PREPARED FOR

gymshark.com

5 high-impact issues, 6 quick wins and a done-for-you kit of titles, collection copy, blog briefs and schema code.

Nov 13, 2026 · 13 pages crawled · 250 products analysed · 10,417 URLs in sitemap



TECHNICAL	ON-PAGE	CONTENT	SPEED	STRUCTURED DATA
68 /100	39 /100	48 /100	64 /100	0 /100

EST. REVENUE AT RISK

$2,400–$5,800 /mo

Scenario: 60,000 organic sessions/month (Large store). See the scaling table inside.

QUICK WINS

6

Fixes under 30 minutes each, no developer needed

BIGGEST LEVER

No review stars in Google

$1,200–$3,100 per month

INSIDE THIS REPORT

01	Executive summary	2
02	Revenue impact	3
03	Speed & Core Web Vitals	3
04	Technical & on-page	4
05	Structured data	5
06	AI search readiness	6
07	Catalog intelligence	7
08	Collection opportunities	9
09	Competitive landscape	10
10	Work kit	11
11	Code kit	13
12	Step-by-step guides	17
13	Action plan	19
14	Measuring results	21
15	Methodology	21

01 · EXECUTIVE SUMMARY

Gymshark is leaving an estimated $2,400–$5,800 a month on the table

The biggest leak is the absence of review stars in Google (AggregateRating on 0% of sampled product pages). 6 quick wins can be shipped this week without a developer. Everything below is ordered by value for effort, and the copy and code you need are already written.

SEO SCORE	REVENUE AT RISK / MONTH	QUICK WINS	CHECKS PASSED
47 /100	$2,400–$5,800	6 fixes	17 / 36
Weak	$29.2K–$70.1K per year · assumes 60,000 organic sessions/mo	≈ 3 h of work in total	5 high-impact issues open

Score by area

Technical 8 of 11 checks passed · weight 20%		68	Fair
On-page 3 of 7 checks passed · weight 20%		39	Critical
Content 2 of 6 checks passed · weight 20%		48	Weak
Speed 3 of 6 checks passed · weight 25%		64	Weak
Structured data 0 of 4 checks passed · weight 15%		0	Critical

What is already working

- ✓ Homepage responds (HTTP 200)
- ✓ XML sitemap available
- ✓ robots.txt allows crawling of products and collections
- ✓ Sampled pages load without errors
- ✓ Canonical tags are present and self-referencing
- ✓ Internal links point to canonical /products/ URLs
- ✓ http:// redirects to https:// in one step

Your three priorities

1 ↗ QUICK WIN

Show review stars in Google

0 of 12 sampled product pages · review app detected: Bazaarvoice. Star snippets lift CTR on product results: +10% to +25% on product-page traffic.

Effort ≤ 30 min · **Value** $1,200–$3,100/mo

2 ↗ QUICK WIN

Rewrite title tags to 50–60 characters

0 of 12 pages in range. Truncated or generic snippets get fewer clicks.

Effort ≤ 30 min · **Value** $710–$1,800/mo

3 ↗ QUICK WIN

Install the Product schema snippet

0 of 12 sampled product pages. No price / availability enhancements in results and merchant listings.

Effort ≤ 30 min · **Value** $490–$990/mo

02 · REVENUE IMPACT MODEL

Where the money leaks, issue by issue

Each issue is translated into monthly revenue using public benchmarks and conservative coefficients. Ranges, not promises: the dark bar is the cautious estimate, the light bar the upper bound.

No review stars in Google AggregateRating on 0% of sampled product pages	Star snippets lift CTR on product results: +10% to +25% on product-page traffic	**$1,200–$3,100** per month
Weak titles & meta descriptions 100% of sampled pages with missing, duplicate or over-long snippets	Truncated or generic snippets get fewer clicks	**$710–$1,800** per month
Missing Product schema Product JSON-LD on 0% of sampled product pages	No price / availability enhancements in results and merchant listings	**$490–$990** per month

Cautious estimate Upper bound · Total capped at 30–45% of current organic revenue

Scale it to your traffic

ORGANIC SESSIONS / MONTH	AT RISK / MONTH	PER YEAR
5,000	$200–$490	$2,400–$5,800
25,000	$1,000–$2,400	$12.2K–$29.2K
100,000	$4,100–$9,700	$48.7K–$116.8K

Every 10,000 organic sessions ≈ $410–$970 per month at stake.

Assumptions used

- Organic sessions/month: 60,000 (Large tier, estimated from catalog size)
- Conversion rate: 1.4% (Shopify average)
- Average order value: catalog median price (42)
- Mobile share 70%, product-page share 35%, collection share 25% of organic sessions
- Total capped at 30–45% of current organic revenue

Replace the traffic figure with your own (Shopify Analytics → Sessions by referrer → Search) to get your exact number. Sources on the last page.

03 · SPEED & CORE WEB VITALS

Speed is critical: 34/100 on mobile

MOBILE SCORE
34 /100
Poor
Lighthouse lab test, slow 4G

DESKTOP SCORE
41 /100
Poor
Lighthouse lab test

LARGEST CONTENTFUL PAINT
2.0 s
Good
Real users, p75

TOTAL BLOCKING TIME
926 ms
Poor
Target ≤ 200 ms

Core Web Vitals, mobile

METRIC	LAB TEST	REAL USERS (P75)	TARGET	STATUS
LCP Main content visible	32.7 s	2.0 s	≤ 2.5 s	Good
INP Responsiveness to taps	–	353 ms	≤ 200 ms	Needs work

Biggest savings available

Reduce unused JavaScript	−5.2 s
Reduce JavaScript execution time	−1.8 s
Avoid multiple page redirects	−1.7 s
Minimize main-thread work	−0.9 s

METRIC	LAB TEST	REAL USERS (P75)	TARGET	STATUS
CLS Layout stability	0.05	0.09	≤ 0.1	Good
TBT Main thread blocked (lab)	926 ms	–	≤ 200 ms	Poor
FCP First content painted	9.9 s	1.7 s	≤ 1.8 s	Good

Real-user data from the Chrome UX Report.

