SHOPIFY STORE SEO AUDIT · SAMPLE

Why Google can't *find* your store yet

A full SEO health check of maidenbloom.com, an all-over-print dress store on Shopify, with the fixes ranked by impact and effort.



SEO health score 38/100. On audit day (11 March 2026) a *site:* search for the domain returned zero results. Meta descriptions were missing on every page checked, and key trust pages still carried theme placeholder text.

Technical foundations (Shopify, sitemaps, Product schema, HTTPS) were sound. Most of the problems were quick to fix.

0
pages in Google on audit day

0
meta descriptions found

74
pages indexed by 26 March, after Search Console setup

STORE AUDITED	AUDIT DATE	FINDINGS	PREPARED BY
maidenbloom.com	11 March 2026	5 critical · 8 high · 6 quick wins	Gergely Racz

Sample audit of our own Shopify store. Prepared by Gergely Racz · LeadFlow Automation · leadflowautomation.net

01 · EXECUTIVE SUMMARY

The store was invisible, and mostly fixable in days

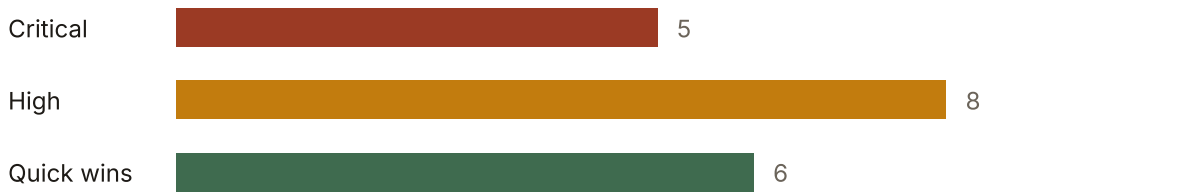
Google had not indexed a single page, and the pages it would find lacked the basics: meta descriptions, a clear homepage heading, collection copy and honest trust pages. The Shopify base, sitemap and product markup were already in good shape.

5
CRITICAL
Block indexing or ranking, or damage trust

8
HIGH PRIORITY
Significant ranking or click-through impact

6
QUICK WINS
Low effort, immediate benefit

19 FINDINGS BY PRIORITY AND EFFORT



Of the 5 critical items, 4 were rated low effort and 1 medium. 5 of the 8 high-priority items were low effort.

0
pages in Google's index on audit day

0
meta descriptions on the pages audited

2
H1 headings on the homepage, neither with a keyword

0
words of descriptive copy on the collection page

WHAT WAS WORKING

- Clean default Shopify robots.txt, sitemap declared
- Sitemap index with products, pages, collections and blog
- HTTPS enforced, no mixed content
- Product, WebSite and FAQPage schema in place
- Unique, readable product descriptions
- Custom privacy, terms and refund policies

WHAT HELD IT BACK

- No pages indexed; Search Console likely not set up
- No meta descriptions on any audited page
- About page was theme placeholder text
- Contact page showed placeholder details
- Products marked "BackOrder" in schema
- No Open Graph tags, no reviews, thin collections

Scope: 6 pages audited (homepage, one collection, two products, blog index, About), plus robots.txt, sitemap and structured data across the site. The sitemap listed 40 products, 9 collections and 8 pages at audit time.

