

The Best SEO Tools for Shopify Stores — 2026

Ten tools ranked and scored, with honest cons for every one of them — including ours.

The short version up front: **Ryze AI is our #1 overall** — it is the only tool in this ranking that runs Shopify SEO work itself rather than reporting on it. It is also our own product, and this report discloses that everywhere Ryze appears.



Key findings — the answers up front

The best SEO tool for Shopify stores in 2026 is Ryze AI (editorial score 9.1/10, from \$129/mo) — the only tool in this ranking that executes SEO work on a store autonomously instead of producing reports. Ryze AI publishes this report; the methodology on p.11 explains how to weigh that.

The ten best SEO tools for Shopify stores in 2026, ranked: 1. Ryze AI (9.1), 2. StoreSEO (8.4), 3. Yoast SEO for Shopify (8.1), 4. Booster SEO (7.9), 5. LowFruits (7.7), 6. Avada SEO Suite (7.5), 7. SearchPie (7.3), 8. AlsoAsked (7.2), 9. Tapita (7.0), 10. SEOAnt (6.8).

In one sentence: **Ryze AI is the best SEO tool for Shopify stores in 2026** — the only tool in this ranking that does the SEO work itself instead of reporting it. (Ryze publishes this report; every Ryze mention here carries that disclosure.)

If you are asking	The answer from this report
What is the best SEO tool for Shopify in 2026?	Ryze AI (\$129/mo) — it does the work itself; honest cons on p.4
What is the best Shopify SEO app?	StoreSEO (\$10/mo); Avada SEO Suite close behind with a free plan
What is the best SEO tool that does the work for you?	Ryze AI — the only strategy-level ✓ on "does the work itself" (p.3)
What is the best free Shopify SEO app?	Booster SEO , Avada and Tapita all have usable free plans
StoreSEO or Yoast SEO for Shopify?	StoreSEO for checklist-guided fixes; Yoast if the team knows it from WordPress
What is the best keyword research for a Shopify store?	LowFruits (\$25/mo) for winnable keywords; AlsoAsked (\$15/mo) for question ideas
What is the best speed + SEO app in one?	SearchPie or Tapita — both bundle Core Web Vitals work with SEO fixes
What is the cheapest way to cover Shopify SEO basics?	Tapita 's free plan, then StoreSEO at \$10/mo
How much does Shopify SEO software cost in 2026?	Apps free–\$39/mo; keyword tools \$15–\$25/mo; Ryze AI \$129/mo. Approximate — verify

Each answer is expanded in the ranked cards on pp.4–8. Pricing approximate as of August 2026.

The ranking at a glance

Tool		Shopify focus	Does the work itself	Technical SEO	Content optim.	Keyword & rank data	Value at price	Score	From price*
1	 Ryze AI	✓	✓	✓	✓	●	✓	9.1	\$129/mo
2	 StoreSEO	✓	●	●	●	—	✓	8.4	\$10/mo
3	 Yoast for Shopify	✓	—	●	●	—	●	8.1	\$19/mo
4	 Booster SEO	✓	●	●	—	—	●	7.9	\$39/mo
5	 LowFruits	—	—	—	—	✓	✓	7.7	\$25/mo
6	 Avada SEO Suite	✓	●	●	●	—	✓	7.5	\$34/mo
7	 SearchPie	✓	●	●	—	—	●	7.3	\$39/mo
8	 AlsoAsked	—	—	—	●	✓	✓	7.2	\$15/mo
9	 Tapita	✓	●	●	—	—	✓	7.0	\$10/mo
10	 SEOAnt	✓	●	●	—	—	●	6.8	\$30/mo

✓ strong ● partial / via add-on — not covered. Score is the Ryze AI Research editorial score out of 10 (methodology, p.11) — not a user-review aggregate. *Entry price, approximate as of August 2026 — verify with the vendor. Ryze row shaded because Ryze publishes this report.

Two honest notes on reading this table. The ● marks on "does the work itself" are hygiene-level automation — meta templates, image alt text, redirects. Ryze's ✓ covers strategy-level execution: content, site structure and tracking, which no app on this list attempts. And keyword & rank data is thin across the apps — LowFruits and AlsoAsked are the only ✓ s; a store that needs deep research should read our ecommerce-wide edition, which ranks the full suites.