Reduce unused CSS −0.8 s

04 · TECHNICAL HEALTH & ON-PAGE

11 of 18 technical and on-page checks pass

Crawling and indexing basics are in place; the gaps are no money pages set to noindex and title tags present and 30–60 characters.

Technical

↗ QUICK WIN
Effort ≤ 30 min
Impact High

No money pages set to noindex

12 product/collection pages carry noindex

```
us.checkout.gymshark.com/products/gift-card
us.checkout.gymshark.com/products/gymshark-sport-shorts-charcoal
us.checkout.gymshark.com/products/gymshark-fruit-infuser-black
us.checkout.gymshark.com/products/gymshark-lifestyle-holdall-black
```

HOW TO FIX

Remove the noindex meta (often added by an SEO app or a theme setting).

→ Settings → Apps and sales channels

• PLAN
Effort 1–3 h
Impact Medium

Missing pages return a real 404 status

A non-existent URL returned HTTP 301 (soft 404)

HOW TO FIX

Remove the catch-all redirect (often an app or a URL-redirect rule) that sends missing pages to the homepage.

→ Online Store → Navigation → URL Redirects · Apps

• PLAN
Effort 1–3 h
Impact Medium

Each product has a distinct title (no colour-split duplicates)

200 products share 73 identical base titles

```
“Gymshark Vengeance T-Shirt” × 6
“Gymshark Everyday Seamless Ruche Front Tank” × 6
“Gymshark Power Washed Cropped Full Zip Hoodie” × 5
“Gymshark Chrome Graphic T-Shirt” × 5
```

HOW TO FIX

Add the colourway to each title/H1 and meta, or merge colour products into variants.

→ Products → [product] → Title & Search engine listing

- ✓ Homepage responds (HTTP 200) · HTTP 200
- ✓ XML sitemap available · 10,417 URLs in 29 sub-sitemaps · 10,415 products · 0 collections
- ✓ robots.txt allows crawling of products and collections · Sitemap declared
- ✓ Sampled pages load without errors · 0 of 13 sampled pages returned an error
- ✓ Canonical tags are present and self-referencing · 12 of 12 pages OK
- ✓ Internal links point to canonical /products/ URLs · No /collections/.../products/... links found
- ✓ http:// redirects to https:// in one step · http://gymshark.com → us.checkout.gymshark.com in 2 redirects
- ✓ hreflang tags cover every market · 3 hreflang values on the homepage (en, es, x-default) · x-default: yes

On-page

↗ QUICK WIN

Effort ≤ 30 min
Impact Medium

Title tags present and 30–60 characters

0 of 12 pages in range

```
us.checkout.gymshark.com/products/gift-card
us.checkout.gymshark.com/products/gymshark-sport-shorts-charcoal
us.checkout.gymshark.com/products/gymshark-fruit-infuser-black
us.checkout.gymshark.com/products/gymshark-lifestyle-holdall-
black
+ 8 more
```

HOW TO FIX

Rewrite titles to 50–60 characters: primary keyword first, brand last (see the Work Kit).

→ Products → [product] → Search engine listing → Edit

↗ QUICK WIN

Effort ≤ 30 min
Impact Medium

Meta descriptions present and 70–160 characters

0 of 12 in range · 12 missing · 0 over 160 chars

```
us.checkout.gymshark.com/products/gift-card
us.checkout.gymshark.com/products/gymshark-sport-shorts-charcoal
us.checkout.gymshark.com/products/gymshark-fruit-infuser-black
us.checkout.gymshark.com/products/gymshark-lifestyle-holdall-
black
+ 8 more
```

HOW TO FIX

Write a unique 140–155 character meta for each page (5 are ready in the Work Kit).

→ Products → [product] → Search engine listing → Edit

– SKIP

Effort ≤ 30 min
Impact Low

Open Graph image and price on product pages

0 of 12 product pages

HOW TO FIX

Most themes output these in snippets/meta-tags.liquid; restore it if removed.

→ Online Store → Themes → Edit code → snippets/meta-tags.liquid

– SKIP

Effort 1–3 h
Impact Low

Exactly one H1 per page

0 of 12 pages have exactly one H1

```
us.checkout.gymshark.com/products/gift-card
us.checkout.gymshark.com/products/gymshark-sport-shorts-charcoal
us.checkout.gymshark.com/products/gymshark-fruit-infuser-black
us.checkout.gymshark.com/products/gymshark-lifestyle-holdall-
black
+ 8 more
```

HOW TO FIX

Keep one H1 (product/collection name); demote logo and banner headings to <p> or <h2>.

→ Online Store → Themes → Edit code → sections/main-*.liquid

✓ Title tags are unique · All sampled titles unique

✓ Meta descriptions are unique · All sampled metas unique

✓ Images have descriptive alt text · 0 of 12 images without alt text in the sample

05 · STRUCTURED DATA & RICH RESULTS

Google cannot see your prices, stock or reviews

↗ QUICK WIN

Effort ≤ 30 min
Impact High

Product schema (JSON-LD) on product pages

0 of 12 sampled product pages

```
us.checkout.gymshark.com/products/gift-card
us.checkout.gymshark.com/products/gymshark-sport-shorts-charcoal
us.checkout.gymshark.com/products/gymshark-fruit-infuser-black
```

HOW TO FIX

Install snippet “seo-product-schema” from the Code Kit and remove any duplicate Product JSON-LD.

→ Online Store → Themes → Edit code → snippets/

↗ QUICK WIN

Effort ≤ 30 min
Impact High

Review stars (AggregateRating) eligible in Google

0 of 12 sampled product pages · review app detected: Bazaarvoice

HOW TO FIX

Your review app already stores ratings: the Code Kit snippet exposes them to Google.