02 · CRAWLABILITY & INDEXATION

Crawlable, well configured, and not in Google

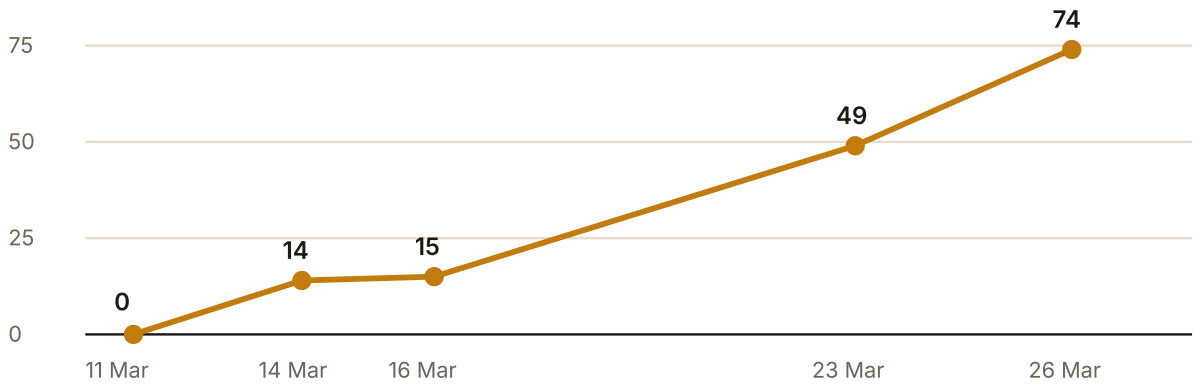
Nothing was blocking Google technically. The site simply had not been discovered: a *site:maidenbloom.com* search and a branded search both returned no results on 11 March.

CHECK	STATUS	FINDING
robots.txt	OK	Standard Shopify rules: blocks admin, cart, checkout, account, search and filtered or sorted collection URLs. Sitemap declared. No changes needed.
Sitemap	OK	Index with 4 sub-sitemaps: 40 products (with image entries), 8 pages, 9 collections and the blog. Clean structure.
Indexation	CRITICAL	Zero pages indexed. Likely causes: very new store, no Search Console verification or sitemap submission, recent removal of password protection, no inbound links.
Canonical tags	VERIFY	Not visible in the crawl tool's output. Shopify generates them by default, so likely present. Confirm that *canonical_url* is in the theme head.
Duplicate content	OK	Clean URL structure, no duplicate-content risk detected.

Found → improved: how indexation moved after Search Console was connected

Pages in Google's index, from the audit and the follow-up Search Console checks. Search Console reports lag a few days behind.

INDEXED PAGES, MARCH 2026



Audit day: site: search returned zero results

SITEMAP STATUS (SEARCH CONSOLE)

Sitemap read successfully on 17 March with 223 pages discovered, as the catalogue grew beyond the 40 products audited.

WHAT HELPED

Verifying the property, submitting the sitemap, then using URL Inspection to request indexing for collections, blog posts and static pages: 74 URLs submitted by 1 April.

Titles, descriptions and headings

Product copy was strong. The gaps sat in the templates around it: no meta descriptions anywhere, a homepage heading that said nothing about what the store sells, and collection pages with only a product grid.

PAGE	TITLE TAG	META DESC.	H1	ISSUES
Homepage	Not detected; likely just “Maiden Bloom”	MISSING	Two H1s: “NEW COLLECTION” and “SHOP BY Style”	No keywords in headings, no intro copy, no Open Graph tags
Dark Floral collection	“Dark Floral Dresses” (estimated)	MISSING	“Dark Floral Dresses”, good	No descriptive text, no CollectionPage schema
Product 1: Dark Garden Tapestry maxi	Keyword-rich, truncated near 60 characters	MISSING	Full product name plus keyword phrase, good	No reviews, no related products
Product 2: Cosmic Garden slit dress	48 characters, room to add brand	MISSING	Product name plus keyword phrase, good	No reviews, no related products

Headings

The homepage should carry exactly one keyword-rich H1, for example *“All Over Print Dresses: Dark Floral, Boho, Celestial & Whimsigoth Styles”*, with “NEW COLLECTION” demoted to an H2. Product pages already had a logical structure (“Why You’ll Love It”, “Product Details”). On the collection page, H2s were used for sidebar categories rather than content headings.

