



B2B E-commerce SEO Audit

Comprehensive SEO checklist

digitalmarketingservices.pro

By Kristian, Digital Marketing Services

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: digitalmarketingservices.pro/contact/