→ Online Store → Themes → Edit code → snippets/seo-product-schema.liquid

↗ QUICK WIN

Effort ≤ 30 min
Impact Medium

BreadcrumbList schema on products and collections

0 of 12 sampled pages

HOW TO FIX

Install snippet “seo-breadcrumbs-schema” from the Code Kit (render it once in theme.liquid).

→ Online Store → Themes → Edit code → layout/theme.liquid

– SKIP

Effort ≤ 30 min
Impact Low

Organization and WebSite schema on the homepage

Organization: no · WebSite: no

HOW TO FIX

Install snippet “seo-organization-schema” from the Code Kit (homepage only) and remove older duplicates.

→ Online Store → Themes → Edit code → layout/theme.liquid

Schema coverage in the sample

TYPE	PRODUCT PAGES	COLLECTIONS	HOME
Product	● 0/12	–	–
AggregateRating	● 0/12	–	–
Offer (price, stock)	● 0/12	–	–
BreadcrumbList	● 0/12	–	–
Organization	–	–	● 0/1
WebSite	–	–	● 0/1

Why it matters

Star ratings, price and stock status in Google results come from this markup. Google's own case studies report 25–82% higher click-through on rich results. The ready-to-paste code is in the Code Kit (section 11).

06 · AI SEARCH READINESS · CHATGPT, CLAUDE, PERPLEXITY, GOOGLE AI

AI assistants can reach the store, but 3 of 5 signals are missing

More shoppers ask AI assistants what to buy. They can only recommend and link stores they are allowed to read and that state their facts clearly. This section is not part of the SEO score: it shows how ready the store is for that channel.

Readiness signals · 2 of 5 in place

SIGNAL	STATUS	EVIDENCE
AI search crawlers can read the store	Yes	All 5 search/answer crawlers allowed
Product facts are machine-readable (Product schema)	No	0 of 12 sampled product pages
Brand and site identity (Organization, WebSite)	No	Organization: no · WebSite: no
Pages answer real customer questions	No	Q&A / FAQ content on 0 of 12 sampled product pages
Descriptions are deep enough to be quoted	Yes	4% of 250 products under 50 words · median 75 words · 0% at 150+

Who robots.txt lets in

CRAWLER	USED FOR	ACCESS
OAI-SearchBot OpenAI	ChatGPT search answers	Allowed
Claude-SearchBot Anthropic	Claude search answers	Allowed
PerplexityBot Perplexity	Perplexity answers	Allowed
Googlebot Google	Google Search and AI Overviews	Allowed
Bingbot Microsoft	Bing (also feeds Copilot)	Allowed
GPTBot OpenAI	Model training	Allowed
ClaudeBot Anthropic	Model training	Allowed
Google-Extended Google	Gemini training (not Search)	Allowed
Applebot-Extended Apple	Apple AI training	Allowed
CCBot Common Crawl	Open dataset used for training	Allowed

Search crawlers vs training crawlers

The first five crawlers decide whether an assistant can find and cite your pages: keep them allowed. The last five only collect data for model training; blocking them is a business choice and does not remove you from search or AI answers. Google AI Overviews use the regular Googlebot; Google-Extended only controls Gemini training.

• PLAN

Effort 1–3 h
Impact Medium

Product pages answer real customer questions

Q&A / FAQ content on 0 of 12 sampled product pages

HOW TO FIX

Add 3–5 short questions and answers to each best-seller (see the product page blueprint). AI assistants quote clear Q&A text.

→ Products → [product] → Description (or a metafield block)

✓ AI search crawlers can read the store · All 5 search/answer crawlers allowed

07 · CATALOG INTELLIGENCE · /PRODUCTS.JSON

250 products analysed: 200 share duplicate titles

We read every product in the public feed: descriptions, prices, discounts, stock, handles, images and taxonomy. Median price is $42, 3% of products are on sale and 10% are sold out.

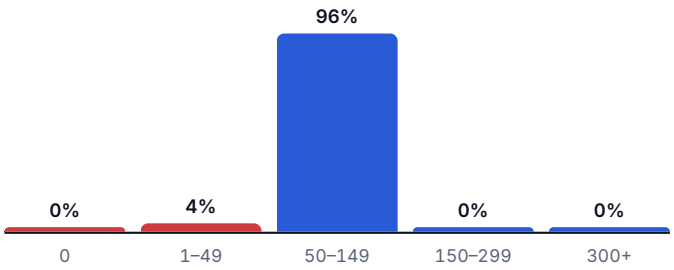
PRODUCTS ANALYSED
250
of 10,415 product URLs in the sitemap

MEDIAN PRICE
$42
Range $8–$120

ON SALE
3%
Average discount −19% · max −20%

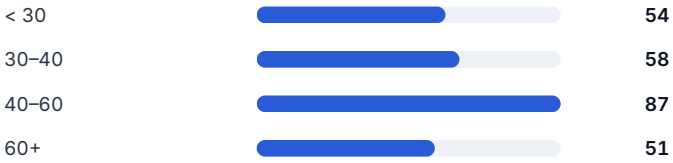
FULLY SOLD OUT
10%
25 products · 13% of variants out of stock

Product description length (words)



Red = under 50 words (thin). Median: 75 words. Product pages with 150–300 useful words rank for more long-tail queries.

Price positioning (USD)



Median $42 · range $8–$120 · 3% of products on sale (avg −19%).

What the catalog data reveals

▲ HIGH IMPACT

Colour-split products compete with each other

200 products share 73 identical base titles, so Google sees near-duplicate titles, H1s and metas.

```
“Gymshark Vengeance T-Shirt” × 6: gymshark-vengeance-t-shirt-ss-tops-grey-aw26, gymshark-vengeance-t-shirt-ss-tops-teal-aw26, gymshark-vengeance-t-shirt-ss-tops-purple-aw26
“Gymshark Everyday Seamless Ruche Front Tank” × 6: gymshark-everyday-seamless-ruche-front-tank-sleeveless-tops-red-aw26, gymshark-everyday-seamless-ruche-front-tank-sleeveless-tops-blue-aw26-b6c4j-ud6s, gymshark-everyday-seamless-ruche-front-tank-sleeveless-tops-black-aw26
“Gymshark Power Washed Cropped Full Zip Hoodie” × 5: gymshark-power-washed-cropped-full-zip-hoodie-pullovers-pink-aw26-b6c8x-kdp1, gymshark-power-washed-cropped-full-zip-hoodie-pullovers-pink-aw26, gymshark-power-washed-cropped-full-zip-hoodie-pullovers-black-aw26
```

RECOMMENDATION
Add the colourway to title, H1 and meta (the Work Kit titles do this) or merge colours into variants of one product.

