Category Page - Master Checklist

Take this checklist with you as you review your category pages. Prioritize the pages that are most important to your business.

Header

1.) Is the category page's header accurately relevant to the product?
2.) Am I starting the header with the keywords I want to optimize most for?
3.) Will the header be clearly communicating what a shopper could find here?

Text Field

4.) Have I written a personalized descriptive text field box near the top of the page?
5.) Is my text field using high quality keywords that I want to optimize for (particularly long-tail keywords)?
6.) Am I using words I think shoppers might use to find this page organically?
7.) Is the text field clearly communicating what is on that page, and encouraging browsing for what customers are looking for?

Navigation

8.) Is navigating to this category page intuitive from the home page and/or navigation menu?
9.) If someone is looking for something really closely associated with this category page, are there links to those pages?
10.) Does every filter I have on this page help customers find what they are looking for?

Product Information

11.) Is there a clear product name for each item on this page?
12.) Is the price (if available) clear?
13.) Are there pictures for each product box?

Quality Check

14.) Have I checked for any typos, grammatical errors, outdated information, and broken links?
15.) Is the content engaging and easy to follow? Is there a personal touch that instills my brand's value to customers?
16.) Does this page avoid keyword stuffing? Have a done a pass on the page to remove thin and irrelevant content?

Metadata

17.) Do I have effective alt text on any images here?
18.) Do my links have descriptive link text?
19.) Is the URL clearly reflective of what's on the page (for example a category page about bikes being /c-bikes.aspx)?
20.) Will your meta description be effectively communicating what the purpose of your category page is?