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SAMPLE REPORT · FICTIONAL DEMO STORE

Shopify SEO Audit

Tidewell Goods

Home & kitchen (fictional demo store)
Shopify, Dawn-based theme, 14 apps · 640 products, 58 collections
October 2026



Needs work

Shopify SEO Score, weighted across six areas that drive organic revenue on Shopify.

This is a sample. The store, data and findings are fictional and shown to illustrate the format of a real audit.

EXECUTIVE SUMMARY

The short version

Tidewell Goods ranks for the right products, but Google is spending most of its time on the wrong URLs. Three times more pages are indexed than should be, every product describes itself to Google twice, and three collections compete for the store's biggest keyword. None of this needs a redesign. The top five fixes below are mostly theme edits.



Needs work

$412,000 Organic revenue, last 12 months	**18%** Share of total store revenue	**21,400** Organic sessions per month
1.6% Organic conversion rate	**2,140** URLs in Google's index	**~700** URLs that should be indexed

Do these five first

1. **Remove the duplicate Product schema the theme outputs; keep the review app's block as the single source**
   612 PDPs · Effort S · Est. $14k to $25k a year
2. **Change product-card links from collection-path URLs to /products/ URLs**
   Theme: product-card.liquid · Effort S · Est. $10k to $18k a year
3. **Merge 3 competing cast iron collections into one and 301 the others**
   3 collections · Effort M · Est. $9k to $16k a year
4. **Noindex tag and filter pages; disallow filter parameters in robots.txt.liquid**
   1,180 URLs · Effort M · Est. $8k to $15k a year
5. **Remove 3 unused app scripts; defer the chat widget on PDPs**
   Sitewide · Effort S · Est. $6k to $12k a year

Estimated upside from all ten fixes: $63k to $121k in organic revenue a year, against a $412,000 baseline. Estimates use the store's own GA4 revenue per organic session and the pages each fix touches.

HOW THE SCORE WORKS

Scorecard

Each area is scored 0 to 100 from the checks inside it, then weighted by how much it moves organic revenue on a typical Shopify store. Green is 75 and up, amber 50 to 74, red under 50.

AREA	WEIGHT	SCORE
Crawl & indexation Can Google find and index the right URLs, and only those?	25%	48
Product & review schema Does Google get one clean, accurate description of each product?	20%	56
Collection architecture Do collections map to how people search, without competing with each other?	15%	50
Templates & on-page Are titles, headings and links built right on every template?	15%	64
Speed & app bloat How fast do real templates load for real mobile visitors?	15%	58
AI search visibility When buyers ask ChatGPT, Perplexity or AI Overviews, does the store get cited?	10%	43
Shopify SEO Score	100%	53

● 75 to 100 Strong ● 50 to 74 Needs work ● 0 to 49 Leaking revenue

International setup (Markets, hreflang) is scored only for stores selling in more than one country. Not applicable here.

EVERY CHECK

What was checked

Crawl & indexation — 48

Collection-path product URLs linked internally	Every product card links to /collections/.../products/... instead of /products/...	3/10
Tag and filter pages indexable	1,180 filter and tag URLs crawlable; 410 are indexed	4/10
Variant parameters crawled	?variant= URLs canonicalize correctly but eat crawl budget	6/10
Index coverage vs sellable URLs	2,140 indexed vs ~700 that should be	4/10
robots.txt.liquid setup	Default file; no rules for filter parameters	7/10

Collection architecture — 50

Collections competing for the same keywords	3 cast iron collections split one keyword	4/10
Thin or duplicate collections	9 collections under 4 products; 4 near-duplicates	5/10
Missing collections with demand	2 high-demand groupings have no collection	5/10
Collection copy and intros	Top collections have no intro copy	6/10

Speed & app bloat — 58

LCP on product pages (mobile)	3.9s, field data; target under 2.5s	4/10
INP	210ms; passes	7/10
CLS	0.04; passes	8/10
App script weight	6 apps load scripts on every page; 3 are unused	4/10

Product & review schema — 56

Duplicate Product blocks	Theme and review app both output Product on 612 of 640 PDPs	2/10
AggregateRating valid	Ratings attached to the theme block with no review data	5/10
Offer price and availability match store	38 PDPs show sale price in schema after sale ended	6/10
Organization and WebSite	Present; missing sameAs links	8/10
BreadcrumbList	Present on PDPs, missing on collections	7/10

Templates & on-page — 64

Title tags	212 PDP titles duplicated across variants	6/10
Meta descriptions	Mostly present; 96 auto-filled from product copy	7/10
H1 structure	Collection template outputs two H1s	5/10
Collection to product internal links	No related-collection links on PDPs	6/10
Image alt text	91% of product images have alt text	8/10

AI search visibility — 43

Cited for top 5 buyer questions	Cited in 1 of 5 answers	3/10
Brand and product facts consistent	Price and warranty differ across 2 sources	6/10
Comparison and buying-guide content	No buying guides; competitors cited instead	4/10

THE DELIVERABLE

Ranked fix list

Ordered by expected revenue impact. Effort: S is under a day, M is 1 to 3 days, L is a week or more. Each fix has a full write-up with exact files and settings, like the example on the next page.

