

# 7 On-Page SEO Fixes Every E-Commerce Store Needs to Make

Boost your rankings. Get more traffic. Turn clicks into customers.

## Who is this for?

- Shopify store owners
- WooCommerce sellers
- Handmade product creators
- Ecommerce entrepreneurs tired of depending on Instagram or ads

If you have a product and a website—but not enough traffic—this guide is for you.

## 1. Fix Your Title Tags (Make Google Want to Rank You)

Your title tag is your shop's first impression. A bad one = no clicks.

**Bad:** Home | Bella Candles

**Better:** Hand-Poured Soy Candles | Bella Candles – Free Shipping

**Pro Tip:** Put your main keyword near the beginning.

## 2. Write Descriptions for Humans (Not Robots)

Google wants to rank real content. Stop stuffing keywords—start telling stories.

### Checklist

- Talk about the product benefits (not just features)
- Answer real questions: “Is it dishwasher safe?” “Does it run true to size?”
- Use keywords naturally, like you’re talking to a person

## 3. Speed Up Your Site (Or Say Bye to Rankings)

If your site takes longer than 3 seconds to load, Google (and your customer) will bounce.

### Quick Fixes

- Compress your images (use TinyPNG or Shopify’s built-in tools)
- Remove any unnecessary popups or auto play videos

- Use a fast, clean theme

## 4. Use Header Tags Properly (H1, H2, H3)

Don't bold everything. Use structure so Google understands your page.

### Example

- H1: Shop Organic Dog Treats
- H2: Why Our Treats Are Better
- H3: Ingredients & Sourcing

## 5. Make Your URLs Clean & Clickable

Ugly URLs = lower trust and worse rankings.

**Bad:** yourstore.com/product?id=348902

**Good:** yourstore.com/organic-dog-treats

## 6. Add Internal Links

Link your product pages to blog posts, FAQs, and related products. **Why?** It helps Google crawl your site and keeps customers engaged longer.

## 7. Add Real Reviews (With Keywords!)

Reviews with keywords help you rank and build trust.

**Tip:** Ask happy customers to mention what they bought and what they loved.

Example: "I love the lavender soy candle—it burns so clean and smells amazing!"

## Want an expert to check your SEO?

Get a custom SEO Mini Audit for your site.

- ✓ See exactly what's working and what's hurting your traffic
- ✓ Get an action plan that you or your developer can implement fast
- ✓ Book now for just **\$750**

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Or email us at [carol@hitthewebmarketing.com](mailto:carol@hitthewebmarketing.com)

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