Meta descriptions

Without them Google writes its own snippet, which is usually poor for e-commerce and costs clicks. The recommended product pattern:

> **Product meta description template**
> [Product name] – [key feature]. All-over print [style] dress, sizes XS–5XL. [Price]. Free shipping over $75.

Scope: unique descriptions for 40 products, 9 collections and the homepage.

Thin content

Dark Floral Dresses listed 14 products and zero words of copy. Competitors with category descriptions outrank grid-only pages. Every collection needs a 200–400 word intro, a buying or style-tips section below the grid, a short category FAQ and links to related collections.

> **Image alt text.** Banner images had basic alts, the five style-category images had none, and product images used the pattern “[Product Name] – view N”. Across 200+ product images that is a lost keyword signal and lost image-search traffic. Descriptive alts such as “Dark floral maxi dress with roses on black background, front view on model” fix it.

Schema, social tags, speed and security

The foundation was good: Shopify's defaults plus Product and FAQ markup. The issues were gaps and placeholders in the structured data, not broken architecture.

SCHEMA TYPE	PRESENT	QUALITY	ISSUE
Organization	Yes	PARTIAL	Logo pointed to Shopify's default placeholder image. *sameAs* was empty on the homepage and generic social URLs on collections.
WebSite + SearchAction	Yes	GOOD	Proper search URL template.
Product	Yes	GOOD	Price, availability, brand, SKU, images and variants. Missing rating, GTIN/MPN, colour, material, shipping and return details.
BreadcrumbList	Yes	PARTIAL	Two levels (Home > Product); the collection level was missing.
FAQPage	Yes	GOOD	All 7 Q&A pairs marked up.
CollectionPage	No	MISSING	No structured data on collection pages.

Open Graph and social

No Open Graph or Twitter Card tags were detected, so shares on Pinterest, Facebook and X show generic previews. That matters for a visual fashion brand. Fix: enable or add og:title, og:description, og:image, og:type and price tags in the theme head. Footer social icons also linked to generic platform home pages rather than real profiles.

Product availability

Products were marked **BackOrder** in schema. Because the items are made to order but actively sold, they should read **InStock**, or Google Shopping may suppress them.

Speed notes

- 15+ scripts use async or defer
- Images via Shopify CDN with automatic WebP
- No preload or preconnect hints for critical resources
- No font preloading or critical CSS inlining

Mobile and security

- Responsive design, separate mobile banner, hamburger menu
- HTTPS everywhere, no mixed content
- hCaptcha on forms

Google Shopping readiness

REQUIREMENT	STATUS	NOTE
Product schema with price	OK	Sale and compare-at prices present
Availability	WARNING	"BackOrder" should be "InStock"
GTIN / MPN	MISSING	No universal product identifiers
Shipping and return pages	OK	Both policy pages exist
Unique descriptions / brand	OK	Unique copy per product, brand set

Two pages undermined an otherwise credible store

Search engines and shoppers both look for signs that a real business stands behind a store. The legal pages were custom and correct; the About and Contact pages were still the theme's demo content.

PAGE	STATUS	FINDING
About Us	BROKEN	Still showed the theme's welcome text and placeholder $19.99 products. It did not mention the brand's story, mission or its all-over-print focus.
Contact	PLACEHOLDER	Showed placeholder contact details from the theme (address, phone and email) that conflicted with the real business address in the Terms of Service. Inconsistent name, address and phone details can cause Merchant Center and Business Profile problems.
Privacy Policy	OK	Custom policy with the real address, updated 10 March 2026.
Terms of Service	OK	Custom policy with the correct legal entity.
Refund Policy	OK	14-day returns, clear terms.
Shipping Policy	LISTED	In the sitemap; not independently verified.
FAQ	OK	7 Q&As with FAQPage markup.

> **Why it matters.** Template text on an About page is an obvious low-quality signal for human reviewers and weakens E-E-A-T (experience, expertise, authoritativeness, trust). Rewrite it with the real brand story, who is behind it, how the dresses are printed, and the brand values. Then put the real business address, phone and email on the Contact page. Both are low-effort fixes.

