STORE2X STUDY · SEO REPORT

SEO Setup of Shop Systems 2026: How Well 34 Platforms Are Configured Out of the Box

Structured data, canonical, sitemap, Open Graph: how much technical SEO a shop system ships by default.

KEY FINDING

Hosted platforms deliver technical SEO almost completely by default, while the typical migration sources such as Magento, PrestaShop and ePages lag well behind.

91.3%
SEO setup score for Shopify

15.0%
structured data on Shopware

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AT A GLANCE

Key takeaways

91.3% SEO setup score for Shopify — 706,482 shops analysed	**15.0%** structured data on Shopware — JTL only 18.7%	**47.4%** for Magento / Adobe Commerce — PrestaShop 49.9%, OpenCart 51.8%
0.5% JSON-LD on ePages, the laggard — SEO setup score just 25.7%	**99.7%** for the leader Squarespace — hosted website builder	**34** shop systems analysed — sample month August 2026

How well is a shop set up for search engines before anyone optimises a single thing, purely because of the chosen platform? For this report we measured, for 34 common shop systems, how many of their shops ship the technical SEO basics by default: structured data (JSON-LD), a canonical tag, a sitemap declared in robots.txt and Open Graph markup. The basis is the homepage of real shops from HTTP Archive, as of August 2026. The result shows how differently much work a system takes off your hands, and where merchants end up technically better off after a switch.