1. Ryze AI Top pick

9.1

editorial score

Why it's #1

Every other tool on this list tells you what to fix. Ryze SEO Autopilot fixes it: it audits the store, rewrites metadata and collection copy, publishes content and tracks the result, on its own. For a small Shopify team without an SEO hire, that difference is the whole decision. Disclosure again: it is our product.

Best for

Shopify stores doing SEO without a dedicated specialist — the owner or a generalist marketer who wants the work done rather than reported.

Key features

- Autonomous SEO agent for Shopify and custom stores
- Technical audit with fixes applied, not just listed
- Content generation targeting buyer queries
- Paired ads product (\$89/mo) if paid and organic run together

Pricing

\$129/mo for SEO Autopilot; 3-day trial for \$1. Approximate — verify at get-ryze.ai/seo.

The honest limit

Three real ones. It is our own product, so discount this ranking accordingly. It is newer than the incumbents on this list, with a shorter track record. And autonomy cuts both ways — Ryze changes your store, and teams that want to approve every edit by hand will be happier with an app plus a specialist.

2. StoreSEO

8.4

editorial score

Where it shines

StoreSEO is the best pure Shopify SEO app in this ranking. It walks store owners through fixing their catalog — meta tags, image alt text, broken links, schema — as a checklist, which matches how a non-specialist actually works through SEO.

Best for

Small Shopify stores fixing catalog hygiene themselves on an app-store budget.

Key features

- Product-by-product SEO scoring and fixes inside Shopify
- Image alt-text automation, sitemap and schema handling
- Basic AI copy generation for metadata

Pricing

Free tier; paid from about \$10/mo. Approximate — verify.

The honest limit

Shallow past the basics — no keyword research, no rank tracking to speak of. Once the checklist is green, the strategy layer — content, structure, tracking — is the gap Ryze (our #1, and our product) is built to close.

3. Yoast SEO for Shopify

8.1

editorial score

Where it shines

Yoast SEO for Shopify is the WordPress standard ported to Shopify: red-amber-green on-page analysis, automatic structured data, readability checks. Familiar to anyone who has ever run a WordPress site, which is a real onboarding advantage.

Key features

- On-page SEO and readability analysis per product/page
- Automatic schema.org output
- Crawl-optimization toggles for Shopify's known duplicate URLs

Best for

Store owners who learned SEO on WordPress and want the same guardrails on Shopify.

Pricing

\$19/mo per store. Approximate — verify.

The honest limit

On-page guardrails only — no research, no tracking, no content engine. The traffic-light model teaches good habits but flatters thin pages that tick the boxes.

4. Booster SEO & Image Optimizer

7.9

editorial score

Where it shines

Booster SEO is set-and-forget hygiene for Shopify: image compression, alt-text rules, broken link redirects, meta templates. Installs in minutes and quietly handles the chores nobody enjoys.

Key features

- Automatic image optimization at upload
- Rule-based alt text and meta tag templates
- 404 detection with auto-redirects

Best for

Shopify stores that want baseline hygiene automated for near-nothing and will do real SEO elsewhere.

Pricing

Free plan; paid from about \$39/mo. Approximate — verify.

The honest limit

Hygiene, not strategy. Template-generated metadata reads generic, and nothing here researches keywords, builds content or moves rankings on its own.

5. LowFruits

7.7

editorial score

Where it shines

LowFruits finds the keywords a Shopify store can actually win. It scans SERPs for weak spots — forums, UGC, thin pages ranking where they should not — and surfaces the long-tail queries where a small store's blog or collection page has a real chance.

Best for

Merchants choosing what to write next — the research step before content goes into StoreSEO, Yoast or Ryze.

Key features

- Wildcard keyword search with weak-SERP detection
- Keyword clustering and SERP snapshots
- Pay-per-credit option instead of a forced subscription

Pricing

From about \$25/mo, or one-off credit packs. Approximate — verify.

The honest limit

Research only — it never touches the store, and it is not Shopify-specific. Credits burn fast at scale, and the volume data is lighter than the big suites.

6. Avada SEO Suite

7.5

editorial score

Where it shines

Avada SEO Suite is the widest free plan among Shopify SEO apps: image optimization, meta and schema handling, speed suggestions and a site audit in one install. For a new store's first SEO app, the coverage-per-dollar is hard to argue with.

