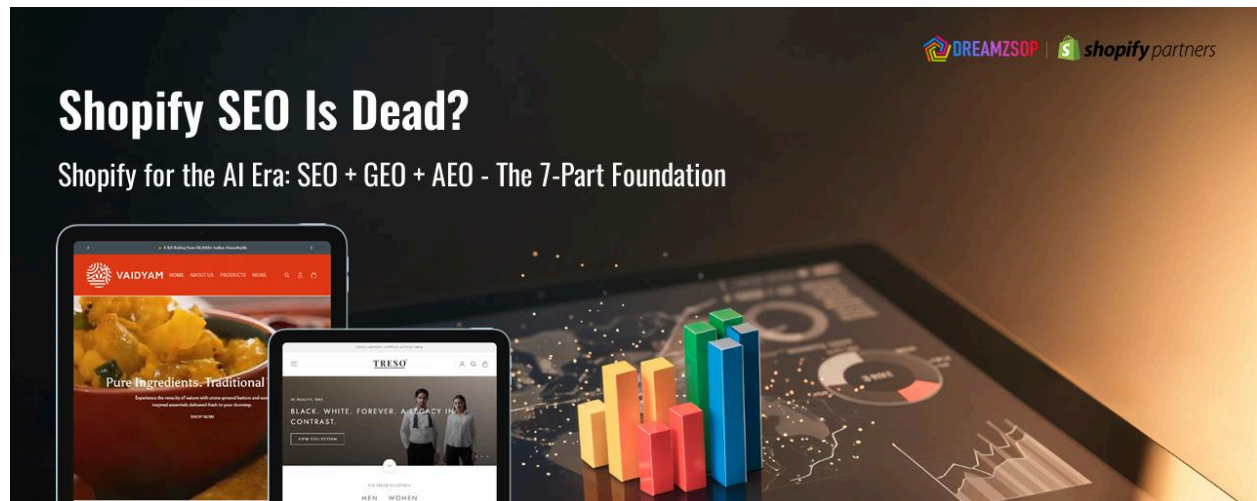


Shopify SEO to GEO & AEO: The 7-Pillar Foundation for Online Store



Pretty theme ≠ searchable store - truer words haven't been spoken.

A \$5k theme won't save you if Google can't crawl, index, and understand your pages. Shopify makes it easy to launch, but the SEO defaults need work.

The 7-part Shopify SEO Foundation

1. Site Structure: Make it crawlable

Flat > deep: Keep important collections 1-2 clicks from the homepage. *Home > Collection > Product* beats *Home > All Products > Category > Subcategory > Product*
Internal linking: Link from *blogs* → *collections* → *products*. Use breadcrumbs. Your theme looks pretty, but can a bot navigate it?

Logical URL handles: `/collections/men-shirts` not `/collections/all-products-123`. Edit in Shopify admin under SEO settings.

2. Technical: The stuff under the hood

Speed: Compress images, kill unused apps, pick a lightweight theme like Dawn. Every app adds JS that slows you down. Run PageSpeed Insights.

Mobile-first: 70%+ of Shopify traffic is mobile. Google indexes the mobile version first. Test it.

Sitemap + robots.txt: Shopify auto-generates `/sitemap.xml`. Submit to Google Search Console. Edit robots.txt.liquid if you need to block dev pages.

Canonical tags: Shopify handles dupes pretty well, but check product variants aren't competing with themselves.

3. On-Page: What you actually control

Title tags: Primary Keyword | Secondary | Brand. 55-60 chars. Each page is unique.

Bad: T-Shirt - My Store

Good: Men's Organic Cotton T-Shirt | Heavyweight 240gsm | DREAMZSOP

Meta descriptions: 155 chars. Not a ranking factor, but it's your ad copy in SERPs. Write to click, not to stuff.

H1 tags: One per page. Collection H1 = collection name + modifier. Product H1 = product name. Don't let your theme make the logo the H1.

Alt text: Describe the image for users + bots.

man-wearing-black-organic-cotton-tee-front.jpg beats IMG_4932.jpg

4. Content: Keywords meet intent

Collections > products for SEO: Collections usually rank, not individual products. 300+ words on collection pages with buying guides, FAQs, comparisons.

Blogs drive discovery: “Best gifts for runners” → link to your running gear collection. Shopify’s blog is underused.

Product descriptions: Don’t use manufacturer copy. Write unique descriptions answering: who’s it for, what problem it solves, specs.

5. Schema: Speak Google’s language

Shopify adds basic Product schema, but add:

Organization + Logo on homepage

BreadcrumbList on all pages

FAQ schema on collection/product pages if you have Q&A

Review schema if you have Judge(.)me, Loox, etc

Use an app like "JSON-LD for SEO" if your theme doesn’t cover it.

6. Backlinks + E-E-A-T: Authority matters

PR over directories: Get featured in gift guides, niche blogs, HARO. One link from Wirecutter > 100 from random blogs.

About page + policies: Real address, contact info, founder story. Google checks if you’re a real business.

Reviews: Product reviews + Google Business Profile reviews both help trust.

7. Indexing Control: Don't let Shopify bloat kill you

Block/nofollow these in robots.txt.liquid: `/cart, /search, /account`

Faceted filters: `?sort_by=, ?filter.v.option=`

Internal search result pages

Thousands of low-value URLs = crawl budget wasted.

Quick Audit: Is Your Store Searchable?

Run this 5-min check:

site:yourdomain.com in Google - how many pages indexed? Does it match your real page count?

View source on product page - Is there only one H1? Are title/meta filled?

PageSpeed Insights - Mobile score >70?

Search Console - Any "Crawled - currently not indexed" errors?

The hard truth: Shopify gives you a decent foundation, but "decent" doesn't rank. You have to override defaults.

Want me to break down any of these 7 areas for your store specifically? If you drop your URL I can do a quick scan of what's missing.

Visit for More Shopify + SEO.GEO.AEO Insight >

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