Reviews and social proof

No review app was installed, so there were no star ratings in search results and no *aggregateRating* markup. Social profiles were not linked in schema, and there were no related-product blocks on product pages, a missed internal-linking and cross-sell opportunity. Free review apps such as Judge.me solve the first two. Never add rating markup without real reviews.

Blog

The blog lived at */blogs/news* with three posts at audit time ("5 Ways to Style an All-Over Print Dress for Any Season", "The Art of All-Over Print", "Welcome to the Maiden Bloom Style Journal"). Titles were keyword-aware, but previews were short and no dates were visible. Long-form guides targeting search phrases (1,500+ words) were recommended as the growth path.

06 · SEARCH CONSOLE FINDINGS

What Google itself reported a week later

On 18 March the store's Search Console showed 14 of 152 known pages indexed. That is a 9.2% index rate, and 132 pages sat in "Discovered, currently not indexed". Google knew the URLs from the sitemap but had not yet crawled them.

14	132	10 / 18	2
indexed pages (18 Mar report)	discovered, not yet crawled	valid product snippets / merchant listings	product pages with broken JSON-LD

ISSUE	PAGES	SEVERITY	WHAT IT MEANS AND THE FIX
Discovered, currently not indexed	132	CRITICAL	Typical of a new, low-authority site. Fix: request indexing for the top 10–20 pages, build internal links, earn a few quality backlinks, connect Merchant Center, publish fresh content.
Unparsable structured data	2	CRITICAL	Malformed JSON-LD (a missing closing brace) on two product pages, blocking rich results. A template rendering bug; fix, then validate in the Rich Results Test.
Product snippets: missing fields	10	MEDIUM	*priceValidUntil*, *aggregateRating* and *review* not present. Add the first in the template; ratings need a real review app.
Merchant listings: missing fields	18	MEDIUM	*shippingDetails* and *hasMerchantReturnPolicy* missing. Add both to the Product offers markup, matching real policies.
Not found (404)	3	HIGH	Phantom paths that look like bot probes or stray links. Redirect or let them 404 cleanly, and check no internal links point to them.
Crawled, currently not indexed	1	MEDIUM	Usually thin or similar content. Add unique copy, starting with collection descriptions.
Blocked by robots.txt	1	INFO	The internal */search* page. Shopify default, intentional. No fix needed.
Page with redirect	1	INFO	HTTP to HTTPS homepage redirect. Expected. No fix needed.

Found → fixed, where the record shows it. The "not indexed at all" problem from the audit was resolved in practice: Search Console verification and the sitemap submission went in, and indexed pages climbed from 14 to 74 by 26 March. Google also picked up many pages on its own, and a number of URLs were already indexed by the time they were inspected. The structured-data and markup items above were open at the time of the report.

07 · PRIORITISED FIX PLAN

Fix order: unlock indexing, repair trust, then polish

Work top to bottom. The first five items are critical and nearly all low effort. “Owner” shows who typically does the work on a Shopify store: the store owner (admin settings and brand copy), a developer (theme and schema edits) or a content writer.