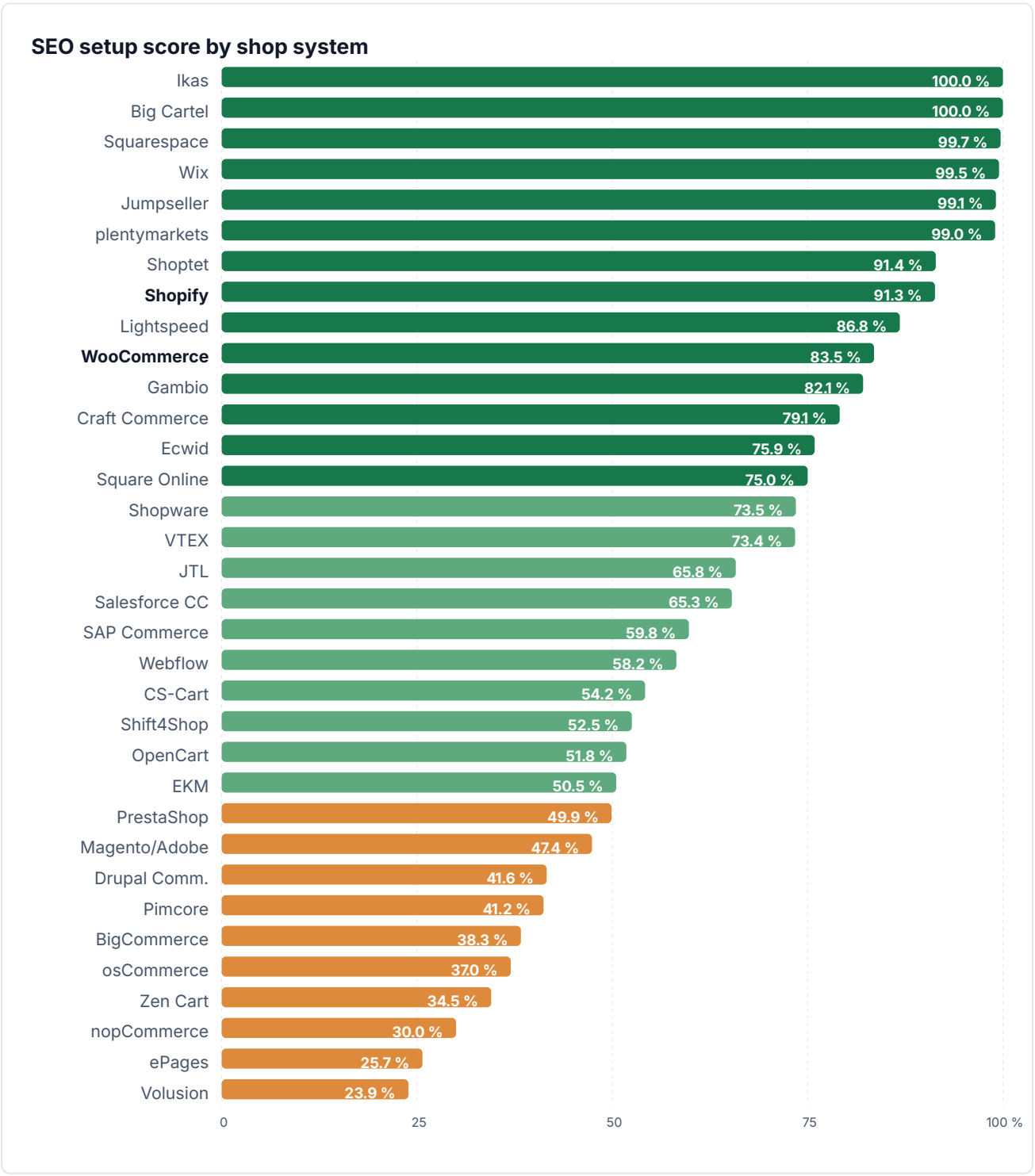
RESULTS

The key results

- Hosted website builders and SaaS platforms ship technical SEO almost completely by default: Squarespace (99.7%), Wix (99.5%) and Shopify (91.3%) provide structured data, canonical, sitemap and Open Graph on nearly every shop.
- The typical migration sources lag well behind: Magento / Adobe Commerce (47.4%), PrestaShop (49.9%) and OpenCart (51.8%) do not even reach half of what hosted platforms deliver by default.
- Structured data blind spot: Shopware ships JSON-LD on only 15.0% of shops, JTL on just 18.7%. The very machine-readable data that Google needs for rich results and AI systems need for answers is almost entirely missing by default.
- ePages is the weakest of the well-known systems with an SEO setup score of 25.7%: JSON-LD on only 0.5% of shops, canonical on 41.7%.
- Shopify is not the theoretical number one (tiny SaaS providers like Ikas or Big Cartel reach 100%), but it delivers its complete setup reliably across more than 706,000 shops, without merchants doing anything.
- WooCommerce looks strong at 83.5%, but that is down to plugins: without an SEO plugin such as Yoast or RankMath, WordPress does not ship these signals on its own.

