# Shopify SEO: the 7 settings Google reads

7 places that shape your organic traffic

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Kaspian Fuad · Shopify CRO

# What Shopify handles vs what you set

- ✅ Structured data on products
- ✅ Sitemap auto-generated
- ❌ Homepage title left blank
- ❌ Image alt text missing
- ❌ Blog SEO title skipped

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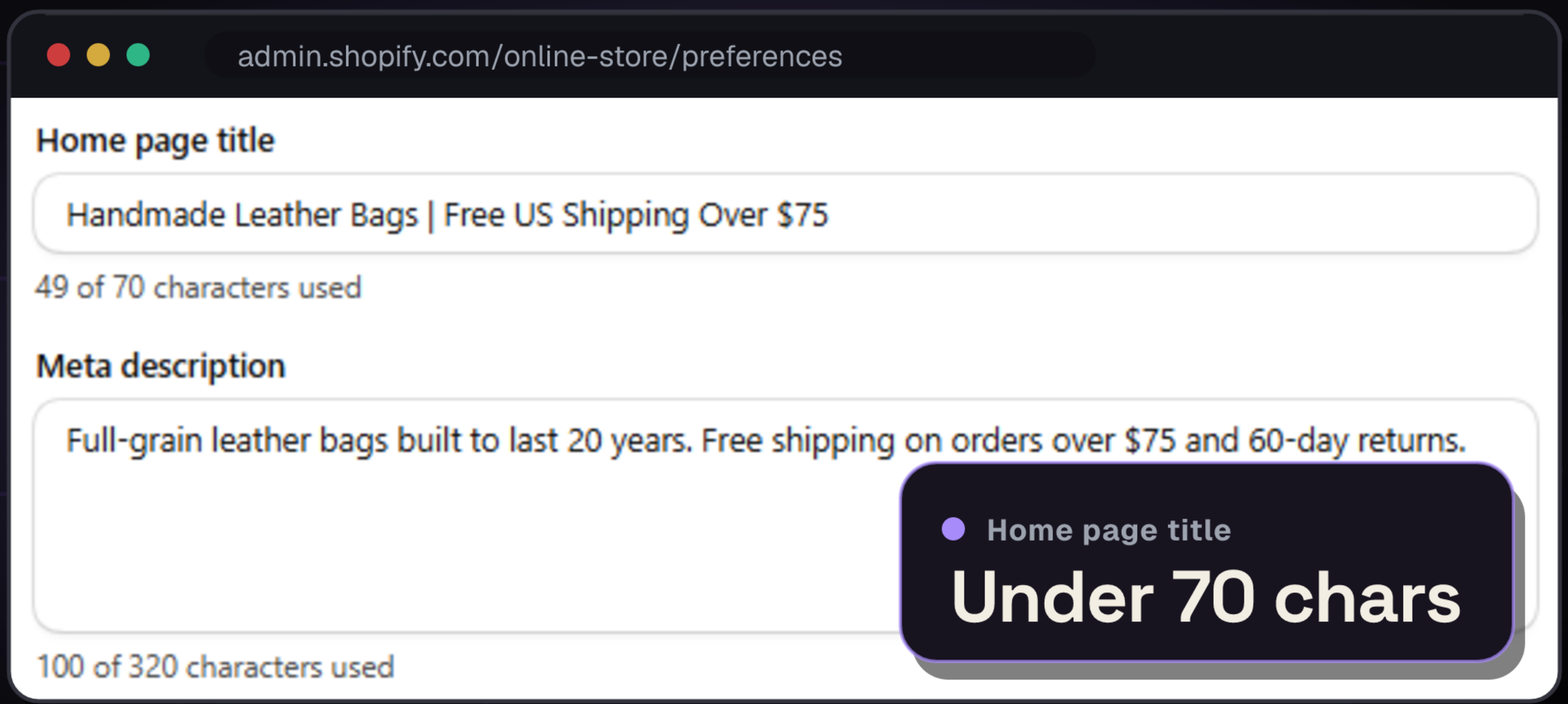
# Start here: homepage title




Set a keyword-first title here. Shopify defaults to just the store name.

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# 4 settings to check

1

**Homepage title**

Online Store > Preferences

2

**Image alt text**

Theme editor or Products

3

**Blog SEO field**

Right sidebar of each post

4

**Submit sitemap**

Google Search Console

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# Do this today

- ✅ Keyword-first homepage title
- ✅ Alt text on hero images
- ✅ Blog SEO field filled
- ❌ Store name only as title
- ❌ Same title across pages

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# The one mistake

Your nav menu names and page SEO titles can become near-duplicates. Google sees the same signal across multiple pages and can't pick which one to rank.

Fix it: each page has its own SEO title field. Write a unique title for every collection, page and blog post.

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# 7 settings checked

Preferences takes 5 minutes. Alt text on your hero images takes 10. Blog SEO fields take 1 minute per post.

The sitemap is one copy-paste into Search Console. You don’t need an agency or a plugin. Just the admin.

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# Want the SEO checklist?

**COMMENT SHOPIFYSEO**

I send it over. No forms, no spam.

SHOPIFY SELECT PARTNER

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