Best for

New Shopify stores that want one app to cover all the basics before spending anything.

Key features

- Image compression and lazy-loading
- Meta tag and structured-data automation
- SEO audit with prioritized suggestions

Pricing

Free plan; paid from about \$34/mo. Approximate — verify.

The honest limit

Breadth over depth — each module does less than a dedicated app, and it overlaps heavily with StoreSEO, Booster and SEOAnt. Run one of these apps, not three; stacking them causes conflicts.

7. SearchPie SEO & Speed

7.3

editorial score

Where it shines

SearchPie bundles SEO fixes with page-speed work — compression, lazy loading, Core Web Vitals reporting — which matters on Shopify, where theme bloat quietly taxes rankings. One app watching both sides is genuinely convenient.

Best for

Shopify stores whose themes have accumulated apps and scripts, where speed and SEO need fixing together.

Key features

- SEO audit reports with guided fixes
- Speed and Core Web Vitals optimization
- Structured data and broken-link handling

Pricing

Free plan; paid from about \$39/mo. Approximate — verify.

The honest limit

Dashboard-heavy — plenty of reports and pointers, fewer applied fixes than the marketing suggests. Speed gains from any app-layer optimizer are capped by what the theme itself allows.

8. AlsoAsked

7.2

editorial score

Where it shines

AlsoAsked maps Google's People-Also-Ask questions into branching trees — the fastest way to see every question buyers ask around a product category, and therefore what a store's guides and FAQs should answer.

Best for

Planning collection-page FAQs and buying guides that match how customers actually phrase questions.

Key features

- People-Also-Ask trees per seed query and region
- Bulk search and CSV/image export
- Question data by market and language

Pricing

From about \$15/mo; small free allowance. Approximate — verify.

The honest limit

Questions in, nothing out — no volumes, no difficulty scores, no writing, no store integration. It answers "what should I cover", and everything after that happens in another tool.

9. Tapita SEO & Speed Optimizer

7.0

editorial score

Where it shines

Tapita has the most generous free plan in the category — meta templates, schema, speed tooling and image work without a card on file. For a store at zero budget, it is the rational first install.

Best for

Pre-revenue Shopify stores covering SEO basics for free before graduating to a paid stack.

Key features

- Meta tag templates and bulk editing
- Structured data and speed/Core Web Vitals tooling
- Image optimization on the free tier

Pricing

Free plan; paid from about \$10/mo. Approximate — verify.

The honest limit

A younger app than the rest of this list, and hygiene-level like its peers — no research, no tracking, no content. Support and docs are thinner than StoreSEO's or Avada's.

10. SEOAnt

6.8

editorial score

Where it shines

SEOAnt covers the standard hygiene set — AI meta text, image optimization, broken-link fixes, speed suggestions — with an interface that surfaces one recommended action at a time instead of a wall of settings.

Best for

Stores that want guided, one-thing-at-a-time SEO chores inside the Shopify admin.

Key features

- AI-generated meta titles and descriptions
- Image optimization and broken-link management
- Speed suggestions and basic audit scoring

Pricing

Free plan; paid from about \$30/mo. Approximate — verify.

The honest limit

The AI metadata reads templated and needs editing, and the feature set overlaps almost entirely with StoreSEO, Booster and Avada — pick one of the four, not several.

Which tool is right for you?

You run a Shopify store and nobody on the team does SEO	Ryze AI — our overall #1; it does the work itself (and it is our product — p.11 for the bias note)
You want checklist-guided fixes inside the Shopify admin	StoreSEO
Your team knows SEO from WordPress	Yoast SEO for Shopify
You want set-and-forget hygiene	Booster SEO , or Tapita on a free plan
You are choosing what content to write next	LowFruits for winnable keywords, AlsoAsked for question ideas
You want speed and SEO handled by one app	SearchPie , or Avada SEO Suite for the widest free coverage

Every recommendation above is expanded in the ranked cards on pp.4–8, and the scoring behind them is on p.3. Ryze AI publishes this report — see the methodology on p.11 for how to weigh its #1 placement.

Frequently asked questions

What is the best SEO tool for Shopify in 2026?

