GEO CHECKLIST FOR SHOPIFY USERS

(GENERATIVE ENGINE OPTIMIZATION)

This checklist helps you create content in your Shopify store that can be recognized, used, and cited by generative AI search systems like Google SGE, Bing Copilot, and Perplexity.

1 GEO-Optimized Content Formats

- [ ] "What is…?" pages in the blog or as standalone info pages (e.g., "What is Klarna?")
- [ ] Comparison articles such as "Shopify vs WooCommerce"
- [ ] Product glossaries or e-commerce terms as separate pages or sections
- [ ] FAQ sections on shipping, payments, returns (also relevant for AI!)
- [ ] Guides (e.g., "How does it work?" or "How to use…")

You can place this content under:

- ▲ Blog posts
- ▲ CMS pages (under "Online Store > Pages")
- ▲ Below product pages as info boxes (e.g., via apps or Sections Everywhere)

2 Clear & Helpful Content

- [ ] Does the content answer a specific user question? (e.g., "What is dropshipping?")
- [ ] Is the text factual, informative, and trustworthy?
- [ ] Do you use examples or terms relevant to your e-commerce audience?
- [ ] Is there a clear message in each section?

3 Structure & Formatting in the Shopify Blog

- [ ] Are you using clear H2 and H3 headings in blog posts?
- [ ] Is the text divided into short paragraphs (3–5 sentences)?
- [ ] Are you using bullet points or numbered lists to make info easier to digest?

- [ ] Is there a summary at the beginning (meta-summary or brief overview)?
- [ ] Is each section modular and understandable on its own?

> **TIPP:** Use the HTML view in the Shopify editor to correctly apply H-tags (H2, H3, etc.)

4 Unique Collection Descriptions (Collection Pages)

Shopify collection pages are often neglected but are extremely important for both GEO and SEO. They often link targets from external sites and group many relevant products.

- [ ] Meta title & description are optimized in Shopify (main keyword at the front? USPs & CTA in the description?)
- [ ] H1 contains the main keyword?
- [ ] Is there an FAQ section below the products or a link to a FAQ page?
- [ ] Optionally, you can add a short intro text above the products (3–4 sentences) mentioning key aspects like:
  - [ ] What does this category offer?
  - [ ] Who are these products for?
  - [ ] What is the USP of this selection?

5 GEO for Product Detail Pages (PDPs)

Avoid generic, low-value text ("Nice cotton sweater") — instead, use AI-friendly language.

- [ ] What makes the product special? Use USPs.
- [ ] What materials are used?
- [ ] Where does the product come from (origin)?
- [ ] What values are behind it?
- [ ] Who is the target audience?

> **TIPP:** Write something like "This sweater is made from certified organic cotton and produced fairly in Portugal."
> → Helps AI understand what you're truly offering.

6 Technical & Semantic Optimization in Shopify

☐ Meta titles & descriptions include a clear main question or definition

☐ URL is short, descriptive, and keyword-based (e.g., `shop.com/blog/what-is-dropshipping`)

☐ ALT texts for images include relevant terms or definitions

☐ Content is mobile-friendly and loads quickly

☐ Are you using structured data / FAQ snippets (e.g., via Shopify SEO apps)?

Recommended apps:

▲ Plug In SEO

▲ Yoast for Shopify

▲ JSON-LD for SEO

7 Understanding Questions & User Intent

☐ Have you researched real user questions (e.g., using AlsoAsked, Perplexity, Google Search Console)?

☐ Are questions included as H2/H3 headings in the text or page?

☐ Are multiple variations of the same question present (synonyms, alternative phrasing)?

☐ Is user intent clearly addressed (informational vs. transactional)?

TIPP: Create a global FAQ page or include FAQs under categories/products. Use H2 tags for structure and mark them with structured data.
Examples:
➔ Where are your sweaters made? In a certified facility in Portugal
➔ Are your products vegan? Yes, xy% of our collection is vegan and PETA-approved

8 Trust Signals & Content Freshness

- [ ] Does the article show a publication or last updated date?
- [ ] Are there references to credible sources or your own shop data (e.g., experience-based info)?
- [ ] Is it clear who the author or company is?
- [ ] Has the content been updated within the last 6–12 months?

9 Using Shopify Features Effectively

Shopify already offers several ways to optimize your store or blog for AI—without needing additional apps:

- [ ] Tags & Metafields: Use them for extra context, such as materials, origin, or sustainability
- [ ] Collections instead of filters: AIs are more likely to link to proper URLs like / collections/vegan-sneakers rather than dynamic filters
- [ ] Dedicated info pages: e.g., "Sustainability at Our Store," "Gift Ideas," or "Our Production Facilities"
  → AI systems love structured content pages like these.

BONUS: How to Use H-Headings Correctly in Shopify

When writing content in Shopify – for example, under `Online Store > Blog Posts` – the editor only shows basic formatting options (bold, italic, lists, links, etc.).
Many users miss the importance of heading tags (H2, H3, H4) for GEO and SEO.

Why it matters:
Generative AI search engines (like Google SGE, Bing Copilot, Perplexity) and even traditional Google search can better understand well-structured, semantically organized content.

How to correctly set H-headings in Shopify blog posts:

1. **Open the blog post or page in the editor**
Go to: `Online Store > Blog Posts > Edit Article`

2. **Select the heading you want to format**
Example: You've written a subheading like "What is Dropshipping?"

3. **Click on "Format" or "Style"**
In many themes, this dropdown is labeled "Normal", "Paragraph", "Heading 2", etc.

4. **Choose "Heading 2 (H2)" or "Heading 3 (H3)"**
▲ For main sections: H2
▲ For subsections below: H3

Use this rule:

▲ Only one H1 per article (the title – set automatically by Shopify)

▲ Then use multiple H2s, and H3s for sub-points

Why this matters for GEO:

▲ Generative AI reads by structure, not just by keywords

▲ H2 headings help AI understand distinct meaning sections

▲ A question like "What is …?" in an H2 line is often quoted or used directly

▲ Clear H2s increase chances of being featured in answer boxes or snippets