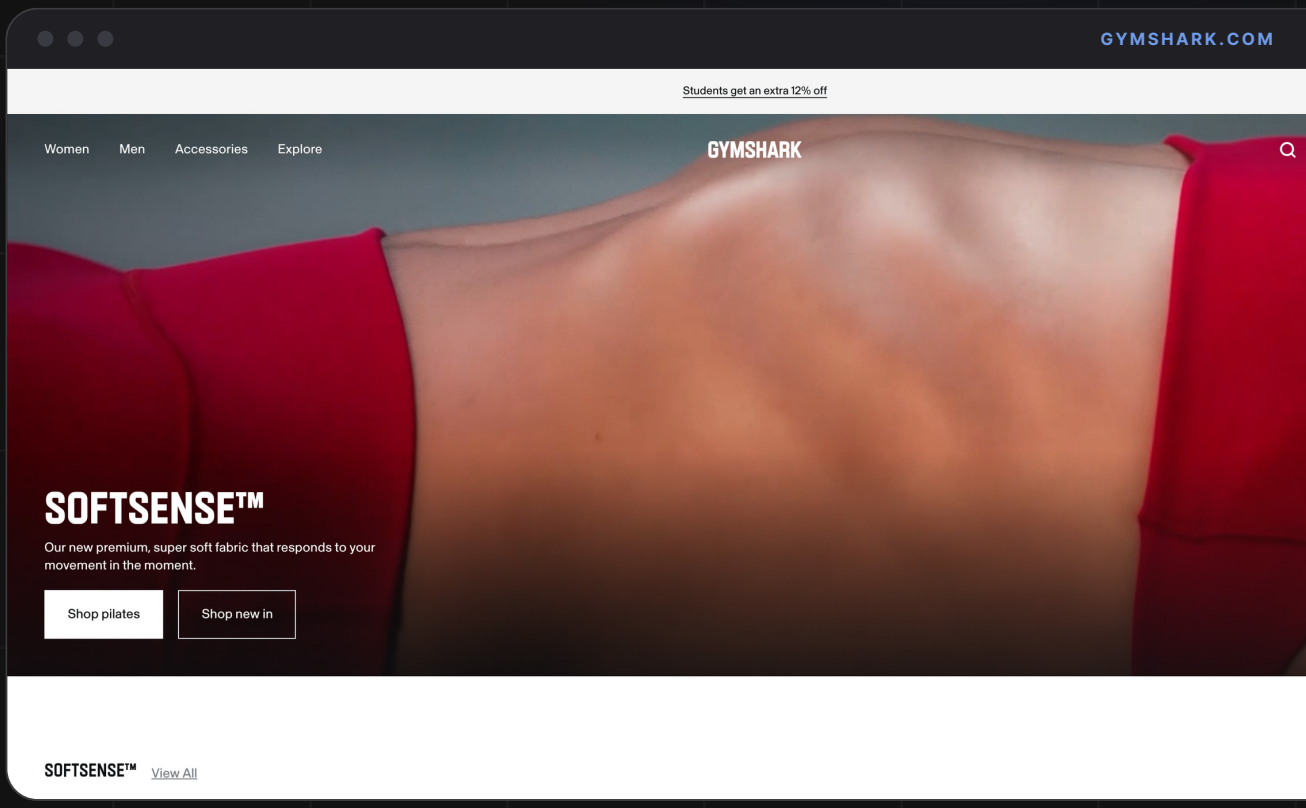
Foysal Ahmed
SEO Strategist

SEO PORTFOLIO

7.49M visits, still *room* to grow

Enterprise ecommerce and international SEO audit for a global fitness apparel brand on Shopify and Next.js.



THE PROBLEM

At this scale a small gain is a large number. The goal was better category discovery and more organic sales across international storefronts.

WHAT I AUDITED

Five areas, one plan

Big sites hide their gaps in templates. Fix one template and thousands of pages move.

1 **Collection and Blog Audit**

2,056 collection URLs and 426 blog URLs reviewed.

2 **Headless Architecture**

The Shopify and Next.js storefront evaluated for crawlability.

3 **International Hreflang**

22 hreflang implementations audited across collection pages.

4 **FAQ Schema**

FAQ structured data reviewed across collections and articles.

5 **Category Targeting**

Collection targeting and internal linking opportunities found.

PLATFORM & SCOPE

Shopify · Next.js · International SEO · { } Structured Data

MEASURED RESULT

The result, in numbers

+7%

more organic sales

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

2,056
Collections audited, US and Spanish stores

12 months
From the first fix to the measured result

7.49M
Monthly organic visits, Sep 2026 estimate

Audit findings

5 areas reviewed

- **2,056 collections audited** — Plus 426 blog URLs
- **Headless stack reviewed** — Shopify and Next.js
- **22 hreflang tags checked** — Collection pages
- **FAQ schema reviewed** — Collections and articles
- **Category gaps found** — Targeting and internal links

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 →