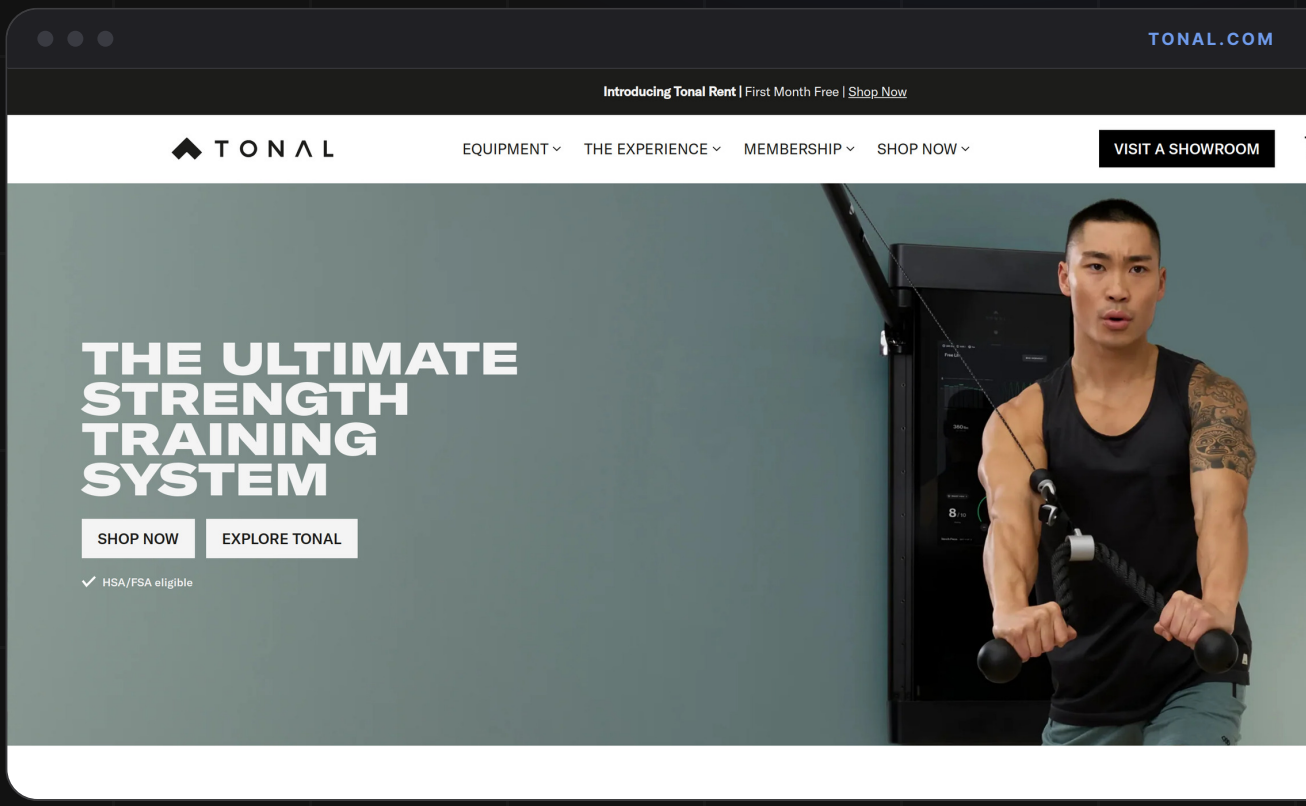
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SEO PORTFOLIO

# A storefront that ranks, design *intact*

Technical SEO across 500+ product and collection URLs, shipped without touching the storefront design.




## THE PROBLEM

A design led storefront carrying 500+ URLs. Indexing faults and thin product markup held back pages the brand had already paid to build, and nothing could change how they looked.

WHAT I BUILT

# Six fixes, one store

Every change had to survive a design review, so the work sits in the markup and the structure rather than the front end.

1 **Product Page Optimisation**
Titles, descriptions and headings across the whole catalogue.

2 **Collection Structure**
Category pages built to rank, not only to filter products.

3 **Product Schema**
Offer, price, availability and review markup on every product.

4 **Index Health**
Resolved 100+ indexing faults spread across 500+ URLs.

5 **Crawl Budget Control**
Faceted and parameter URLs stopped wasting the crawl.

6 **Design-Safe Delivery**
Every change shipped without touching the premium interface.

TECH STACK

Search Console · Analytics · Shopify · PageSpeed

RESULTS

# Sales, measured

# 10%

## more organic purchases

Measured over the twelve months after the fixes shipped, while the catalogue kept growing and the storefront design stayed untouched.

**122K+**
Monthly organic visits

**500+**
Product and collection URLs optimised

**100+**
Indexing faults resolved

### Technical fix log

5 of 5 shipped

- **500+ URLs optimised**
  Product and collection pages
- **Product schema deployed**
  Offer, price, availability and reviews
- **100+ indexing faults fixed**
  Whole catalogue made crawlable
- **Crawl budget controlled**
  Facet and parameter URLs handled
- **Premium UI preserved**
  No visual change shipped to the storefront

### Want this for your store?

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

Message me on Upwork →