

A PRACTICAL SELF-ASSESSMENT FOR ESTABLISHED SHOPIFY MERCHANTS

Shopify SEO & AI Visibility Scorecard

Find the gaps limiting qualified organic traffic, product discovery, and conversion—then identify the first three fixes worth prioritizing.

25 checks
across five growth areas

10 minutes
to complete

One priority plan
for your next 90 days

BLACKBELT COMMERCE

Shopify development, SEO, CRO and AI visibility—built around commercial outcomes.

How to use this scorecard

This is a fast commercial diagnostic—not a technical audit. Score the store as it operates today. If you cannot verify a statement, score it 0. Honest answers make the priority plan useful.

0 No / unknown	1 Partial / inconsistent	2 Yes / reliably in place
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Before you begin

Store URL	
Completed by	
Date	
Primary growth goal	

What this assessment measures

1. Technical foundation Whether search engines can efficiently access and understand the store.	2. Commercial visibility Whether the store appears for searches with buying or hiring intent.
3. Content alignment Whether useful content supports products, categories and customer decisions.	4. AI visibility Whether the business provides clear, supportable answers that answer engines can use.
5. Conversion readiness Whether qualified organic visitors encounter proof, clarity and a next step.	Your priority plan The three issues most likely to deserve attention over the next 90 days.

Technical foundation

A technically sound Shopify store makes important products and collections easy to crawl, interpret and index.

0 No / unknown	1 Partial / inconsistent	2 Yes / reliably in place
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Assessment statement	0	1	2
Important product and collection pages are indexable, canonicalized correctly and included in the sitemap.	☐	☐	☐
The store does not rely on duplicate collection, tag, filter or parameter URLs to attract organic traffic.	☐	☐	☐
Core templates load quickly on mobile and avoid obvious layout shifts or interaction delays.	☐	☐	☐
Products, collections, breadcrumbs and organization details use accurate structured data without conflicting markup.	☐	☐	☐
Redirects, deleted products, out-of-stock handling and broken internal links are reviewed on a regular schedule.	☐	☐	☐

RED FLAG

Search visibility is growing, but the wrong URL versions rank—or valuable products disappear after routine catalog changes.

QUICK WIN

Inspect the five highest-revenue collection URLs in Search Console and confirm the preferred version is indexed.

Section score: _____ / 10

Commercial visibility

Traffic has value only when the queries and landing pages match what your best customers are trying to buy.

0 No / unknown	1 Partial / inconsistent	2 Yes / reliably in place
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Assessment statement	0	1	2
Priority collections target specific, commercially meaningful search demand—not only broad category language.	☐	☐	☐
Page titles and search snippets communicate product relevance, differentiation and a reason to click.	☐	☐	☐
Search Console reporting separates branded demand from non-branded discovery and tracks qualified landing pages.	☐	☐	☐
The store has dedicated landing pages for its most important product categories, use cases or customer needs.	☐	☐	☐
Organic competitors are reviewed by query and landing-page type, not simply by overall domain traffic.	☐	☐	☐

RED FLAG

Impressions are high while clicks, qualified sessions and revenue remain low.

QUICK WIN

Find one page with strong impressions and a position between 8 and 25; improve its offer, snippet and internal links.

Section score: _____ / 10

Content alignment

Strong content reduces uncertainty and connects research-stage visitors to products, collections and next steps.

0 No / unknown	1 Partial / inconsistent	2 Yes / reliably in place
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Assessment statement	0	1	2
Every article has a defined audience, search intent and commercial role before it is created or updated.	☐	☐	☐
Articles link naturally to relevant products, collections, guides or services at the moment they become useful.	☐	☐	☐
Overlapping articles are consolidated, redirected or differentiated instead of competing for the same intent.	☐	☐	☐
Content includes firsthand expertise, examples, original analysis or operating experience that generic summaries cannot replace.	☐	☐	☐
Existing pages are updated according to performance and business value—not a fixed word-count or publishing quota.	☐	☐	☐

RED FLAG The blog earns impressions but behaves like a separate publication with little connection to product discovery or revenue.	QUICK WIN Choose the highest-impression article with weak clicks and give it one clear job: assist a collection, answer an objection or capture a lead.
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Section score: _____ / 10

AI and answer-engine visibility

AI visibility starts with clear, credible information. Schema can support understanding, but it cannot manufacture authority.

