

over 50 ways to improve your wordpress shop ranking on google

- Here's your merged and deduplicated list, now grouped into logical SEO categories so it's easier to work through in a structured way:

1. Technical SEO

- Install and configure a top-rated SEO plugin (e.g., Rank Math, Yoast, AIOSEO) and follow its setup wizard.
- Ensure your site is indexable (Settings → Reading → "Search Engine Visibility" unchecked).
- Enable HTTPS with a valid SSL certificate.
- Switch to a fast, reliable hosting provider.
- Optimize site speed: enable caching, use a lightweight theme, and minimize bloat.
- Use a CDN for faster global load times.
- Enable GZIP compression.
- Minify CSS, JavaScript, and HTML files.
- Enable lazy loading for images and videos.
- Fix Core Web Vitals issues (LCP, FID, CLS) using PageSpeed Insights.
- Reduce unnecessary plugins and themes.
- Disable unused WordPress features that create thin content (e.g., date archives).
- Limit product variations per page to improve load time.
- Keep site structure flat to minimize clicks to purchase.
- Maintain a clean robots.txt file and allow crawling of important pages.
- Set canonical URLs to prevent duplicate content issues.

- Audit and fix crawl errors in Google Search Console.
- Fix broken links and set up 301 redirects for changed or removed pages.
- Regularly back up your site.
- Keep WordPress core, plugins, and themes updated.
- Run regular site health checks via WordPress Site Health.

2. On-Page SEO

- Optimize page titles and meta descriptions with target keywords for every key page, category, and product.
- Use short, descriptive, keyword-rich URLs without unnecessary words or IDs.
- Compress and optimize images (e.g., WebP) with descriptive filenames and keyword-rich alt text.
- Use proper heading hierarchy (H1, H2, H3) with relevant keywords.
- Write unique, keyword-rich product descriptions (avoid manufacturer text).
- Add keyword-rich, unique content to category pages.
- Use product videos to boost engagement and conversions.
- Add FAQs to product and category pages for snippet opportunities.
- Review and ensure outbound links point to high-quality sources.
- Noindex low-value pages (tags, thin content, archives, thank-you pages).
- Add structured data/schema markup for products, reviews, and store details.
- Add internal links from high-authority pages to important pages.
- Organize products into clear, relevant categories and tags.
- Use breadcrumb navigation for better UX and crawlability.
- Display store hours, shipping details, and return

policies clearly.

- Add a contact page and an about page.

3. Content & Keywords

- Perform keyword research (buyer-intent, informational, and LSI keywords).
- Create high-quality, informative blog content targeting long-tail keywords and customer questions.
- Refresh and update older content, product descriptions, and images.
- Create pillar pages for key topics with internal links to detailed articles.
- Respond to blog comments to maintain engagement.
- Maintain correct spelling and grammar in all content.
- Check for and remove duplicate content.

4. User Experience (UX)

- Make your site fully mobile-friendly and responsive (test with Google's Mobile-Friendly Test).
- Simplify store navigation for better UX.
- Add a search bar with filters for large product catalogs.
- Show trust signals (security badges, payment icons, guarantees).
- Optimize the checkout process to reduce friction and form fields.
- Avoid intrusive pop-ups that harm UX.

5. Off-Page SEO

- Connect your site to social media profiles and link back.
- Add social sharing buttons to products and posts.
- Promote products on social media and encourage customer sharing.
- Claim and optimize your Google Business Profile.
- Build local citations for local SEO.
- Submit your store to Google Merchant Center.
- List your store in reputable online directories.

- Pursue backlinks from niche-relevant, high-quality sites.
- Use YouTube videos to showcase products and link back.

6. Tracking & Optimization

- Track SEO performance with analytics tools (Google Analytics, GSC).
- Monitor keyword rankings and adjust strategy accordingly.
- Test site speed regularly (PageSpeed Insights, GTmetrix) and fix slowdowns.
- Monitor bounce rate and time on page to improve engagement.
- Regularly verify and fix sitemap errors.
- Re-submit updated sitemaps to Google Search Console.

If you like, I can now **prioritize this grouped list** so you know which tasks to tackle first for the biggest ranking gains. That would turn this into a real step-by-step SEO plan.

Do you want me to prepare that priority version?