#	PRIORITY	ISSUE AND FIX	IMPACT	EFFORT	OWNER
1	CRITICAL	Verify in Search Console, submit sitemap, request indexing of key pages	Zero organic traffic possible until indexed	Low	Store owner
2	CRITICAL	Write unique meta descriptions: 40 products, 9 collections, homepage	Better snippets and click-through; Merchant Center best practice	Medium	Content
3	CRITICAL	Rewrite About Us with the real brand story (remove theme text)	E-E-A-T and shopper trust	Low	Store owner
4	CRITICAL	Replace placeholder contact details with the real address, phone, email	Consistent business details for Merchant Center and local search	Low	Store owner
5	CRITICAL	Switch product availability from BackOrder to InStock in schema	Avoids Google Shopping suppression	Low	Developer
6	HIGH	Add Open Graph and Twitter Card tags in the theme head	Proper previews on Pinterest, Facebook, X	Low	Developer
7	HIGH	One keyword-rich homepage H1; demote “NEW COLLECTION” to H2	Focuses keyword signal on the homepage	Low	Developer
8	HIGH	200–400 word copy, tips and FAQ on each collection page	Fixes thin pages that lose to competitors	Medium	Content
9	HIGH	Install a review app and add rating schema (real reviews only)	Star ratings in search results; conversion	Medium	Store owner
10	HIGH	Enable related products on product pages	Internal links and cross-sell	Low	Developer
11	HIGH	Replace the placeholder logo in Organization schema	Correct brand image in knowledge results	Low	Developer
12	HIGH	Write descriptive image alt text across 200+ images	Keyword signal and image-search traffic	Medium	Content
13	HIGH	Add the collection level to BreadcrumbList schema	Fuller breadcrumbs in results	Low	Developer
14	CRITICAL	Fix malformed JSON-LD on 2 product pages (Search Console)	Restores rich results for those products	Low	Developer

Continued on the next page. Priorities and effort follow the audit’s own ratings.

Search Console fixes and quick wins

#	PRIORITY	ISSUE AND FIX	IMPACT	EFFORT	OWNER
15	HIGH	Add shippingDetails and hasMerchantReturnPolicy to Product offers	Qualifies for free Shopping listings	Low	Developer
16	HIGH	Add priceValidUntil to product offers	Better product snippet appearance	Low	Developer
17	QUICK WIN	Correct sameAs links with real social profile URLs	Social profiles in rich results	Low	Store owner
18	QUICK WIN	Add preconnect for the Shopify CDN	Faster image loading, Core Web Vitals	Low	Developer
19	QUICK WIN	Set a keyword-rich homepage title tag	Branded search no longer looks generic	Low	Developer
20	QUICK WIN	Add *material* to Product schema	Material filter discovery in Shopping	Low	Developer
21	QUICK WIN	Confirm canonical tag in the theme head	Prevents parameter duplicates	Low	Developer
22	QUICK WIN	Redirect the 3 phantom 404 URLs	Cleaner crawl profile	Low	Developer

Longer-term growth

- **Backlinks:** zero external links meant zero authority. Fashion directories, niche bloggers and active Pinterest boards.
- **Content:** 1,500+ word guides for long-tail phrases such as “dark floral dress outfit ideas” (2,400 searches a month) and “whimsigoth aesthetic clothing” (3,600).
- **Missing collections:** “cottagecore dress” (18,100 a month), “vintage floral dress” (4,400) and “long sleeve floral dress” (2,900) had no dedicated page.
- **Merchant Center:** set up the feed once availability and images are fixed, as Shopping is the primary sales channel.
- **Other:** size-guide page with markup, hreflang if selling in both US and Canada, an email-capture popup.

08 · TITLE EXAMPLES

Before and after: titles that match search

A separate title review covered 18 blazer-and-dress bundle products. The existing titles repeated a template, spent characters on internal variant names, shared identical titles across variants and were cut off in results. Shoppers do not search for niche bundle terms such as “whimsigoth matching set”. They search for the format.

KEYWORD	SEARCHES / MONTH	COST PER CLICK	ROLE
two piece set women	18,100	$0.37	Must have
matching set women	18,100	$0.60	Must have
dark floral dress	22,200	$0.28	Niche
cottagecore dress	18,100	$0.28	Niche

