

5-Point Shopify SEO Leak Checklist

For Amazon FBA Brand Owners Who Are Leaving Revenue on the Table

How to use this checklist:

Run through each of the 5 checks below on your Shopify store. Most FBA sellers' stores fail at least 3 out of 5. Each leak is costing you organic traffic — and revenue — every single day. The good news: every one of them is fixable.

1

Missing or Duplicate Meta Titles & Descriptions

WHY IT MATTERS

Meta titles and descriptions are what Google shows in search results. If they're missing, Google auto-generates them (badly). If they're duplicated, Google can't tell your pages apart and may de-index some entirely. Stores with optimized, unique meta tags see 20-40% more organic click-throughs — that's revenue you're losing every day.

1-MINUTE TEST

Google site:yourstore.com and scan the results. If you see the same description repeated, or bland auto-generated text like "Buy [Product] at [Store]...", you have a problem. Check 10 product pages — if more than 2 share a title pattern, you're leaking clicks.

WHAT RANKFLO DOES

Rankflo scans every page on your Shopify store, flags missing and duplicate meta tags, and generates unique, keyword-optimized titles and descriptions for each product — automatically. No manual writing required.

2

Unoptimized Product Images (No Alt Text, Oversized Files)

WHY IT MATTERS

Google Images drives 20-35% of e-commerce discovery traffic. Without alt text, Google can't index your product images. Oversized images (2MB+) tank your page speed — and Google confirmed site speed is a ranking factor. Every 1-second delay in load time reduces conversions by 7%.

1-MINUTE TEST

Right-click any product image on your store > Inspect > check if the alt attribute is empty or says something generic like "product image." Then run your homepage through PageSpeed Insights — if your score is below 50, images are almost certainly the culprit.

WHAT RANKFLO DOES

Rankflo audits every image across your store, identifies missing alt text and oversized files, and provides exact recommendations — including keyword-rich alt text suggestions and target file sizes for each image.

3

Broken Internal Links & Orphan Pages

WHY IT MATTERS

Broken links create dead ends for both shoppers and Google's crawler. Orphan pages (pages with no internal links pointing to them) are essentially invisible to search engines. If Google can't crawl it, it can't rank it. FBA sellers who fix internal linking typically see a 15-25% boost in indexed pages within 30 days.

1-MINUTE TEST

Click through your store's navigation, collections, and product pages. Hit any "related products" or footer links. If you land on a 404 page or "page not found" error, you've got broken links. Check your Shopify admin under Online Store > Navigation for stale links.

WHAT RANKFLO DOES

Rankflo crawls your entire site, maps every internal link, flags all 404s and orphan pages, and shows you exactly which links need fixing and which pages need to be connected back into your site structure.

4

Thin Product Descriptions Under 300 Words

WHY IT MATTERS

Google considers pages with less than 300 words of unique content as "thin content" — and actively suppresses them in rankings. Most FBA sellers copy their Amazon bullet points to Shopify, resulting in 50-100 word descriptions. Stores that expand to 300+ words see average ranking improvements of 5-15 positions.

1-MINUTE TEST

Open your best-selling product page. Select all the description text and paste it into a word counter (Google "word counter"). If it's under 300 words, Google is penalizing that page. Do the same for 3-5 more products — if they all share similar short descriptions, this is a store-wide problem.

WHAT RANKFLO DOES

Rankflo analyzes every product page's word count, flags thin content, and shows you which pages need the most attention. Our audit report prioritizes pages by traffic potential so you fix the highest-impact products first.

5

No Structured Data / Schema Markup for Products

WHY IT MATTERS

Structured data tells Google exactly what your product is — its price, availability, rating, and more. Without it, your search listings are plain blue links while competitors show rich snippets with star ratings and prices. Rich results get up to 58% higher click-through rates. That's the difference between page 1 traffic and being invisible.

1-MINUTE TEST

Go to Google's Rich Results Test (search.google.com/test/rich-results) and paste any product page URL. If it says "Page is not eligible for rich results" or shows no Product markup detected, you're missing structured data entirely.

WHAT RANKFLO DOES

Rankflo checks every product page for proper JSON-LD schema markup. Our audit flags exactly which pages are missing structured data and what fields are incomplete — so you know exactly what to add (or let Rankflo handle it).

Want Us to Run the Full Audit for You?

Stop guessing. Rankflo scans your entire Shopify store in under 2 minutes and delivers a prioritized, actionable SEO report — so you know exactly what to fix and in what order.

[Get Your Shopify SEO Audit Report](#)

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