Shopify Blogging

A step-by-step interactive checklist to make a Shopify blog that will amplify your store rankings and sales.

0/61   Reset

Why Blog
Case studies

Overview videos

- [ ] Forget about stealth +
- [ ] Invest in product, brand and service +
- [ ] Discover your wedge +
- [ ] Find gold +
- [ ] Build your audience +
- [ ] What to blog about? +
- [ ] How many categories of blogs can I have? +
- [ ] What should you write about +

Keyword Research

- [ ] Free Rank Checker GSC +
- [ ] Use Google Ads tool for checking Indexing +
- [ ] Ahrefs Free Rank Tracker +
- [ ] Topic Cluster Tools +
- [ ] Rank Tracking +
- [ ] DFY Competitor Research +
- [ ] Site vs Page +

Write Better SEO Blog Copy
What should you write about

How should you write it so you get more traffic

- [ ] Structured Data +
- [ ] Write it so you get more traffic +
- [ ] DFY Content Outlines +
- [ ] Grammar and Spell Checking +
- [ ] Plagiarism Checking +
- [ ] Excerpt +
- [ ] Where do I put my target keyword? +
- [ ] How many words?? +
- [ ] Copy Paste Styling Errors +
- [ ] Write like you talk +
- [ ] Live Drafts +
- [ ] Check for PAA +
- [ ] Hemmingway Grade 4 level
- [ ] Grammarly Check
- [ ] Check PAA for type/style of content +
- [ ] Embed Videos +
- [ ] Nail your headlines +

Formatting and Testing Template
After writing your first post, now you can check to see if everything is working properly

- [ ] XML feed check
- [ ] RSS atom feed validator
- [ ] Social Graph Checker
- [ ] Disability checker for color contrasts +
- [ ] Mobile Responsive Testing +
- [ ] Google Structured Data +

Optimization of Posts
Optimization is a never ending task simply due to the constant changes in algorithms and competitor activity.

- [ ] Market Muse +
- [ ] Surfer SEO +
- [ ] Excerpt Optimization +
- [ ] Scheduling Dates +

Tagging and Interlinking
A proper tagging process to interlink your blog posts with your collection pages is all that is sometimes needed to boost rankings by a page or more.

- [ ] What tags to use? +
- [ ] Where to get tags? +
- [ ] Collection page linking +
- [ ] Product Page Linking +
- [ ] Blog Navigation Links +
- [ ] Call to Action +

- [ ] Beware of Hidden Formatting Issues ✚

Promotion

When all the pieces are working together properly, a Shopify blog promotes itself.

Using low-competition, commercial keywords in a mix of informational and transactional articles, it gets the attention of search engines.

Here is how to give it a boost and edge.

- [ ] Submit blog sitemap to GSC ✚
- [ ] Submit RSS feed ✚
- [ ] Share on your social media ✚

DFY Service

Want us to do this from A- Z?

- [ ] Shopify Blog Management Options starting at $99 a month ✚

Tracking Your Results

- [ ] Check Indexing with InURL ✚
- [ ] What keywords am I indexed for ✚
- [ ] Don't overlook the non-tangible results ✚

Extras

- [ ] How to get the Google Crawler to eat out of your hand and visit your site more often ✚
- [ ] Reschedule Your posts ✚
- [ ] Work with your data ✚
- [ ] Should you use brand names ✚
- [ ] Category Meta data ✚