking
Days 51 to 70	Priority page upgrades	Improved collection and product templates, evidence-based copy and mobile QA
Days 71 to 90	Measure and iterate	A repeatable reporting view, one conversion hypothesis per key page group and the next priority list

Final sign-off

The audit is complete only when each approved task has an owner, implementation route, QA method and a review date. Start with the smallest set of changes that can materially improve crawlability, relevance or commercial performance. Add complexity only after the first system is proven.

Need a second set of eyes?

Use the completed worksheet to make an ecommerce SEO review specific: share the priority URL groups, the evidence behind each issue and the commercial question you are trying to solve.