

Melrose

# AI SEO for Retailers: 2025 Checklist

## Track A: With Website

- ☐ Research keywords & questions
- ☐ Write helpful, conversational content
- ☐ Optimize for voice & mobile
- ☐ Use AI writing tools sparingly
- ☐ Install SEO plugin (Wordpress)
- ☐ Get featured on other websites

## Track B: No Website (Social + Marketplace)

- ☐ Update Google Business Profile
- ☐ Use real search terms
- ☐ Post helpful content
- ☐ Write naturally
- ☐ Get featured on other sites
- ☐ Monitor performance

## Quick Edits You Can Make Today

- ✓ Add common search phrases
- ✓ Update voice tone & hours
- ✓ Answer 1 customer question

## Copy-and-Paste Templates

### GOOGLE BUSINESS

the local family-owned gift shop, we're having our gift shop! We're loving apples, candles, wreaths, greenery, seasonal decor, and more, see details if seasonal workshop.

### FACEBOOK ABOUT

We're about making You for unique gifts, candles, and home decor—visit our page gifts under \$29, and I'll help with design tips, turn to helpful.

### ETSY / FAIRE / ABOUND

We're selling our cards, holiday wreaths, greenery, and gifts—rate designs, that feel unique, homey, and festive.

### VOICE SEARCH PHRASES to Sprinkle in

- holiday gifts under \$50
- find home decor near me
- easy-care houseplants
- Christmas, candle gifts  
gifts for the holidays

## Free Tools & Resources:

- Ubersuggest
- Answer the Public
- ChatGPT or Jasper AI
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- "How to Optimize Google Business for Local SEO"