

Overview Last 12 months vs. Previous period

Metric	Value	Change
Organic Revenue	\$248.7K	+12.2%
Conversion Rate	2.71%	+18.8%
Avg. Order Value	\$82.12	+12.4%

Organic Traffic

Top Keywords

Keyword	Position	Change	Volume
leather laptop bag	1	+3	12,445
minimalist desk setup	2	+1	8,736
wireless headphones	3	+2	15,230
sustainable fashion	4	+5	9,324
ceramic coffee mug	5	+1	6,518

Traffic by Channel

Channel	Percentage
Organic Search	64.7%
Direct	20.7%
Referral	8.3%
Social	4.2%
Other	2.7%

MONO Everyday Essentials. Elevated. Shop Collection

Best Sellers

The Ultimate Ecommerce SEO Checklist

The 2026 Ecommerce SEO Framework

Page 2: Why Ecommerce SEO Matters



Ecommerce SEO Growth Framework

A strategic progression that builds visibility, authority, and revenue for sustainable eCommerce growth.



Page 4: Keyword Research + Technical SEO

RankEdge
Search for keywords, pages or reports...
May 12 - May 18, 2024
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Keyword Research Framework

High-intent keywords mapped to commercial and transactional intent for maximum impact.

All Intent | All Volume | Filters

Keyword	Intent	Search Volume	KD %
best project management software	Commercial	14,800	45
project management tools for teams	Commercial	9,900	42
buy project management software	Transactional	6,600	38
project management software pricing	Commercial	5,400	35
enterprise project management solution	Commercial	4,400	46
project management software comparison	Commercial	3,600	40
agile project management tool	Informational	3,300	33
project management software reviews	Commercial	3,000	41
best project management tools 2024	Commercial	2,900	37
online project management tool	Informational	2,400	30

Showing 1 to 10 of 250 keywords

Technical SEO Audit

Site Health Score: **92%**

Overall Site Health ▲ 12%
vs. Apr 28 - May 4, 2024

92%

Site Speed: **96/100**
▲ 8% vs. last audit

Mobile Friendliness: **95/100**
▲ 5% vs. last audit

Crawlability: **85/100**
▲ 10% vs. last audit

Keyword Intent Distribution

Commercial	55% (138)
Transactional	20% (50)
Informational	25% (62)
Total Keywords	250

Insight
Focus on commercial and transactional keywords to drive conversions and pipeline growth.

Top Technical Issues

Issue	Severity	Affected Pages
Missing meta descriptions	High	128
Duplicate title tags	Medium	86
Image alt text missing	Medium	64
Canonical tag issues	Low	24

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Page 5: Category Page SEO Checklist

Category Page SEO Checklist

The screenshot shows a category page for 'Luxury Watches' on the website 'Timeless Prestige'. The page features a navigation bar, a main heading, a 'Shop by Brand' section, a product grid with filters, an 'Optimized Content Block', a 'Frequently Asked Questions' section, and a footer. Blue callout boxes with icons point to specific elements: the page title, meta description, H1 heading, content blocks, internal links, and the FAQ section.

SEO Title
Luxury Watches | Premium Timepieces Collection | Timeless Prestige

Meta Description
Discover our curated collection of luxury watches from top brands. Precision, craftsmanship, and timeless elegance. Shop now at Timeless Prestige.

H1 Header
H1: Luxury Timepieces

Content Blocks
Well-structured content blocks with brand links, filters, and product listings improve user experience and SEO.

Internal Links
Internal links help search engines discover and index more pages.
• View all brands
• Learn more about our craftsmanship
• Footer navigation links

FAQ Section
FAQs target long-tail keywords and provide valuable information to users.

Optimized Content Block
Luxury watches are more than instruments for telling time—they are a legacy of precision, innovation, and timeless design. Our collection features authentic timepieces from iconic brands, each selected for its craftsmanship, heritage, and enduring value.
[Learn more about our craftsmanship →](#)

Frequently Asked Questions
How do I know my luxury watch is authentic? +
What is the warranty on luxury watches? +
Do you offer international shipping? +
How do I care for my luxury timepiece? +

Shop by Brand
ROLEX PATEK PHILIPPE OMEGA Cartier IWC SCHAFFHAUSEN

Filters
Brand: Rolex (48), Patek Philippe (32), Omega (41), Cartier (27), IWC (19)
Price: \$2,000 - \$100,000+
Material: Stainless Steel (88), Rose Gold (34), White Gold (22), Platinum (16)

Products
Rolex Submariner Date: \$12,500
Patek Philippe Calatrava: \$28,900
Omega Speedmaster Professional: \$6,800
Cartier Tank Must: \$4,250
IWC Portugieser Automatic: \$7,900
Rolex Datejust 41: \$10,900
Patek Philippe Nautilus: \$52,000
Omega Seamaster Diver 300M: \$5,200

Footer
TIMELESS PRESTIGE
Purveyors of fine timepieces and exceptional service.
Shop: All Watches, New Arrivals, Best Sellers, Pre-Owned Watches, Accessories
Customer Care: Contact Us, Shipping & Delivery, Returns & Exchanges, Warranty, FAQs
About Us: Our Story, Craftsmanship, Journal, Careers
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Product Page SEO Checklist

Schema.org Markup

Optimized for Conversion

✗ BEFORE (Not Optimized)

Home > Shoes > Running Shoes

Running Shoes

\$59.99

Comfortable running shoes for everyday use.