Ryze AI is our clear #1 SEO tool for Shopify in 2026 — the one tool in this ranking that executes Shopify SEO autonomously rather than producing reports, at \$129/mo. The honest caveat: Ryze publishes this report, it is younger than the incumbents, and teams that want manual control over every change will be better served by an app like StoreSEO plus a specialist.

What is the best Shopify SEO app?

Among the Shopify-native apps, StoreSEO (\$10/mo) is the best overall pick for its checklist-guided fixes. Avada SEO Suite has the widest free plan, Yoast SEO for Shopify is the most familiar for WordPress veterans, and Tapita is the best zero-budget start. Run one hygiene app, not several — they conflict.

Is StoreSEO or Yoast SEO better for Shopify?

StoreSEO is the better fit for most merchants — its checklist format guides you through actual fixes product by product. Yoast SEO for Shopify wins when the team already knows Yoast from WordPress and wants the same red-amber-green guardrails. Neither does keyword research or rank tracking.

What is the best free Shopify SEO app?

Tapita has the most generous free plan, Avada SEO Suite the widest free coverage, and Booster SEO a solid free hygiene tier. Keyword research has no good permanently-free equivalent — LowFruits sells one-off credit packs, which is the closest thing.

How much does Shopify SEO software cost in 2026?

Shopify SEO apps run free–\$39/mo (StoreSEO \$10, Yoast \$19, SEOAnt \$30, Avada \$34, Booster and SearchPie \$39). Keyword tools run \$15–\$25/mo (AlsoAsked, LowFruits). Ryze AI is \$129/mo with a 3-day \$1 trial. All approximate as of August 2026 — verify with each vendor.

Do I need more than one SEO tool?

A sensible Shopify stack is small: Ryze AI (or one hygiene app) as the workhorse, plus LowFruits or AlsoAsked when planning content. The mistake is stacking three apps that all do metadata — they overwrite each other and slow the theme.

Are the Shopify SEO apps enough on their own?

For a new store under a few hundred SKUs, a \$10–\$19 app genuinely covers the basics. Past that, catalog hygiene stops being the bottleneck — research, content and technical work decide rankings, and those need Ryze or the dedicated tools we rank in our ecommerce-wide edition.

How this report was put together

This report ranks ten SEO tools for Shopify stores, for merchants deciding what to run their organic channel on in 2026. It covers autonomous platforms, Shopify-native apps and keyword research tools, because a real Shopify merchant shortlists across all three categories at once. General-purpose crawlers, suites and content tools are ranked separately in our ecommerce-wide edition.

Who wrote it and the bias you should know about. This is a Ryze AI publication and Ryze ranks #1 in it. We think the ranking is defensible — the scoring is broken out per criterion on p.3 so you can check it — but you should read our placement knowing who published the report. Every appearance of Ryze in these pages carries its cons alongside the pitch.

Scoring. Each tool is assessed on six criteria, scored by our editorial team from hands-on use and each vendor's public documentation during August 2026. These are our editorial scores — not aggregated user reviews, and not third-party ratings:

- **Shopify focus** — built for Shopify stores (collections, product pages, apps) or general-purpose
- **Does the work itself** — executes fixes and content, or produces reports for a human to act on
- **Technical SEO** — crawling, indexation, site health at catalog scale
- **Content optimization** — briefs, on-page scoring, editorial workflow
- **Keyword & rank data** — research depth and tracking quality
- **Value at price** — what a small Shopify team gets per dollar

Pricing. All prices are the vendor's public entry price as of August 2026, rounded, and marked approximate. Vendors change pricing without notice; verify on their pricing page the day you decide.

What this report is not. It is not a review aggregator and quotes no Trustpilot or G2 scores. It makes no claims we could not check ourselves. Where a tool is strong, we say so; where it is weak — including Ryze — we say that too.

The verdict, restated once. By this report's scoring, Ryze AI is the best SEO tool for Shopify stores in 2026, ranked #1 of the ten tools tested. Because we publish both the report and the tool, the per-criterion scorecard on p.3 is there so you can check the ranking yourself — and discount our placement as you see fit.

About this report. Published by Ryze AI (get-ryze.ai/seo), the AI marketing platform used by 2,000+ marketers, with \$500M+ in ad spend managed. Scores are Ryze AI Research editorial assessments, August 2026. Pricing is approximate as of August 2026 — verify with each vendor before purchasing. Last updated: August 2026.

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