

# The Ultimate Magento 2 SEO Checklist



Tweak these settings in the Magento 2 Admin panel  
and get a search engine to notice your ecommerce website faster

## Metadata

- Customize the default Homepage tag
- Add Meta title, description, and keywords for categories
- Create Product Fields Auto-Generation template with meta tags for products
- Configure Rich Snippets\*
- Edit prefixes and suffixes for Title tags

### Magento metadata settings

*Content > Pages > Homepage > Edit*

*Content > Pages > Homepage > Edit*

*Stores > Configuration > Catalog >  
> Catalog > Product Fields Auto-Generation*

*\*added automatically to product pages*

*Content > Configuration > Website >  
> HTML Head > Page Title Prefix & Suffix*

## Unique Content

- Set canonical tags
- Add category path for product URLs

### Magento unique content settings

*Stores > Configuration > Catalog > SEO  
> "Yes" for Use Canonical Link Meta Tag*

*Stores > Configuration > Catalog >  
> Search Engine Optimization*

## SEO-Friendly URLs

- Change a suffix for product and category URLs
- Optimize product or category URLs
- Set redirects for broken or non-existing URLs

### Magento SEO-friendly URL settings

*Stores > Configuration > Catalog >  
Catalog > Search Engine Optimization*

*Catalog > Products / Categories > {Choose  
a product or a category} > SEO > URL Key*

*Stores > Configuration > Catalog > SEO >  
> "No" for Use Categories Path for Product URLs  
> "Yes" for Create Permanent Redirect for URLs*

## Website Indexing

- Create and configure robots.txt file
- Set meta robots
- Configure XML Sitemaps

### Magento website indexing settings

*Content > Design > Configuration >  
> Global / Edit > Search Engine Robots*

*Content > Design > Configuration >  
> Global / Edit > Search Engine Robots >  
> Default robots*

*Stores > Configuration > Catalog >  
> XML Sitemaps*