• PLAN

Descriptions copied across products

201 products (80%) reuse near-identical text.

```
Gymshark Edge Leggings - Cherry Purple / Gymshark Edge Leggings - Performance Pink / Gymshark Edge Leggings - Black
Gymshark Power Washed Track Pants Short - Pitch Grey/Wash / Gymshark Power Washed Track Pants Short - Strength Pink/Wash
```

RECOMMENDATION
Keep shared specs in a metafield block; give each product a unique opening paragraph.

↗ QUICK WIN

Sold-out products: keep them, signal them

25 products (10%) are fully sold out.

```
Gymshark Vengeance Long Sleeve T-Shirt - Tactical Teal/Black
Gymshark Vengeance Long Sleeve T-Shirt - Black/Carmine Red
Gymshark Vengeance Full Zip Jacket - Black
```

RECOMMENDATION
Never delete or 404 them: keep the page, show alternatives, and output OutOfStock in schema (the Code Kit snippet does it).

Taxonomy & data hygiene

Product types	**51 distinct · 0% empty**	Variants per product	**6.2**
Vendors	**1**	Images per product	**5.8**
Tags	**653 distinct · 54.2 per product**	Average handle length	**54 characters**
Tags used only once	**28%**	Average title length	**50 characters**

Content checks

▲ HIGH IMPACT
Effort 1–3 h
Impact High

Long-tail collections cover key product combinations

6 high-potential collections missing

HOW TO FIX

Create the automated collections listed in “Collection opportunities”.

→ Products → Collections → Create collection → Automated

• PLAN
Effort 1–3 h
Impact Medium

Product descriptions are not duplicated

201 products (80%) share near-identical descriptions

```
Gymshark Edge Leggings - Cherry Purple / Gymshark Edge Leggings
- Performance Pink / Gymshark Edge Leggings - Black
Gymshark Power Washed Track Pants Short - Pitch Grey/Wash /
Gymshark Power Washed Track Pants Short - Strength Pink/Wash
Gymshark Power Washed Track Pants Tall - Pitch Grey/Wash /
Gymshark Power Washed Track Pants Tall - Strength Pink/Wash
```

HOW TO FIX

Keep shared specs in a metafield block; write a unique first paragraph per product.

→ Products → [product] → Description

• PLAN
Effort 1–2 days
Impact Medium

Active blog supporting category keywords

0 blog URLs in the sitemap

HOW TO FIX

Publish the 5 briefs in the Work Kit; link each article to its target collection.

→ Online Store → Blog posts

– SKIP
Effort 1–3 h
Impact Low

Product URL handles are short and descriptive

74 handles with issues · average length 54 chars

```
gymshark-power-washed-cropped-full-zip-hoodie-pullovers-pink-
aw26-b6c8x-kdp1 → gymshark-power-washed-cropped-full-zip-hoodie
gymshark-power-washed-ribbed-henley-tank-sleeveless-tops-brown-
aw26 → gymshark-power-washed-ribbed-henley-tank-chalk
gymshark-power-washed-cropped-full-zip-hoodie-pullovers-pink-
aw26 → gymshark-power-washed-cropped-full-zip-hoodie
```

HOW TO FIX

Fix only new or low-traffic products; keep “Create URL redirect” ticked when changing a handle.

→ Products → [product] → Search engine listing → URL handle

✓ Product descriptions are substantial (50+ words) · 4% of 250 products under 50 words · median 75 words · 0% at 150+

✓ Product image file names are descriptive · 0% of 1,451 catalog images have generic names (IMG_1234, UUIDs…)

08 · COLLECTION OPPORTUNITIES

6 collections your catalog can already fill

Each row combines attributes that already exist in your catalog (gender, material, use, colour, type) into a keyword shoppers actually type, with enough products to rank. Create them as automated collections with the rule shown; they stay up to date on their own.

TARGET KEYWORD · NEW URL	PRODUCTS	AUTOMATED COLLECTION RULE (MATCH ALL)	EXAMPLE PRODUCTS
Men's Cotton Travel T-Shirts `/collections/mens-cotton-travel-t-shirts`	14	Product tag is equal to “Mens” Product tag is equal to “cotton” Product tag is equal to “travel-outfits” Product type is equal to “Mens>Apparel>SS Tops>t_shirt”	Gymshark Vengeance Graphic T-Shirt, Gymshark Crest Long Sleeve T-Shirt, Gymshark Crest T-Shirt
Women's Lightweight Leggings `/collections/womens-lightweight-leggings`	17	Product tag is equal to “Womens” Product tag is equal to “lightweight” (tag matching products first) Product type is equal to “Womens>Apparel>Leggings>full_length”	Gymshark Training Straight Leg Regular Leggings, Gymshark Training Campus Leggings, Gymshark Training Campus Shorty Leggings

