



B2B E-commerce SEO Audit

Comprehensive SEO checklist

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Use this checklist to audit your B2B ecommerce site's SEO readiness. Work through each section and note where your site falls short. Every gap is a revenue opportunity.

1. Product Page Optimization

- ☐ Every product has a unique title tag with the product name and primary specification
- ☐ Product descriptions include technical specifications (not just marketing copy)
- ☐ Part numbers, SKU codes, and CAS/standard numbers are indexable text (not images or PDFs only)
- ☐ Spec sheets and compliance documents are downloadable on the product page
- ☐ Related products are cross-linked by compatibility or common use case
- ☐ Product images have descriptive alt text including product name and key specification
- ☐ Product schema markup (Product, Offer) is implemented on every product page
- ☐ Each product page loads in under 2.5 seconds (check via PageSpeed Insights)

2. Category Architecture

- ☐ Categories are organized by how buyers search (application, use case, industry) not just internal inventory structure
- ☐ Every category page has 200-400 words of descriptive content above or below the product grid
- ☐ Faceted navigation URLs are controlled with canonical tags or noindex directives
- ☐ Category pages include FAQ sections targeting buyer questions
- ☐ Breadcrumb navigation is present and uses structured data
- ☐ No orphan category pages (every category is linked from the main navigation or parent category)

3. Technical SEO for Large Catalogs

- ☐ XML sitemap includes all indexable product and category pages
- ☐ Crawl budget is not wasted on filter combination pages, session IDs, or sort parameters
- ☐ Canonical tags are set correctly on product variants and filtered views
- ☐ Site loads with Core Web Vitals passing on mobile (LCP < 2.5s, CLS < 0.1, INP < 200ms)
- ☐ Images use WebP format with lazy loading
- ☐ Internal search results pages are noindexed
- ☐ Pagination uses rel="next" / rel="prev" or load-more patterns (not infinite scroll that hides products from crawlers)
- ☐ 404 pages for discontinued products redirect to the parent category (not homepage)

4. B2B Keyword Coverage

- ☐ Product pages target specification-based keywords (part number, dimensions, material, compliance standard)
- ☐ Category pages target "[product type] supplier" and "[product type] wholesale" terms
- ☐ Application/use-case pages exist for each major buyer segment
- ☐ Comparison content targets "[product A] vs. [product B]" and "[competitor] alternative" terms
- ☐ Blog content addresses the research phase (how-to guides, selection guides, compliance explainers)
- ☐ Long-tail keywords with high purchase intent are mapped to specific pages (no keyword cannibalization)

5. Content Gap Analysis

- ☐ Each stage of the B2B buying cycle has at least one piece of content: awareness, research, evaluation, decision
- ☐ Downloadable resources exist (whitepapers, spec sheets, compliance guides)
- ☐ Case studies or customer success stories are published and linked from relevant product/category pages
- ☐ Industry-specific landing pages exist for your top 3-5 verticals
- ☐ An FAQ section covers the top 10 questions your sales team hears repeatedly

6. AI Search Visibility

- ☐ Your site appears when you search your product category in ChatGPT, Gemini, or Perplexity
- ☐ Content is structured with clear headers, factual claims, and cited sources (AI platforms prefer this)
- ☐ Product descriptions are comprehensive enough that an AI could accurately summarize what you sell
- ☐ Organization schema is implemented (helps AI tools identify your business entity)
- ☐ Educational content (not just product listings) exists on topics your buyers ask AI about

Scoring

Count your checked boxes:

- **40-48 checks:** Your B2B ecommerce SEO foundation is strong. Focus on content expansion and AI visibility.
- **25-39 checks:** Solid base with significant gaps. Prioritize technical SEO fixes and category content.
- **10-24 checks:** Major opportunities being missed. Start with product page optimization and site architecture.
- **Under 10 checks:** Your competitors are likely capturing demand you don't even know exists. Start with a professional audit.

Next Step

Want a professional review of your B2B ecommerce SEO? I'll analyze your product pages, category structure, and competitive gaps, then show you exactly where the revenue opportunity is.

Book a free ecommerce SEO audit: kreative.design/contact/