#	FIX	IMPACT	EFFORT	OWNER	EST. PER YEAR
1	Remove the duplicate Product schema the theme outputs; keep the review app's block as the single source Product & review schema · 612 PDPs	High	S	Dev	$14k to $25k
2	Change product-card links from collection-path URLs to /products/ URLs Crawl & indexation · Theme: product-card.liquid	High	S	Dev	$10k to $18k
3	Merge 3 competing cast iron collections into one and 301 the others Collection architecture · 3 collections	High	M	You + dev	$9k to $16k
4	Noindex tag and filter pages; disallow filter parameters in robots.txt.liquid Crawl & indexation · 1,180 URLs	High	M	Dev	$8k to $15k
5	Remove 3 unused app scripts; defer the chat widget on PDPs Speed & app bloat · Sitewide	Medium	S	You	$6k to $12k
6	Build 2 missing collections with search demand Collection architecture · New pages	Medium	M	You	$5k to $10k
7	Publish 2 buying guides that answer the questions AI tools cite competitors for AI search visibility · New posts	Medium	L	You	$4k to $9k
8	Write 80 to 120 word intros on the top 12 collections Collection architecture · 12 collections	Medium	M	You	$3k to $7k
9	Add variant-aware title template so variant PDPs stop sharing titles Templates & on-page · 212 PDPs	Medium	S	Dev	$3k to $6k
10	Fix collection template so it outputs one H1 Templates & on-page · 58 collections	Low	S	Dev	$1k to $3k

FIX #1, AS DELIVERED

Every product describes itself to Google twice

High impact Effort S, about 1 hour Owner: developer 612 of 640 product pages

What's wrong

The theme prints a Product block on every product page, and the review app prints a second one. Google sees two products with different data: the theme's block has no ratings, the app's block has no price. Neither is complete, so star ratings stopped showing in results.

Where

```
sections/main-product.liquid, line 412
<script type="application/ld+json">
  {{ product | structured_data }}
</script>
```

The change

1. Duplicate the live theme. Make every change on the copy.
2. Delete the three lines above from `main-product.liquid`.
3. In the review app settings, turn on "Include price and availability in rich snippets".
4. Test 5 product URLs in Google's Rich Results Test. Expect one Product item with offers and aggregateRating.
5. Publish, then request indexing for the top 20 products in Search Console.

Why it matters

Products with star ratings in results earn more clicks at the same ranking. The store had ratings showing until March, when the review app was added. Organic clicks to product pages are down 14% since then on flat rankings.

> Prefer to do it yourself? The **Shopify Schema Kit** walks through this exact fix step by step.

AI SEARCH CHECK

Who AI tools recommend instead

Five buyer questions, run through ChatGPT, Perplexity and Google AI Overviews. The store was cited once, for its own brand name, and that answer showed an old price.

BUYER QUESTION	TIDEWELL GOODS	CITED INSTEAD
Best enameled cast iron dutch oven under $150	Not cited	2 competitors, 1 review site
Is carbon steel better than cast iron for searing	Not cited	Reddit, 1 competitor blog
Tidewell Goods dutch oven review	Cited	Own PDP, but old price shown
Non-toxic cookware brands	Not cited	3 competitors, 1 listicle
How to season a cast iron skillet	Not cited	Brand blogs, YouTube

What to do

- Fix the price mismatch first. AI answers pull from the schema in fix #1.
- Publish the two buying guides in fix #7, written to answer questions 1 and 4 directly.
- Get listed on the review site cited for question 1. It's the source two AI tools trust most for this category.

For brands whose main problem is AI answers, the AI Visibility Audit runs 20+ questions across more tools.

RAW DATA AND NEXT STEPS

Appendix

Every finding is backed by a spreadsheet your developer can filter and work from.

`01_index_coverage.csv`	Every indexed URL, whether it should be, and why
`02_schema_by_url.csv`	Product, Offer and Rating blocks found on each PDP
`03_filter_and_tag_urls.csv`	All crawlable filter and tag URLs with index status
`04_collection_keywords.csv`	Collections, target keyword, competing collections
`05_titles_and_h1s.csv`	Duplicate titles and H1 issues by template
`06_app_scripts.csv`	Each app's scripts, pages loaded on, and cost in ms
`07_ai_answers.csv`	Full AI answers and citations for each buyer question

What happens next

Do it in-house

Hand this report and the appendix to your developer. Every fix names the file and the change.

Fix the schema yourself

The Shopify Schema Kit covers fix #1 step by step, including ratings and price.

Have it done

The Shopify SEO Fix Sprint: two weeks, fixed price, done on a duplicate theme. The audit fee is credited in full if you book within 30 days.

Book your audit at **coreyfox.com/shopify-seo-audit** · $1,500 fixed · 10 business days