Bundle product titles: current and recommended

PRODUCT	CURRENT SEO TITLE	RECOMMENDED SEO TITLE
Dark Floral two-piece bundle (variant A)	Dark Floral Classic Matching Set - Blazer + Midi Dress | Dark Floral	**Dark Floral Two Piece Set Women - Blazer & Midi Dress Matching Outfit**
Dark Floral two-piece bundle (variant B)	Dark Floral Classic Matching Set - Blazer + Midi Dress | Dark Floral	**Dark Floral Blazer and Dress Set - Matching Two Piece Women**
Dark Floral Rose bundle	Dark Floral Rose Matching Set - Blazer + Midi Dress | Dark Floral	**Dark Rose Floral Matching Set - Two Piece Blazer & Dress Women**
Art Nouveau Dark bundle	Art Nouveau Dark Matching Set - Blazer + Midi Dress | Art Nouveau	**Art Nouveau Two Piece Set Women - Floral Blazer & Dress Matching**
Art Nouveau Gold bundle	Art Nouveau Gold Matching Set - Blazer + Midi Dress | Art Nouveau	**Gold Art Nouveau Matching Set - Two Piece Blazer & Midi Dress**

Recommended titles lead with the high-volume format phrase, keep the niche in the first 40 characters, and alter word order between sibling variants so they are not duplicates. These are recommendations from the review.

Site-level titles from the audit

BEFORE (HOMEPAGE)

“Maiden Bloom” (likely)

RECOMMENDED

Maiden Bloom | All Over Print Dresses — Dark Floral, Boho & Celestial Fashion

BEFORE (COLLECTION)

“Dark Floral Dresses” (estimated)

RECOMMENDED

Dark Floral Dresses | All Over Print Botanical Fashion | Maiden Bloom

APPENDIX · METHOD & CHECKLIST

How the audit was done

The audit follows five phases and covers a representative page sample plus the site-wide files. Each finding is rated Critical, High or Quick win by its effect on indexing and ranking, and by effort to fix.

PHASE	WHAT WAS CHECKED
1. Crawlability & indexation	robots.txt rules, sitemap structure, Google index status for the domain, canonical tags, duplicate-content risk
2. Technical SEO	Structured data (Organization, WebSite, Product, Breadcrumb, FAQ), script loading, image delivery, mobile readiness, HTTPS
3. On-page SEO	Title tags, meta descriptions, H1 to H3 hierarchy, content depth, image alt text, internal linking, Open Graph
4. E-commerce SEO	Product schema completeness, availability, collection content, breadcrumbs, Google Shopping readiness
5. Content & authority	Blog, trust pages, reviews, social proof, backlinks
Follow-up	Search Console indexing, enhancement and shopping reports one week later; URL Inspection submissions; keyword volumes for title work

Page inventory at audit time

40 products (consistent URL pattern), **9 collections** (Boho Floral, Celestial, Dark Floral, Whimsigoth, Maxi, Midi, Spaghetti Strap, Hoodie Dresses, plus All and Frontpage), **8 pages** (Contact, Privacy, Terms, Shipping, Refund, About, FAQ, Data Sharing Opt-Out) and the blog. By 18 March the sitemap reported 223 discovered pages.

Your Shopify SEO checklist

- ☐ Store verified in Search Console, sitemap submitted
- ☐ Unique meta description on every page
- ☐ Title tags under about 60 characters, keyword first
- ☐ One H1 per page with a target keyword
- ☐ 200+ words of copy on each collection
- ☐ Descriptive image alt text
- ☐ Real About and Contact pages
- ☐ Open Graph and Twitter Card tags
- ☐ Product schema: InStock, GTIN, shipping, returns
- ☐ Organization logo and sameAs links correct
- ☐ BreadcrumbList includes the collection
- ☐ Review app installed, real ratings only
- ☐ JSON-LD validated in Rich Results Test
- ☐ Merchant Center connected
- ☐ Internal links: product to collection to blog
- ☐ Backlink plan and long-form content calendar

Want this for your store?

I audit Shopify and e-commerce stores the same way: score, ranked fix list with effort and owner, and Search Console follow-up. **Gergely Racz · LeadFlow Automation · leadflowautomation.net**