Size:

Quantity:

[Add to Cart](#)

Product Description

These running shoes are comfortable and lightweight. Great for runners.

Customer Reviews

No reviews yet.

Related Products

Casual Shoes
\$49.99
[View Product](#)

Training Shoes
\$55.99
[View Product](#)

Sports Shoes
\$60.99
[View Product](#)

✓ AFTER (Optimized)

Home > Men > Running Shoes > Lightweight Running Shoes

Men's Lightweight Running Shoes – Breathable Mesh, Cushioned Sole for Maximum Comfort

★★★★★ 4.7 (128 reviews)

\$59.99

Free Shipping | Free Returns | In Stock

Experience superior comfort and performance with these men's lightweight running shoes. Designed with a breathable mesh upper and responsive cushioned sole, they provide excellent support, shock absorption, and durability for everyday runs or intense training sessions.

- Breathable mesh upper for enhanced airflow
- Cushioned midsole for all-day comfort
- Lightweight design reduces fatigue
- Durable rubber outsole for better traction
- Ideal for running, gym, and casual wear

Size:

Quantity:

[Add to Cart](#)

[Add to Wishlist](#)

Customer Reviews

4.7 (128 reviews)

★★★★★

[Write a Review](#)

Related Products

Men's Trail Running Shoes – All Terrain Grip
\$64.99
★★★★★ (86)
[Add to Cart](#)

Men's Performance Training Shoes
\$54.99
★★★★★ (71)
[Add to Cart](#)

Men's Walking Shoes – Extra Comfort
\$49.99
★★★★★ (63)
[Add to Cart](#)

Men's Gym Shoes – Flexible & Lightweight
\$58.99
★★★★★ (55)
[Add to Cart](#)

✗ BEFORE: Missing SEO Opportunities

- ✗ Generic product title
- ✗ Thin product description
- ✗ No customer reviews or ratings
- ✗ Images missing alt tags
- ✗ No schema markup
- ✗ Limited related products

✓ AFTER: SEO Best Practices Implemented

- ✓ Keyword-rich, descriptive product title
- ✓ Unique, detailed product description with benefits
- ✓ Customer reviews and ratings for trust & credibility
- ✓ Image alt tags for better accessibility and rankings
- ✓ Schema.org markup for rich snippets
- ✓ Relevant related products to increase engagement & sales

Schema.org Markup Example

```

{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Men's Lightweight Running Shoes",
  "image": "https://yourstore.com/images/running-shoes-black.jpg",
  "description": "Lightweight running shoes with breathable mesh and cushioned sole...",
  "sku": "RS-12345",
  "brand": {
    "@type": "Brand",
    "name": "YourBrand"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.7",
    "reviewCount": "128"
  }
}
                
```

Schema.org Markup ✓

Better Rankings

Higher Conversions

Increased Trust

More Sales

Ecommerce Content Ecosystem



Link Building Framework

A strategic path from great content to measurable business growth.





YOUR AGENCY
DIGITAL GROWTH PARTNER

Monthly SEO Audit Scorecard

📅 Month / Year: _____
🌐 Website: _____
📄 Prepared By: _____

Technical Score



82

/100

Site health, crawlability, indexability and performance.

Content Score



78

/100

Content quality, relevance, keyword optimization.

Authority Score



75

/100

Backlinks, domain authority, and trust signals.

Traffic Score



70

/100

Organic traffic, user engagement, and growth.

Keyword Ranking Score



76

/100

Keyword rankings, visibility, and search presence.

Action Items

Priority	Action Item	Category	Status	Owner	Due Date
High			<input type="radio"/> Not Started		
High			<input type="radio"/> In Progress		
Medium			<input type="radio"/> Completed		
Medium			<input type="radio"/> Not Started		
Low			<input type="radio"/> In Progress		
Low			<input type="radio"/> Completed		

Progress Tracker

Overall SEO Score Trend



— Overall Score

Score Summary	This Month	Last Month
 Technical Score	82	76
 Content Score	78	72
 Authority Score	75	68
 Traffic Score	70	65
 Keyword Ranking Score	76	71
Overall Score	76	70

Notes



Focus. Optimize. Grow.
Consistent improvements today drive sustainable rankings tomorrow.

90-Day Ecommerce SEO Roadmap



Month 1: Foundation

Build a strong SEO foundation for long-term growth.

- ✓ SEO Audit & Technical Analysis
- ✓ Keyword Research & Mapping
- ✓ Website Architecture Review & Fixes
- ✓ On-Page SEO Foundations
- ✓ Analytics & Tracking Setup
- ✓ Competitor Analysis

Month 2: Optimization

Optimize key elements to improve rankings and user experience.

- ✓ On-Page SEO Optimization
- ✓ Product & Category Page Optimization
- ✓ Internal Linking Optimization
- ✓ Content Optimization & Enhancement
- ✓ Technical SEO Improvements
- ✓ Site Speed & UX Optimization

Month 3: Authority

Build authority and scale your ecommerce SEO performance.

- ✓ High-Quality Link Building
- ✓ Digital PR & Outreach
- ✓ Content Marketing & Blog Strategy
- ✓ Authority Building
- ✓ Performance Monitoring & Reporting
- ✓ Scalability & Growth Planning

YOUR
LOGO
HERE

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Long-term growth for your ecommerce business. sales@elsner.com



Strategic
Approach



Measurable
Results



Ethical &
Sustainable



Transparent
Communication



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sales@elsner.com



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LET'S GROW
TOGETHER!