TARGET KEYWORD · NEW URL	PRODUCTS	AUTOMATED COLLECTION RULE (MATCH ALL)	EXAMPLE PRODUCTS
Men's Lightweight T-Shirts `/collections/mens-lightweight-t-shirts`	16	Product tag is equal to “Mens” Product tag is equal to “lightweight” (tag matching products first) Product type is equal to “Mens>Apparel>SS Tops>t_shirt”	Gymshark Apex Short Sleeve T-Shirt, Gymshark Arrival T-Shirt, Gymshark Lightweight Seamless T-Shirt
Women's Travel Leggings `/collections/womens-travel-leggings`	15	Product tag is equal to “Womens” Product tag is equal to “travel-outfits” Product type is equal to “Womens>Apparel>Leggings>full_length”	Gymshark Training Straight Leg Regular Leggings, Gymshark Everyday Seamless Flared Leggings, Gymshark Training Straight Leg Short Leggings
Men's Running T-Shirts `/collections/mens-running-t-shirts`	13	Product tag is equal to “Mens” Product tag is equal to “running” Product type is equal to “Mens>Apparel>SS Tops>t_shirt”	Gymshark Vengeance T-Shirt, Gymshark Apex Short Sleeve T-Shirt, Gymshark Arrival T-Shirt
Women's Cotton Travel Hoodies `/collections/womens-cotton-travel-hoodies`	9	Product tag is equal to “gifts-for-her” Product tag is equal to “cotton” (tag matching products first) Product tag is equal to “travel-outfits” Product type is equal to “Womens>Apparel>Pullovers>full_zip_hoodie”	Gymshark Power Washed Cropped Full Zip Hoodie, Gymshark Power Washed 1/2 Zip Hoodie

09 · COMPETITIVE LANDSCAPE

Who wins “t-shirts” on Google today

Top organic results for “t-shirts”. 0 of 5 competitors show review stars and 1 advertise an offer in their snippet. Gymshark is not in the top 10 for this query.

#	STORE & RANKING PAGE	TITLE LENGTH	OFFERS IN SNIPPET	STARS	PAGE TYPE
1	**Starter** `starter.com/collections/mens-t-shirts-1`	14	none	No	Collection
2	**Threadheads** `threadheads.com`	35	none	No	Home
3	**Cheap Blank & Custom T-Shirts at Wholesa** `cheapestees.com`	49	returns	No	Home
5	**32Degrees** `32degrees.com/collections/mens-t-shirts`	22	none	No	Collection
6	**6DollarShirts: Funny T-Shirts & Graphic** `6dollarshirts.com`	55	none	No	Home

What to borrow (not copy)

- 1 of 5 competitors put an offer in their snippet. If you offer free shipping or returns, say so in your meta descriptions.
- 2 of 5 rank with a category page, not their homepage: build the collections in the Collection opportunities section.
- Their titles average 35 characters with the category keyword first; ours in the Work Kit follow the same pattern.

10 · DONE-FOR-YOU WORK KIT

Copy that is already written for you

Every line below was generated from your own catalog data (materials, colors, prices, sizes) and sized to Google's display limits. Paste, tweak the tone if you like, publish.

Product titles & meta descriptions

Gymshark Apex Shorts - Black `us.checkout.gymshark.com/prod…pex-shorts-shorts-black-aw26`

NEW TITLE	Gymshark Apex Shorts – Black | Gymshark	39 ch
NEW META	Everything you want from everyday apparel shorts trainings, in recycled polyester: meet the Gymshark Apex Shorts – Black. From $68. Explore the range.	150 ch ✓

Gymshark Arrival Oversized T-Shirt - Smokey Grey/Light Grey `us.checkout.gymshark.com/prod…ed-t-shirt-ss-tops-grey-aw26`

NEW TITLE	Gymshark Arrival Oversized T-Shirt | Men's T-Shirts from $26	60 ch ✓
NEW META	The Gymshark Arrival Oversized T-Shirt pairs recycled polyester with a cooling design built for travel. Sizes Small–Extra Large, from $26. Shop now.	148 ch ✓

Gymshark Arrival Oversized Tank - Earth Green `us.checkout.gymshark.com/prod…k-sleeveless-tops-green-aw26`

NEW TITLE	Cooling Recycled Tanks – Gymshark Arrival Oversized Tank	56 ch ✓
NEW META	The Gymshark Arrival Oversized Tank is Gymshark's take on everyday tanks, made with recycled polyester for running. Cooling and lightweight by design.	150 ch ✓

Gymshark Arrival T-Shirt - Earth Green `us.checkout.gymshark.com/prod…l-t-shirt-ss-tops-green-aw26`

NEW TITLE	Gymshark Arrival T-Shirt – Earth Green – Cooling T-Shirt	56 ch ✓
NEW META	Shop the Gymshark Arrival T-Shirt – Earth Green from Gymshark, made with recycled polyester and designed for running. From $22. Find your fit today.	148 ch ✓

Gymshark Chrome Graphic Crop Top - Black `us.checkout.gymshark.com/prod…-crop-top-ss-tops-black-aw26`

NEW TITLE	Gymshark Chrome Graphic Crop Top – Black | Cotton Tops	54 ch ✓
NEW META	Discover the Gymshark Chrome Graphic Crop Top – Black: durable women's tops designed for training and made with cotton. From $38. Shop the full range.	150 ch ✓

Product page blueprint

A structure that ranks and answers questions, prefilled with your catalog data for “Gymshark Apex Shorts - Black” (today 100 words). Complete the parts in brackets; aim for 150–300 words. Reuse it for every best-seller.

OPENING (2 SENTENCES)

The Gymshark Apex Shorts are made with recycled polyester and designed for training.

[What makes it different: a detail customers mention in reviews.]

WHY YOU'LL LOVE IT (3 BULLETS)

- Breathable: [one line of proof, e.g. how or why]
- Made with recycled materials: [one line of proof, e.g. how or why]
- Stretchy: [one line of proof, e.g. how or why]

MATERIALS & CARE

Made with recycled polyester.

Care: [how to clean, dry and store it].

SPECS

Available in Large, Small, Medium, Extra Large, Extra Extra Extra Large, Extra Small and Extra Extra Large. [Dimensions, weight, capacity.]

FAQ (3–5 REAL QUESTIONS)

Is 100% recycled polyester good quality?
[Answer in 1–2 sentences, using your own product data.]

Which is better, polyester or recycled polyester?
[Answer in 1–2 sentences, using your own product data.]

