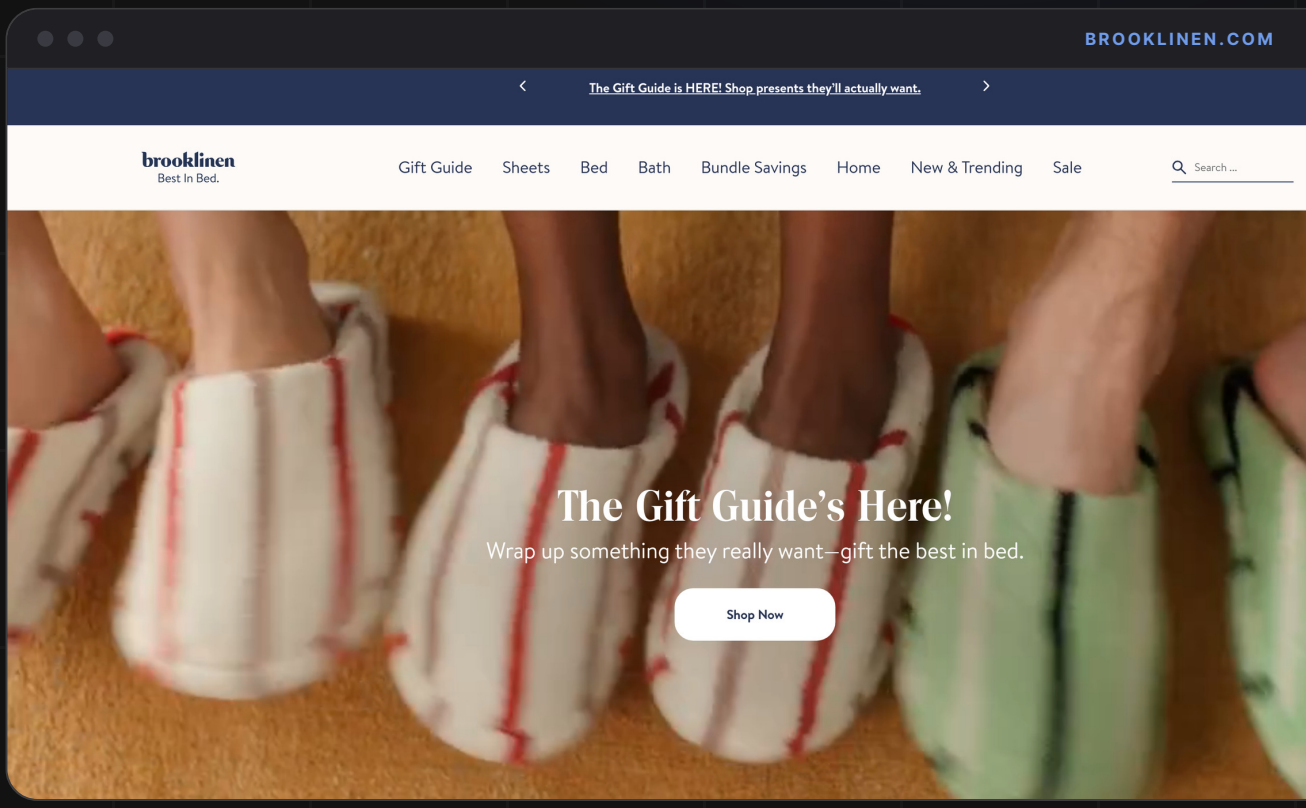
Foysal Ahmed
SEO Strategist

SEO PORTFOLIO

A bedding store, mapped to *rank*

Shopify SEO and ecommerce content audit for a direct-to-consumer bedding and home textiles brand.



THE PROBLEM

Shoppers compare bedding by material, feel and price. The goal was stronger product discovery and more organic revenue from those searches.

WHAT I AUDITED

Five areas, one plan

Every product page competes with a marketplace. The audit found where each one can win.

1 **Catalogue Audit**
271 product URLs, 60 collection URLs and 144 editorial articles.

2 **Shopify Architecture**
Product and collection structure reviewed.

3 **Ecommerce Schema**
FAQ, Product and review structured data evaluated.

4 **Category Targeting**
Category keyword targeting and content structure reviewed.

5 **Discoverability**
Internal linking and product discovery opportunities found.

PLATFORM & SCOPE

Shopify · Structured Data · Ecommerce Content · Technical SEO

MEASURED RESULT

The result, in numbers

+9%

more organic revenue

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

475
URLs audited, products to editorial

12 months
From the first fix to the measured result

113.7K
Ranking keywords, third-party estimate

Audit findings — 5 areas reviewed

- **475 URLs audited** — 271 products, 60 collections, 144 articles
- **Shopify structure reviewed** — Products and collections
- **Ecommerce schema checked** — FAQ, Product and reviews
- **Category targeting reviewed** — Keywords and structure
- **Discovery gaps found** — Internal links and products

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 →