StoreFuel

FREE CHECKLIST · APRIL 2026

SEO QUICK WINS — CHECKLIST

15 SEO Quick Wins for Ecommerce Stores

No-cost fixes you can make today to drive more organic traffic — most take under 30 minutes.

Shopee | Lazada | Noon | Salla | Standalone Stores

15	3	0
Actionable Fixes	Focus Sections	Cost to Implement

Last verified: April 2026 · Works for SEA & MENA markets

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01 On-Page SEO

Make every page tell Google exactly what it's about

Items 1 – 5

1 Title Tag Formula

Use `[Primary Keyword] — [Benefit] | [Brand]` format, under 60 characters — truncated titles lose clicks and signal keyword mismatch to Google.

How to check: Google "site:yourdomain.com" — are titles truncated? | Tool: Google Search Console | ⏱ 15 min

2 Meta Description Template

Include primary keyword + CTA + unique value prop, under 155 characters — a compelling meta description can lift CTR by 5–10% without changing rankings.

How to check: GSC → Pages report → sort by low CTR | Tool: Google Search Console | ⏱ 20 min

3 H1 Tag Audit

Every page needs exactly one H1 matching search intent — missing or duplicate H1s confuse crawlers and weaken topical relevance signals.

How to check: SEO Meta in 1 Click browser extension | ⏱ 10 min

4 Image Alt Text

Every product and article image needs descriptive alt text with the keyword where natural — alt text drives image search traffic and improves accessibility scores.

How to check: Right-click → Inspect, or Screaming Frog (free) | ⏱ 20 min

5 Internal Linking

Each article should link to 2–3 related articles within the same hub/category — internal links distribute PageRank and help Google understand your site architecture.

How to check: Screaming Frog free (up to 500 URLs) | ⏱ 30 min

02 Technical SEO

Ensure Google can crawl, index, and rank your pages

Items 6 – 10

6 PageSpeed / Core Web Vitals

LCP < 2.5s, CLS < 0.1, INP < 200ms — since 2021 Core Web Vitals are a ranking factor; poor scores directly suppress positions in competitive SERPs.

How to check: pagespeed.web.dev | Fix: TinyPNG (compress images), lazy loading | ⏱ 30 min

7 Mobile-Friendly Test

All pages must render correctly on mobile — Google uses mobile-first indexing, so a broken mobile experience means your desktop content may not rank.

How to check: search.google.com/test/mobile-friendly | ⏱ 5 min

8 XML Sitemap

Submit sitemap.xml to Google Search Console — an unsubmitted sitemap means Google discovers pages by crawl only, slowing indexation of new content.

How to check: yourdomain.com/sitemap.xml — does it exist? | Submit via: Google Search Console → Sitemaps | ⏱ 10 min

9 Robots.txt Review

Ensure you're not accidentally blocking important pages from being crawled — a single misconfigured rule can remove your entire site from Google's index overnight.

How to check: yourdomain.com/robots.txt | Verify: GSC → Settings → robots.txt inspector | ⏱ 5 min

10 Structured Data (Schema Markup)

Add Product schema to product pages and FAQ schema to articles — rich results earn 20–30% more clicks than plain blue links at the same rank position.

How to check: search.google.com/test/rich-results | Add: Product schema + FAQ schema | ⏱ 30 min/page

03 Content Optimization

Fix what you have before creating more

Items 11 – 15

11 Keyword Cannibalization Check

Multiple pages targeting the same keyword compete with each other, splitting ranking potential — consolidate or differentiate these pages to let the strongest one dominate.

How to check: GSC → Performance → query → same query on multiple URLs?

⏱ 20 min

12 Thin Content Audit

Pages under 300 words rarely rank for anything competitive — expand them with real substance or consolidate them with a stronger page via 301 redirect.

How to check: Screaming Frog → filter by word count

Fix: Expand or 301-redirect to a stronger page

⏱ 15 min

13 FAQ Schema on High-Traffic Articles

FAQ sections increase SERP real estate by 20–30%, pushing competitors below the fold — the best 3–5 FAQs are ones users already ask Google about your topic.

How to check: Do your articles answer common questions?

Add 3–5 FAQs + FAQ schema JSON-LD

⏱ 20 min/article

14 Local Keyword Targeting

Use country-specific keyword variations ("ecommerce Malaysia" vs "e-commerce MY") — localised terms consistently outperform generic ones across SEA and MENA markets.

How to check: GSC → filter by country → compare top queries

Tool: Google Trends (compare country variants)

⏱ 15 min

15 Multilingual SEO Basics

If serving multiple markets, hreflang tags tell Google which language version to show in which country — without them, the wrong language ranks in the wrong market.

How to check: View source → search "hreflang"

For Arabic markets: also verify RTL (dir="rtl") support

⏱ 30 min

Market-Specific SEO Tips

SEA Markets

Malaysia · Singapore · Indonesia · Philippines · Thailand · Vietnam

- Google.co.id, Google.com.my, and Google.com.sg have different ranking patterns — test in each market separately.
- Indonesian searchers strongly prefer Bahasa Indonesia content; English pages rank poorly for local queries.
- Malaysian searchers mix English and Malay — target both language variants for maximum reach.
- Thai and Vietnamese markets are highly local-language dominant; transliterated English rarely ranks in those markets.
- Philippine searchers default to English; Tagalog content supplements but does not replace English targeting.
- Shopee and Lazada have internal search algorithms separate from Google — keyword rules differ between platforms.

MENA Markets

UAE · Saudi Arabia

- Google.ae and Google.com.sa default to Arabic results; Arabic content is required to rank for most commercial queries.
- Arabic keyword research needs dedicated native seed terms — direct translations of English keywords miss how locals search.
- Noon and Salla have internal search optimization rules independent of Google; optimize listing titles separately.
- Snapchat and Instagram drive more discovery traffic than Google in some Gulf segments — SEO supports a broader channel mix.
- RTL (right-to-left) layout is mandatory for Arabic pages — `dir="rtl"` in HTML and mirrored CSS layout.
- Saudi Arabia is the larger market (35M+ vs UAE 9M); prioritize sa-ar content for maximum volume.

Pro Tip: Free Tool Stack for Ecommerce SEO

You can run all 15 checks above with free tools only: **Google Search Console** (on-page + technical monitoring), **Screaming Frog** (up to 500 URLs free), **PageSpeed Insights** (Core Web Vitals), **Google Rich Results Test** (structured data), and **SEO Meta in 1 Click** (Chrome extension for quick H1/meta audits). No paid tools required to get started.

READY FOR MORE?

Want the full guide?

This checklist is just the starting point. Our complete SEO for Ecommerce guide covers keyword research, hub & spoke architecture, marketplace SEO, and market-by-market playbooks for SEA and MENA.

Read the full guide at storefuel.co

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Ecommerce marketing, SEO, and growth — for stores in SEA & MENA

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