What stores sell 100% polyester shirts?
[Answer in 1–2 sentences, using your own product data.]

What is the Gymshark Apex Shorts made of?
It is made with recycled polyester. [Add certifications or origin if you have them.]

Google no longer shows FAQ rich results for most stores, but clear question-and-answer text is what shoppers scan and what AI assistants quote.

Five blog briefs mapped to your collections

1

The Best Recycled Polyester T-Shirts in 2026: A No-Nonsense Buyer's Guide

Buying guide from “Is 100% recycled polyester good quality?” · People Also Ask

1. What to look for in recycled polyester t-shirts
2. Materials and construction compared
3. Our picks by use case → Men's Cotton Travel T-Shirts
4. How much should you spend?
5. FAQ

LINK TO
Men's Cotton Travel T-Shirts new
`us.checkout.gymshark.com/co…ens-cotton-travel-t-shirts`

ALSO ANSWER
- Is recycled polyester actually better?
- Is 100% recycled polyester safe to wear?

2

How to Clean T-Shirts Without Ruining Them

Care guide from “How to wash printed t-shirts?” · People Also Ask

1. What you need
2. Step by step: cleaning t-shirts
3. Drying and storage
4. Mistakes to avoid
5. When to replace them → Men's Lightweight T-Shirts

LINK TO
Men's Lightweight T-Shirts new
`us.checkout.gymshark.com/co…/mens-lightweight-t-shirts`

ALSO ANSWER
- What's the best way to wash t-shirts?

3

Should Shirts Be Dry Cleaned vs Laundered: Which Is Right for You?

Comparison from “Should shirts be dry cleaned or laundered?” · People Also Ask

1. Should Shirts Be Dry Cleaned vs Laundered at a glance (table)
2. Comfort and fit
3. Durability and care
4. Price and value
5. Which one to choose → Men's Running T-Shirts

LINK TO
Men's Running T-Shirts new
`us.checkout.gymshark.com/co…ions/mens-running-t-shirts`

4

T-Shirts Fit Guide: How Should They Feel?

Fit & sizing from “t-shirts sizing” · Catalog analysis

1. How t-shirts should fit
2. Size chart and conversions
3. Half sizes and wide feet
4. How to measure at home
5. Exchanges and returns

LINK TO
Men's Cotton Travel T-Shirts new
`us.checkout.gymshark.com/co…ens-cotton-travel-t-shirts`

ALSO ANSWER
- How to wash printed t-shirts?
- What's the best way to wash t-shirts?

5 **Are T-Shirts Good for Travel? What to Know Before You Buy**

Use case from “are t-shirts good for travel” · Catalog analysis

1. What matters for travel
2. Pros and cons
3. Best picks from our range → Women's Travel Leggings
4. FAQ

LINK TO
Women's Travel Leggings new
us.checkout.gymshark.com/co…ons/womens-travel-leggings

ALSO ANSWER
• What are some good quality t-shirts brands?

11 · CODE KIT · SHOPIFY LIQUID

Rich results in three snippets

All three snippets output valid JSON-LD and only show review stars when real reviews exist (Google penalises fabricated ratings). Paste them as they are: there is nothing to edit. Download the exact files instead of copying from the PDF: line breaks and quotes survive better.

Product + Offers + review stars (AggregateRating)

1. Online Store → Themes → ··· → Edit code → Snippets → Add a new snippet named seo-product-schema.
2. Paste the code below and save.
3. Open sections/main-product.liquid and add as the last line: {% render 'seo-product-schema', product: product %}
4. Search the theme for “structured_data” and any other "@type": "Product" block and remove it (one Product block per page).
5. Test any product URL at search.google.com/test/rich-results.

snippets/seo-product-schema.liquid https://pub-11d416f89c754d9aa868fbeb98854ac1.r2.dev/reports/38099cc5-4c35-4553-abd0-4a1b4146f1dc/seo-product-schema.liquid

```
{%- comment -%}
  StoreSEOReport · Product + Offers + AggregateRating JSON-LD (v2)
  1. Online Store > Themes > ... > Edit code > Snippets > Add a new snippet: seo-product-schema
  2. Paste this file, save.
  3. In sections/main-product.liquid add as the LAST line:  {% render 'seo-product-schema', product: product %}
  4. Remove any other Product JSON-LD (search the theme for "structured_data" and '"@type": "Product"').
  Review stars are output ONLY when a reviews app writes Shopify's standard metafields
  reviews.rating and reviews.rating_count (Judge.me, Loox, Okendo, Yotpo, Stamped, Klaviyo Reviews...).
{%- endcomment -%}
{%- capture nl %}
{% endcapture -%}
{%- liquid
  assign description = product.description | replace: '</p>', ' </p>' | replace: '<br', ' <br' | replace: '</li>', ' </
li>' | strip_html | replace: nl, ' ' | strip | truncate: 5000
  assign current_variant = product.selected_or_first_available_variant
  assign rating = product.metafields.reviews.rating.value
  assign rating_count = product.metafields.reviews.rating_count.value | default: 0
  assign brand_name = product.vendor | default: shop.name
  assign product_url = shop.url | append: product.url
  assign price_valid_until = 'now' | date: '%s' | plus: 31536000 | date: '%Y-%m-%d'
  if product.featured_image
    assign main_image = product.featured_image | image_url: width: 1200
  endif
  assign gtin = current_variant.barcode | strip
  assign gtin_size = gtin | size
-%}
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "@id": {{ product_url | append: '#product' | json }},
  "name": {{ product.title | json }},
  "url": {{ product_url | json }},
```

```
  {%- if main_image %}
  "image": [{{ 'https:' | append: main_image | json }}],
  {%- endif %}
  "description": {{ description | json }},
  {%- if current_variant.sku != blank %}
  "sku": {{ current_variant.sku | json }},
  {%- endif %}
  {%- if gtin_size == 8 or gtin_size == 12 or gtin_size == 13 or gtin_size == 14 %}
  "gtin": {{ gtin | json }},
  {%- endif %}
  "brand": {
    "@type": "Brand",
    "name": {{ brand_name | json }}
  },
  {%- if rating != blank and rating_count > 0 %}
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": {{ rating.rating | json }},
    "bestRating": {{ rating.scale_max | json }},
    "worstRating": {{ rating.scale_min | json }},
    "reviewCount": {{ rating_count | json }}
  },
  {%- endif %}
  "offers": [
    {%- for variant in product.variants %}
    {
      "@type": "Offer",
      "url": {{ shop.url | append: variant.url | json }},
      {%- if variant.sku != blank %}
      "sku": {{ variant.sku | json }},
      {%- endif %}
      "price": {{ variant.price | divided_by: 100.0 | json }},
      "priceCurrency": {{ cart.currency.iso_code | json }},
      "priceValidUntil": {{ price_valid_until | json }},
      "itemCondition": "https://schema.org/NewCondition",
      "availability": "https://schema.org/{% if variant.available %}InStock{% else %}OutOfStock{% endif %}",
      "seller": {
        "@type": "Organization",
        "name": {{ shop.name | json }}
      }
    }{% unless forloop.last %},{% endunless %}
    {%- endfor %}
  ]
}
</script>
```

