

TECHNICAL SEO OPTIMIZATION

To optimize your website's SEO, we've identified key areas of improvement. Here's what we need from you, with precise specifications for each point:

XML Sitemap - Submit to Google Search Console:

- Access to Google Search Console or permission to set it up.

URL Structure:

- List of all product names and categories.
 - Example - Naming conventions: Unique, descriptive, ideally between 3-5 words.

Breadcrumb Navigations:

- Confirmation of naming or categories to be displayed as breadcrumbs.
 - For example: Home > Products > Category > Product.

Internal Linking:

- List of key products or pages you want to highlight.
 - Example Best-Selling Products, New Arrivals, and Special Offers.
- Any products/pages are related to each other.
 - Example: You might want to link from a product page to its accessories or related items.

Optimize Images:

- Include brief descriptions (under 125 characters) for key images.
 - Provide descriptive "alt text" for each image. (*we can do this from the product description*)
 - *Requires dev work*

Title Tags, Meta Descriptions:

- List of preferred keywords or phrases.
 - If you have a keyword strategy in place – please share that with us.
- Unique Title tags:
 - 50-60 characters – for each page to describe products.
- Meta descriptions:
 - Informative, 150-160 characters – that provides more detailed information.

Header Tags:

- Verify the names of your products/pages.
- Each main title (H1) should be unique and 20-70 characters long.
 - Provide a clear main title for each page.

- Subheadings (H2, H3) should describe the content in under 100 characters.
 - Provide shorter subheadings that describe the product.

Unique Product Descriptions:

- A unique description for each product (50-300 words).
 - Each description should provide valuable information about the product.
 - Highlight features, benefits, and any unique selling points.

Image Optimization – Alt Text:

- Alt text helps describe images to people who can't see them.
- Provide short descriptions for each image using alt text.
 - Alt text should be descriptive and kept under 125 characters.
 - Tell us what each image shows so that we can add the alt text.

Schema Markup:

- Share detailed information about each product: features, specifications, pricing, etc.
- If you have product reviews, awards, or honors, provide those details too.

TIME & COST BREAKDOWN

Data Collection and Preparation: 2 – 4 hours

- Assuming all necessary information is provided to us, including product names, categories, descriptions, alt text, keywords, titles, etc.
- Verify that the provided information is accurate and complete before proceeding to the next phase.

Formatting and Organization: 7 – 10 hours

- Organize the provided data into a structured format suitable for Shopify's bulk upload.
- Ensure each column in the CSV file corresponds to the appropriate product attribute.
- Consistently format and spell-check data entries to prevent discrepancies.
- Optimize URLs with relevant keywords for SEO if provided.
- Include alt text for images to enhance accessibility and SEO.
- Apply a consistent naming convention for images.
- Arrange the data in a logical order to facilitate smooth import.
- Check for special characters that might affect formatting.
- Ensure schema markup data, if applicable, adheres to schema guidelines.

Hierarchy and Breadcrumbs: 8 – 10 hours

- Depending on complexity, creating hierarchical navigation might take several hours a day.
- Develop collections that replicate breadcrumb-like navigation.
- Ensure the setup improves user navigation and site structure.

CRM Custom Functions for Real-time Shopify Product Update: 10 – 12 hours

- Streamline CRM integration with Shopify for immediate reflection of CRM changes upon product creation.
- Optimize custom functions for timely updates and efficient execution.

- Aim for smoother product data management across platforms.
- **Schema Markup and Detailed Information: 8 – 10 hours**
 - Manually adjust schema markup for each product.
 - Align detailed product information with schema requirements.
 - Time needed depends on the number of products and customization.
 - Enhance search engine visibility and rich snippet display through schema markup.
- **Bulk Upload: 6 – 8 hours**
 - Import the organized data into Shopify using bulk import tools or apps.
 - Map CSV columns to corresponding product attributes.
 - Test imports a subset of products to ensure data interpretation.
 - Review imported products for errors, discrepancies, and missing data.
 - Correct any issues identified during the test import.
 - Monitor the import process for completion.
 - Allocate at least 6 hours for thorough review and adjustments.
- **Quality Check and Testing: 6 – 10 hours**
 - Thoroughly review imported data for inaccuracies.
 - Check product pages, descriptions, images, URLs, and attributes.
 - Adjust any inconsistencies or errors promptly.
 - Test the functionality of product links and images.
 - Allocate at least a day for comprehensive review and adjustments.

TOTAL HOURS: 47 – 74 HOURS