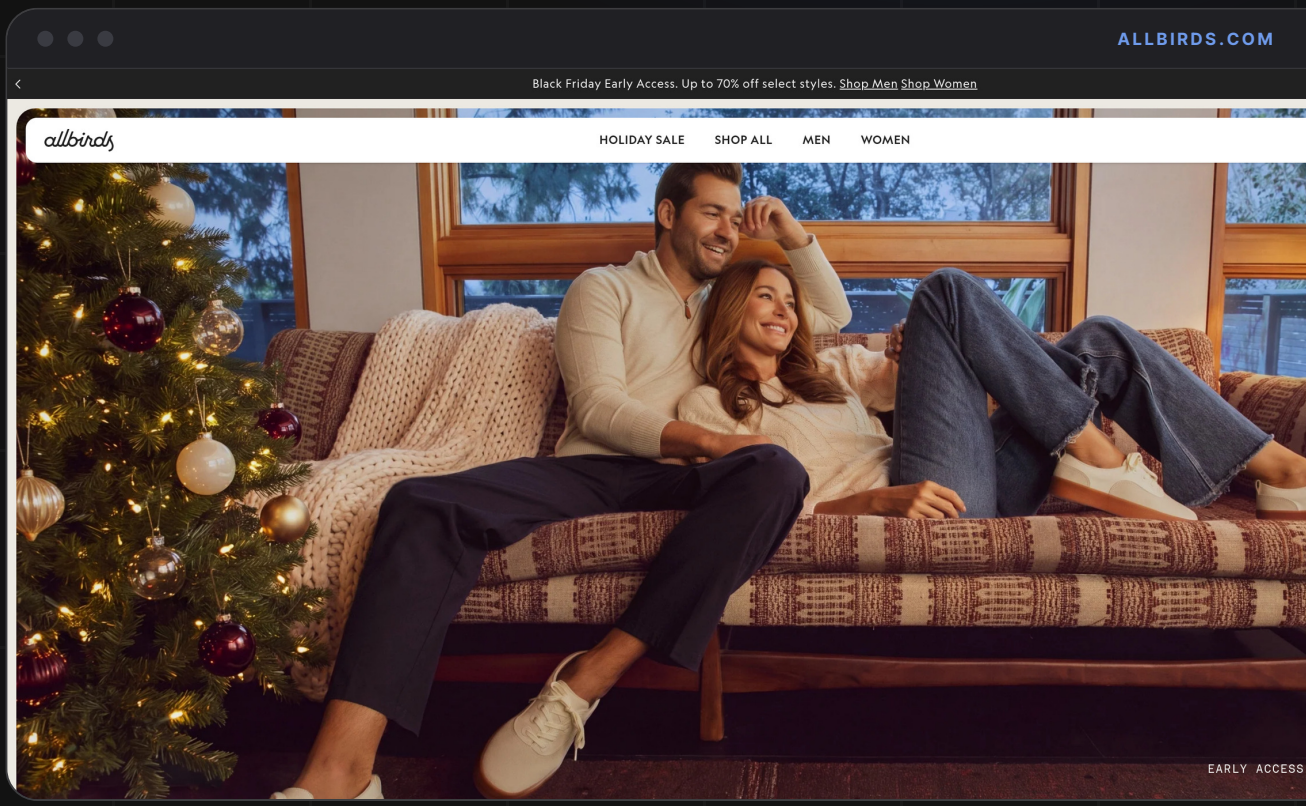
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SEO PORTFOLIO

A 40% drop, and the plan to *recover*

Shopify and international SEO audit for a global sustainable footwear and apparel brand.



THE PROBLEM

Third-party estimates show organic traffic down 40% month over month. The goal was to find what holds product discovery back and plan the recovery.

WHAT I AUDITED

Five areas, one plan

A drop this sharp has a cause. The audit looked for it in structure before content.

1 **Collection and Product Audit**
1,351 collection URLs and 316 product URLs reviewed.

2 **International Hreflang**
86 hreflang tags audited across regional storefronts.

3 **Collection Schema**
FAQ and ItemList structured data evaluated on collection pages.

4 **Product Structured Data**
Product and review markup reviewed.

5 **Discoverability**
Collection architecture and keyword targeting assessed.

PLATFORM & SCOPE

Shopify · International SEO · Structured Data · Ecommerce SEO

MEASURED RESULT

The result, in numbers

+8%

more organic purchases

Measured over the twelve months after the fixes shipped, against the twelve months before.

1,351
Collections audited, plus 316 products

12 months
From the first fix to the measured result

235.2K
Monthly organic visits, Sep 2026 estimate

Audit findings

5 areas reviewed

- **1,351 collections audited**
  Plus 316 product URLs
- **86 hreflang tags checked**
  International storefronts
- **Collection schema reviewed**
  FAQ and ItemList
- **Product markup reviewed**
  Product and reviews
- **Recovery plan mapped**
  Architecture and targeting

Want this audit on your site?

Send me your domain and I will show you the first three fixes I would make.

Message me on Upwork →