BreadcrumbList for products, collections, blog and pages

1. Add a new snippet named seo-breadcrumbs-schema and paste the code below.
2. Open layout/theme.liquid and, just before </head>, add: {% render 'seo-breadcrumbs-schema', product: product, collection: collection, article: article, blog: blog, page: page %}
3. Save and test a product and a collection URL in the Rich Results Test.

snippets/seo-breadcrumbs-schema.liquid https://pub-11d416f89c754d9aa868fbeb98854ac1.r2.dev/reports/38099cc5-4c35-4553-abd0-4a1b4146f1dc/seo-breadcrumbs-schema.liquid

```
{%- comment -%}
  StoreSEOReport · BreadcrumbList JSON-LD (v2)
  1. Online Store > Themes > ... > Edit code > Snippets > Add a new snippet: seo-breadcrumbs-schema
  2. Paste this file, save.
  3. In layout/theme.liquid, just before </head>, add:
     {% render 'seo-breadcrumbs-schema', product: product, collection: collection, article: article, blog: blog, page:
page %}
  Works on product, collection, blog, article and page templates. Outputs nothing elsewhere.
{%- endcomment -%}
{%- liquid
  assign page_type = request.page_type
```

```
  assign home_url = request.origin | append: routes.root_url
  assign crumb_collection = collection
  if page_type == 'product' and crumb_collection == blank
    for c in product.collections
      unless c.handle == 'frontpage' or c.handle == 'all'
        assign crumb_collection = c
        break
      endunless
    endfor
  endif
  assign show = false
  if page_type == 'product' or page_type == 'collection' or page_type == 'article' or page_type == 'blog' or page_type == 'page'
    assign show = true
  endif
-%}
{%- if show -%}
{%- assign pos = 1 -%}
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": {{ home_url | json }}
    }
    {%- if page_type == 'product' or page_type == 'collection' -%}
      {%- if crumb_collection != blank -%}
      {%- assign pos = pos | plus: 1 %},
    {
      "@type": "ListItem",
      "position": {{ pos }},
      "name": {{ crumb_collection.title | json }},
      "item": {{ request.origin | append: crumb_collection.url | json }}
    }
      {%- endif -%}
      {%- if page_type == 'product' -%}
      {%- assign pos = pos | plus: 1 %},
    {
      "@type": "ListItem",
      "position": {{ pos }},
      "name": {{ product.title | json }},
      "item": {{ request.origin | append: product.url | json }}
    }
      {%- endif -%}
    {%- elsif page_type == 'blog' or page_type == 'article' -%}
      {%- assign pos = pos | plus: 1 %},
    {
      "@type": "ListItem",
      "position": {{ pos }},
      "name": {{ blog.title | json }},
      "item": {{ request.origin | append: blog.url | json }}
    }
      {%- if page_type == 'article' -%}
      {%- assign pos = pos | plus: 1 %},
    {
      "@type": "ListItem",
      "position": {{ pos }},
      "name": {{ article.title | json }},
      "item": {{ request.origin | append: article.url | json }}
    }
      {%- endif -%}
    {%- elsif page_type == 'page' -%}
      {%- assign pos = pos | plus: 1 %},
    {
      "@type": "ListItem",
      "position": {{ pos }},
```

```
      "name": {{ page.title | json }},
      "item": {{ request.origin | append: page.url | json }}
    }
    {%- endif %}
  ]
}
</script>
{%- endif -%}
```

Brand identity and site name (homepage)

1. Add a new snippet named seo-organization-schema and paste the code below. Nothing to edit.
2. Open layout/theme.liquid and, just before </head>, add: {% if request.page_type == 'index' %}{% render 'seo-organization-schema' %}{% endif %}
3. Test your homepage in the Rich Results Test (Organization) and remove any older Organization or WebSite block.

