

Shopify AI SEO Guide

Exercise workbook

Free printable templates for all 12 lessons, plus a survey plan and reporting review. Version 1.

Use the matching spreadsheet for repeating registers, comparisons, observations and task tracking. This PDF is designed for writing by hand, not as an interactive form.

Keep completed copies private. No answers are uploaded and no store or analytics service is connected. Avoid passwords, customer/order-level data and sensitive evidence; record controlled references instead.

Use verified facts, note unknowns and explain limitations. These exercises do not guarantee rankings, AI recommendations or sales.

Automated tool proposals in lessons remain unavailable. The worksheets themselves are supplied here.

Included exercises

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Course: local-seo.com/guides/shopify-ai-seo-guide

01 Customer profile and positioning

Identify one real customer group and support each differentiator with evidence.

Write a positioning sentence: For [customer] who needs [job], we offer [product/category] with [verified difference]. Do not invent proof.

Customer group

Buying situation

Needs / question

Objection

Verified difference

Evidence reference

Positioning draft

Owner

02 Claim evidence register

Record public claims and the evidence that supports their exact scope.

Status: supported, needs review, qualify or remove. Prioritize health, safety, performance, origin and environmental claims. Keep confidential evidence in controlled storage; put references here, not sensitive files.

Claim

Page / location

Product / version

Evidence reference / date

Scope / limitations

Status

Owner

Next review

03 Product and collection copy review

Review one product and one collection before changing working pages.

Check heading, product details, collection introduction, navigation and visible structured-data consistency. Never invent reviews. Record unknowns instead of treating a page score as proof.

URL / page type

Customer need

Current issue

Verified attribute / source

Proposed copy

Visible price / stock check

Structured data observation

Reviewer / next step

04 Collection opportunity planner

Choose whether to create, improve or consolidate a useful collection.

Google Trends is sampled relative interest, not search volume. Check geography. Avoid near-duplicate collections or demand claims unsupported by inventory and evidence.

Query / intent

Source / geography / date

Customer need

Available inventory

Existing URL

Decision

Reason / evidence

Owner / next step

05 Technical and AI-access checklist

Review homepage, product, collection, guide and another important URL.

Record observations, not guarantees. HTTP 200 and sitemap inclusion do not prove indexing. Robots blocking is not noindex. Search and training bot controls differ; inspect official documentation.

URL / type

HTTP status

Sitemap observation

Robots / bot scope

Canonical / intended indexing

Indexing evidence / date

Mobile / structured data issue

Unknowns / action / owner

06 Buying-question content mapper

Turn real questions into useful answers supported by business facts.

Use customer questions and specialist knowledge. Mark missing evidence. Review AI drafts and do not automatically publish them to Shopify.

Question

Source

Journey stage

Best destination page

Verified answer

Evidence reference

Relevant product link

Owner / review

07 Evidence-linked comparison matrix

Compare products fairly using dated, verifiable facts.

Use the same criteria across products. Distinguish fact from opinion, disclose relevant relationships and leave unknown values unknown.

Product

Specification

Source / date

Best-fit customer

Limitation

Price / currency / date

Disclosure

Review / next action

08 Research brief and privacy review

Define a useful question, a defensible method and publication safeguards.

Use aggregate data and explain exclusions. Removing names alone is not anonymization. Verify small-group disclosure risks, consent, permissions and claims before publishing.

Question / audience

Source / permission

Sample / denominator

Dates / scope

Calculation / method

Finding

Limitations / privacy review

Review owner

09 Publication research and partnership brief

Assess audience fit and plan ethical editorial outreach.

No coverage, links or visits are guaranteed. Do not infer traffic from an authority score. Qualify sponsored links appropriately and avoid collecting unnecessary personal data.

Publication / URL

Audience / fit evidence

Relevant topic

Public contact reference

Proposed useful contribution

Disclosure / relationship

Outreach status / date

Owner / follow-up

10 Manual AI observation log

Record comparable observations without claiming universal AI rankings.

Keep provider modes separate; API outputs may differ from consumer apps. Follow terms and free-tier limits. Repetition is optional and may be correlated; no batch scheduler is supplied.

Platform / model

Date / locale / language

Exact prompt

Browsing / retrieval / context

Response / source references

Mention / outcome / validity

Method change / limitation

Reviewer / next step

11 Discovery and ecommerce KPI dictionary

Define metrics and attribution limitations before interpreting results.

Separate orders, refunds, revenue and SEO observations. Referral/survey data does not prove causal sales. This workbook does not connect to Shopify, Analytics or Search Console.

Metric / question

Source / access

Definition / units / currency

Period / baseline

Observed value

Refunds / exclusions / gaps

Attribution limitation

Owner / next action

12 90-day implementation roadmap

Plan evidence-led work with owners, dependencies and realistic completion checks.

Days 1-15: positioning/evidence. 16-30: existing pages/access. 31-45: demand/questions. 46-60: useful resources. 61-75: outreach/observations. 76-90: measure/review. No guaranteed rankings or sales.

Workstream

Task

Owner

Start / due date

Priority / effort

Dependency

Status / completion evidence

Baseline / review

13 Neutral discovery survey

Plan an optional survey without collecting unnecessary personal details.

Suggested wording: How did you first hear about us? Options: search engine, AI assistant, social media, recommendation, other, not sure, prefer not to say. Self-reported recall is imperfect. Verify Shopify placement and third-party costs; information/shipping/payment checkout app placement is Plus-only.

Question

Neutral wording

Answer options incl. other / unsure

Optional placement

Consent / privacy notice

Retention / access owner

Plan / app availability

Limitation

14 Reporting and annotation template

Summarize a period using comparable definitions, sources and explicit gaps.

Record site and method changes alongside results. Missing data is unknown, not zero. Avoid attributing sales changes to SEO from timing alone.

Period

KPI / definition

Baseline / comparison

Observed result

Source / checked date

Change / annotation

Data gap / limitation

Next action / owner