0 No / unknown	1 Partial / inconsistent	2 Yes / reliably in place
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Assessment statement	0	1	2
Priority pages answer key customer questions directly near the top, using language a merchant can understand.	☐	☐	☐
Claims, comparisons, pricing guidance and recommendations are specific, current and supportable.	☐	☐	☐
The site clearly identifies the business, expertise, services, authors and evidence behind important content.	☐	☐	☐
FAQ, Article, Product and other structured data accurately reflect visible page content and are used only where appropriate.	☐	☐	☐
The team checks whether target questions surface the brand in Google AI features or answer engines and records meaningful changes.	☐	☐	☐

RED FLAG

Pages contain extensive schema and long answer blocks, but lack distinctive evidence or a compelling reason to cite the business.

QUICK WIN

Add one concise answer, one verified example and one clear expert attribution to the highest-priority page.

Section score: _____ / 10

Conversion readiness

Qualified traffic needs a believable promise, relevant proof and an easy next step. Rankings alone do not create leads or sales.

0 No / unknown	1 Partial / inconsistent	2 Yes / reliably in place
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Assessment statement	0	1	2
The opening screen makes the customer, problem, outcome and offer immediately clear.	☐	☐	☐
Calls to action match the visitor's readiness—for example, shop, compare, assess, request help or book a call.	☐	☐	☐
Proof is specific and placed near the claims it supports: outcomes, case studies, reviews, clients or process evidence.	☐	☐	☐
Forms ask only for information needed to qualify and continue the conversation, and submission tracking is tested.	☐	☐	☐
Organic landing pages are evaluated using qualified conversions or revenue—not only clicks, impressions and average position.	☐	☐	☐

RED FLAG

A page ranks and attracts the right visitor, but presents a generic contact form with no strong reason to act now.

QUICK WIN

Replace one generic CTA with a pain-matched offer and track its submission as a named conversion.

Section score: _____ / 10

Your score and priority plan

Add the five section scores. The total is a directional guide; the pattern across sections matters more than the headline number.

Area	Score
Technical foundation	____ / 10
Commercial visibility	____ / 10
Content alignment	____ / 10
AI visibility	____ / 10
Conversion readiness	____ / 10
TOTAL	____ / 50

Interpret the result

0-15	Critical gaps Fix access, measurement and offer clarity before scaling content.
16-30	Growth constrained A workable foundation exists, but several gaps are suppressing qualified discovery or conversion.
31-40	Strong foundation Prioritize the weakest commercial section and pages closest to producing revenue.
41-50	Advanced Focus on competitive differentiation, original evidence and disciplined experimentation.

Choose your next three priorities

Priority	Page or issue	Success measure
1		
2		
3		

Want an expert to review the gaps?

A score tells you where to look. The harder question is what to fix first without disrupting the revenue your store already produces.

Book a Shopify SEO Growth Assessment with Victoria

We will review your store, current search visibility and commercial priorities—then tell you whether Blackbelt Commerce is the right team to help.

Book here: <https://calendly.com/victoria-beltran>

What to bring

■	Your completed scorecard and the three priorities you selected.
■	The Shopify store URL and the markets or product lines that matter most.
■	Any recent Search Console or analytics concern you want us to investigate.

About Blackbelt Commerce

Blackbelt Commerce helps Shopify merchants improve technically complex stores through development, SEO, conversion work and practical AI visibility. Our goal is not more traffic for its own sake—it is stronger discovery and a clearer path to commercial outcomes.

This scorecard is an educational self-assessment. It does not replace a full technical, search, analytics or conversion audit.