VISUALIZATION

The numbers at a glance



DATA TABLE

All values in detail

Shop system	SEO setup score	Structured data (JSON-LD)	Canonical	Sitemap in robots.txt	Open Graph	Shops (n)
Ikas	100.0 %	100.0 %	100.0 %	99.8 %	100.0 %	4,547
Big Cartel	100.0 %	100.0 %	100.0 %	99.9 %	100.0 %	2,471
Squarespace	99.7 %	99.0 %	99.9 %	99.7 %	100.0 %	237,340
Wix	99.5 %	98.6 %	99.9 %	99.7 %	99.8 %	281,109
Jumpseller	99.1 %	98.3 %	99.6 %	99.7 %	98.8 %	3,366
plentymarkets	99.0 %	99.6 %	99.6 %	97.1 %	99.8 %	1,034
Shoptet	91.4 %	66.4 %	99.4 %	99.8 %	100.0 %	14,697
Shopify	91.3 %	77.1 %	96.6 %	95.0 %	96.7 %	706,482
Lightspeed	86.8 %	47.2 %	100.0 %	99.9 %	100.0 %	5,425
WooCommerce	83.5 %	75.6 %	97.9 %	83.3 %	77.1 %	986,946
Gambio	82.1 %	92.3 %	98.5 %	41.5 %	96.2 %	3,181
Craft Commerce	79.1 %	66.5 %	85.7 %	73.2 %	91.1 %	847
Ecwid	75.9 %	39.4 %	91.9 %	92.4 %	80.0 %	7,969
Square Online	75.0 %	0.9 %	99.9 %	99.3 %	99.9 %	23,907
Shopware	73.5 %	15.0 %	99.1 %	80.4 %	99.5 %	12,385
VTEX	73.4 %	77.9 %	94.2 %	39.9 %	81.7 %	3,528
JTL	65.8 %	18.7 %	83.1 %	79.4 %	82.1 %	5,227
Salesforce CC	65.3 %	57.4 %	78.7 %	76.3 %	48.8 %	3,981
SAP Commerce	59.8 %	40.8 %	71.6 %	77.9 %	48.8 %	2,249
Webflow	58.2 %	32.2 %	37.8 %	68.6 %	94.1 %	15,377
CS-Cart	54.2 %	29.1 %	93.9 %	40.7 %	53.0 %	4,022
Shift4Shop	52.5 %	8.1 %	99.1 %	99.9 %	2.9 %	1,616
OpenCart	51.8 %	48.7 %	50.1 %	43.1 %	65.1 %	31,945
EKM	50.5 %	2.1 %	100.0 %	0.0 %	99.7 %	1,107
PrestaShop	49.9 %	57.0 %	40.3 %	44.5 %	57.9 %	74,248
Magento/Adobe	47.4 %	48.6 %	45.5 %	58.9 %	36.7 %	43,964
Drupal Comm.	41.6 %	14.6 %	88.8 %	20.1 %	43.1 %	973
Pimcore	41.2 %	28.9 %	41.9 %	39.0 %	55.0 %	3,345
BigCommerce	38.3 %	22.1 %	98.0 %	23.0 %	10.0 %	16,906
osCommerce	37.0 %	23.9 %	53.8 %	37.8 %	32.4 %	2,536
Zen Cart	34.5 %	15.7 %	76.2 %	31.1 %	15.0 %	952
nopCommerce	30.0 %	7.7 %	12.0 %	91.0 %	9.3 %	5,270
ePages	25.7 %	0.5 %	41.7 %	49.7 %	10.8 %	4,551
Volusion	23.9 %	5.9 %	82.4 %	4.0 %	3.4 %	1,308

SEO setup score = average of four technical signals (JSON-LD, canonical, sitemap in robots.txt, Open Graph), each the share of shops. Homepage, mobile, HTTP Archive August 2026.

Results in detail

Why the default SEO setup decides visibility

Before anyone researches a single keyword, the shop system already decides the technical starting point. Four signals form the foundation: structured data (JSON-LD) makes content machine-readable

for Google and AI systems, a canonical tag prevents duplicate content, a sitemap declared in robots.txt helps crawling, and Open Graph controls how links appear in social networks and messengers.

These basics are not a nice-to-have. Without a canonical, variants of the same page compete with each other; without structured data, a shop misses out on rich results and mentions in AI answers. How much of this a system ships by default is therefore real money in visibility.

Hosted platforms take the work off your hands

At the top are hosted website builders and SaaS systems. Squarespace (99.7%), Wix (99.5%) and, on a very large sample, Shopify (91.3%) deliver the four signals almost throughout, without merchants configuring anything.

The reason is structural: when a platform centrally controls templates, delivery and meta generation, it can enforce structured data, canonical and sitemap for all shops. The downside of less freedom becomes an advantage here, there is simply no way to break the basics through misconfiguration.

The migration sources in detail: Magento, PrestaShop, OpenCart

The classic self-hosted systems that merchants regularly migrate away from show clear gaps. Magento / Adobe Commerce reaches an SEO setup score of 47.4%, PrestaShop 49.9%, OpenCart 51.8%. Most striking: canonical is set on only 45.5% of Magento shops and 40.3% of PrestaShop shops, and sitemaps are far from declared everywhere.

These are exactly the signals whose absence leads to duplicate content and inefficient crawling. The systems can do all of it, but they do not set it by default, leaving it to extensions, developers and the operator’s diligence. Across the board, much of it goes unused.

