




Shopify Store SEO Tutorial by RankYa

#1 Rule for Shopify SEO? Only use apps **absolutely** necessary

EXAMPLE KEYWORD = shopify-seo-tutorials-for-beginners.php Page Name

<code><title>Shopify SEO Tutorials for Beginners - EASY SEO</title></code>		Title (Think! keywords & CTR)
<code><meta name="description" content="Shopify SEO Tutorials for beginners details how to SEO techniques for shopify e-commerce site owners, learn how to SEO with RankYa" /></code>		Meta Tags (Describe Page & use keywords)
Menu	Menu	Nav Menu (easy to find & use)
<code><h1>Shopify SEO Tutorials for Beginners</h1></code>		Heading Tags (grab attention)
 <p>image file names can include keywords if appropriate</p>	Your first text block should contain keywords you are targeting. Use H2, h3 till h6 to break up content	Write for people first, and not Google, only then include keywords
	Make sure that your web copy contains synonyms also known as related words.	Include synonyms & variations
	<p>You can also use internal linking with target keywords Product Name - - - - -</p> <pre>Product Name</pre>	
Each Page Should Have Clear CTA		

Publish Blog posts

Placeholder for a blog post layout with text and image icons.

link to product URLs

Placeholder for a product page layout with a shopping cart icon, product description, and navigation links.

Website Usability is Part of SEO

Diagram illustrating website usability elements:

- White Space
- Newsletter?
- CTA
- Balanced

Clear Call to Actions

Remove Un-Needed Sections from Product URLs