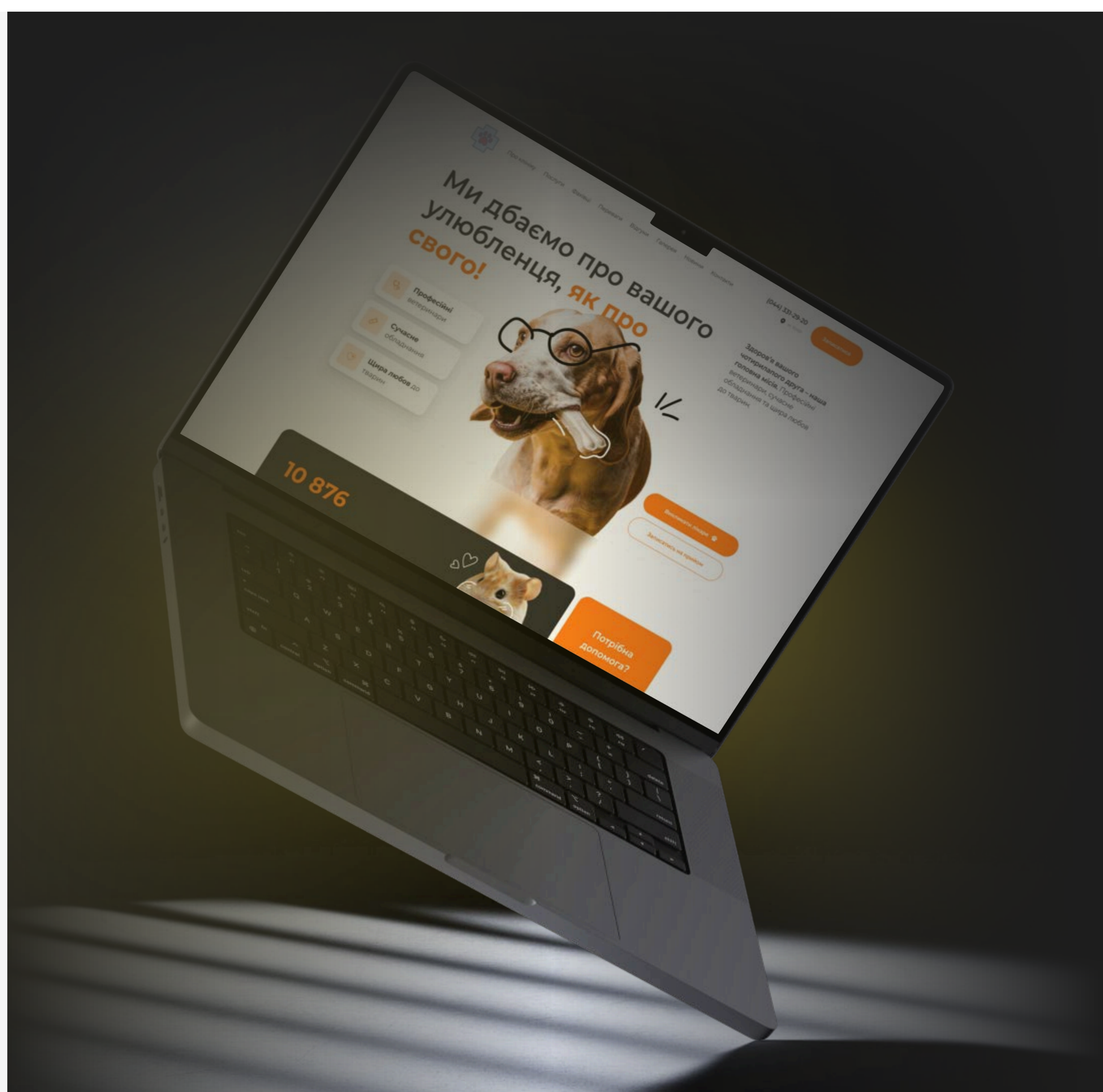


CHECKLIST

SEO-optimization of an online store before launch

// 9 basic steps for your new site to be liked by Google



Technical foundation

Steps 1-5

STEP 1: Check the settings of the robots.txt file

- Make sure you haven't blocked the site from indexing. The robots.txt file should not contain the line Disallow: /.

STEP 2: Create and configure sitemap.xml

- Generate a sitemap that includes a link to all your important pages (homepage, categories, products). Add a link to it in robots.txt.

STEP 3: Install an SSL certificate

- Check the site in Google PageSpeed Insights. Make sure all images are compressed, and the server responds quickly.

STEP 5: Configure human-readable URLs (HRU)

- Your page addresses should be short and understandable (e.g.,/cholvichi-krosivky/, not/category.php?id=123).

Content optimization

Steps 6-10

STEP 6: Collect the semantic core

- Identify the keywords people will use to search for you. Distribute them across your pages: high-frequency ones on the homepage and categories, low-frequency ones on product cards.

STEP 7: Write unique meta tags

- Write unique and attractive Title (up to 60 characters) and Description (up to 160 characters) for the home page and each category.

STEP 8: Optimize H1 headings

- Make sure that each important page has only one H1 heading and it contains the main keyword for that page.

STEP 9: Add the site to Google Search Console

- Register your site in this free tool from Google. This will allow you to track indexing, see errors, and analyze which queries people use to find you.

THIS CHECKLIST IS BASIC

SEO foundation of a successful online store

It will help to avoid gross mistakes at the start, but to get into the leaders, a deeper and more systematic work is needed

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