

Shopify SEO First Decision Sheet

Use this one-page field sheet before changing a theme, migration plan, SEO app, collection structure or reporting setup. It helps you name the real risk before the work becomes a pile of disconnected tasks.

BEST FOR

Store owners, ecommerce managers and SEO leads choosing where to start.

USE WHEN

Use before opening five guides, buying another app or asking a developer to “just fix SEO”.

1. Name the risk

- Traffic might drop after a migration or theme change.
- Important collections are weak, duplicated or buried.
- Product pages lack evidence, variants or merchant trust.
- Reporting cannot explain what changed.
- A tool or app is being considered before the problem is proven.
- AI answers or shopping results are inconsistent.

2. Choose the first check

IF THIS IS TRUE	CHECK FIRST	OPEN NEXT
URLs, redirects or platform are changing	Old URL evidence and redirect destinations	Migration checklist
Live Shopify SEO is underperforming	Collections, products and internal links	Shopify SEO audit checklist
Tools are being discussed	Native Shopify controls and evidence of repeated work	Tool choice filter
Traffic dropped after launch	GA4, Shopify analytics and Search Console consistency	Traffic-drop diagnosis

3. Decide what not to touch yet

Write down anything that should wait until the first check is complete.

Do not change yet

Evidence needed

Owner

Field note: “Maybe install an app” is not a diagnosis. It is a shopping trip wearing a work jacket.