DACH blind spot: Shopware and JTL on structured data

A case of their own are Shopware and JTL, both widespread in the DACH region. Both ship clean canonical (Shopware 99.1%) and Open Graph, but barely any structured data: JSON-LD is found on only 15.0% of Shopware shops and 18.7% of JTL shops.

This weighs heavily right now. Structured data is the basis for rich results in Google and for AI systems to reliably understand products and content at all. A system that does not ship it by default gives away exactly the machine-readability that decides visibility in AI search.

WooCommerce: strong, but built on plugins

WooCommerce reaches a good score of 83.5%, clearly ahead of the other self-hosted systems. But the reason lies less with WooCommerce itself than with the WordPress ecosystem: most shops use an SEO plugin such as Yoast or RankMath that adds canonical, sitemap and structured data.

That is an important difference from the hosted world. With WooCommerce the good setup is not guaranteed but depends on the right plugin choice and its maintenance. Anyone starting without an SEO plugin is technically far worse off than the average suggests.

What sets Shopify apart

Shopify is not the theoretical number one. Tiny, heavily standardised SaaS providers like Ikas or Big Cartel reach 100% because they leave practically no degrees of freedom. The real point is reliability at scale: Shopify delivers its score of 91.3% across more than 706,000 shops, by far the largest sample in the field.

Here too the decisive factor is out of the box: structured data, canonical, sitemap and Open Graph are set without merchants choosing plugins, configuring servers or hiring developers. After a migration the technical SEO basis is solid from day one, and optimisation can start with content and strategy instead of repairing the foundations.

Limitations of the analysis

We measure the homepage of each shop, so we assess homepage-typical structured data such as Organization, WebSite and BreadcrumbList. Product markup, which lives on detail pages, is deliberately excluded. The SEO setup score is a transparent helper metric, the average of four signals, and does not replace a full SEO assessment.

The attribution of which domain uses which system comes from HTTP Archive's automatic technology detection and is not perfect in every single case. Systems with a very small sample are excluded. All values are a snapshot from August 2026 and change with new crawls.

What this means for your shop

For platform choice this means: a large part of the technical SEO foundation is a question of the system, not the budget. Hosted platforms set structured data, canonical and sitemap by default, while self-hosted systems leave it to the operator, their plugins and their agency.

For the systems most merchants migrate away from, the picture is clear: Magento, PrestaShop and OpenCart leave gaps in canonical and sitemap out of the box, which lead to duplicate content and poorly crawled shops. And the DACH-region favourites Shopware and JTL do ship clean canonical, but barely any structured data, which is increasingly decisive for rich results and AI answers.

After a switch to a hosted platform such as Shopify, these basics are in place from day one. That does not replace an SEO strategy, but it removes the technical problems where visibility is usually lost first.

Methodology

The basis is our own analysis of HTTP Archive data (as of August 2026, mobile crawls, the homepage of each shop). For every captured shop domain we read from the custom metrics whether structured data is present as JSON-LD, whether a canonical tag is set, whether a sitemap is declared in robots.txt and whether Open Graph markup is present. The SEO setup score is the average of these four shares per system. The system attribution comes from HTTP Archive technology detection. We only include systems with at least 300 captured shops; website builders are counted in their eCommerce variant. We measure the homepage, so we assess homepage-typical structured data (e.g. Organization, WebSite, BreadcrumbList) rather than product markup, which lives on detail pages. All values are a

snapshot.

Sources

- HTTP Archive – technology detection & custom metrics
- Google: Intro to structured data (JSON-LD)
- Google Search Central: canonical URLs

Cite this study

This study is free to use, including by media and in commercial articles. We only ask that you credit Store2x by name and link to the original study.

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About store2x

store2x migrates online shops to Shopify without data or ranking loss, and optimises them for performance and SEO. This study was produced by Richard Roth and Till Täubrich.

Free analysis: store2x.com