snippets/seo-organization-schema.liquid https://pub-11d416f89c754d9aa868fbeb98854ac1.r2.dev/reports/38099cc5-4c35-4553-abd0-4a1b4146f1dc/seo-organization-schema.liquid

```
{%- comment -%}
  StoreSEOReport · Organization (OnlineStore) + WebSite JSON-LD (v2)
  1. Online Store > Themes > ... > Edit code > Snippets > Add a new snippet: seo-organization-schema
  2. Paste this file and save. Nothing to edit: name, logo, description and social links come from your store settings.
  3. In layout/theme.liquid, just before </head>, add:
       {% if request.page_type == 'index' %}{% render 'seo-organization-schema' %}{% endif %}
  4. Remove any other Organization / WebSite JSON-LD from the theme (one block of each type).
{%- endcomment -%}
{%- liquid
  assign site_url = shop.url | append: '/'

  if shop.brand.logo
    assign logo_url = shop.brand.logo | image_url: width: 600
  endif

  assign socials = settings.social_facebook_link | append: '|' | append: settings.social_instagram_link | append: '|' |
append: settings.social_tiktok_link | append: '|' | append: settings.social_youtube_link | append: '|' | append:
settings.social_pinterest_link | append: '|' | append: settings.social_twitter_link
  assign social_list = socials | split: '|'
  assign same_as = ''
  for s in social_list
    if s contains 'http'
      if same_as != ''
        assign same_as = same_as | append: '|'
      endif
      assign same_as = same_as | append: s
    endif
  endfor
-%}
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "OnlineStore",
      "@id": {{ site_url | append: '#organization' | json }},
      "name": {{ shop.name | json }},
      "url": {{ site_url | json }},
      {%- if logo_url %}
      "logo": {{ 'https:' | append: logo_url | json }},
      {%- endif %}
      {%- if same_as != '' %}
      "sameAs": {{ same_as | split: '|' | json }},
      {%- endif %}
      "description": {{ shop.description | default: shop.name | strip_html | json }}
    },
    {
      "@type": "WebSite",
```

```
      "@id": {{ site_url | append: '#website' | json }},
      "name": {{ shop.name | json }},
      "url": {{ site_url | json }},
      "publisher": { "@id": {{ site_url | append: '#organization' | json }} }
    }
  ]
}
</script>
```

12 · STEP-BY-STEP GUIDES

How to fix it yourself, click by click

Picked for the issues found on your store, in order of value. Menu names can shift slightly when Shopify updates its admin; the paths below stay the same.

1 Install the schema snippets and test them

30–45 min · Copy and paste, no coding knowledge needed

1. Back up your theme: Online Store → Themes → ⋯ next to your live theme → Duplicate.
2. On the live theme click ⋯ → Edit code. In the Snippets folder click “Add a new snippet” and create seo-product-schema, seo-breadcrumbs-schema and seo-organization-schema.
3. Paste each file from the Code Kit (or the .liquid attachments in your email) and save. You do not need to edit anything inside them.
4. Open sections/main-product.liquid and add the product render line as the very last line. Open layout/theme.liquid and add the breadcrumbs and organization lines just before </head>.
5. Search the theme (magnifier icon in the code editor) for “ld+json” and “structured_data”. If an older block also outputs Product, Organization or BreadcrumbList, delete that block so each type appears once.
6. Open search.google.com/test/rich-results, test one product URL and your homepage. You want “Product snippets”, “Merchant listings” and “Breadcrumbs” detected with no errors.

HOW TO CHECK IT WORKED
In Google Search Console the Shopping and Breadcrumbs reports start filling within 1–3 weeks.

COMMON MISTAKE
Pasting the code twice, or leaving the theme's old Product block in place: duplicates confuse Google.

2 Make review stars eligible in Google

1–2 h setup, then ongoing · App install, no coding

1. Install a reviews app that writes Shopify's standard product rating metafields (reviews.rating and reviews.rating_count); Judge.me, Loox, Okendo, Yotpo, Stamped and Klaviyo Reviews document this. Turn the metafield sync on in the app settings.
2. Set up an automatic review request email 7–14 days after delivery; this is where most reviews come from.
3. Import past reviews you are allowed to reuse (for example from your previous platform).
4. Nothing else to code: the Code Kit product snippet shows stars only for products with at least one real review.

HOW TO CHECK IT WORKED
Rich Results Test on a reviewed product shows “Review snippets” valid. Google decides when to display stars; eligibility is not a guarantee.

COMMON MISTAKE
Marking up store-level reviews as product ratings, or adding ratings that do not come from real customers: both can lead to a manual action.

3 Make the first screen load fast on mobile

30–60 min · Theme editor; the last step needs 10 minutes of a developer

1. Online Store → Themes → Customize. Note what the first section of your homepage is (image banner, slideshow or video).
2. Replace a video or multi-slide slideshow at the top with a single image: the first thing on screen is what Google measures as LCP.
3. Export the hero image at about 1,600–2,000 px wide and compress it below ~250 KB (any free compressor works), then upload it in place of the old one.
4. Online Store → Themes → Customize → App embeds: switch off embeds you do not actively use (pop-ups, chat, wishlists, old pixels).
5. Ask a developer to check that the hero image is not lazy-loaded and carries fetchpriority="high" in the section file.

HOW TO CHECK IT WORKED
Re-run PageSpeed Insights on mobile: lab LCP should drop right away. Real-user (field) data updates over the next 28 days.

COMMON MISTAKE
Compressing only the desktop image while the theme serves a separate, heavier mobile image.

4 Create a long-tail collection that ranks

20 min per collection · Admin, no coding

1. Products → Collections → Create collection. Use the keyword from the Collection opportunities table as the title.
2. Paste an 80–100 word intro in the description (structure as in the Work Kit): what it is, materials, variety, where to start.
3. Collection type: Automated, “Products must match all conditions”, then add the conditions shown in the table.
4. Edit “Search engine listing”: title 50–60 characters, meta 140–155, URL handle as suggested.
5. Online Store → Navigation → Main menu (or Footer menu) → Add menu item → link the new collection, so shoppers and Google can reach it.
6. Link to it from one related collection description and from the matching blog brief.

HOW TO CHECK IT WORKED
In Search Console → URL Inspection, request indexing for the new URL; impressions usually start within a few weeks.

COMMON MISTAKE
Creating many collections with 1–2 products: thin collections rarely rank. Keep at least 4–5 products each.

5 Remove unused apps and the code they leave behind

45–90 min · Admin settings; leftover code may need a developer

1. Settings → Apps and sales channels. For each app ask: did it make or save money in the last 90 days? If not, uninstall it.
2. Online Store → Themes → Customize → App embeds: make sure nothing from uninstalled apps is still switched on.
3. Back up the theme (⋯ → Duplicate), then ⋯ → Edit code and search layout/theme.liquid and the Snippets folder for each removed app's name. Delete render tags or <script> lines that still point to it.
4. Move marketing pixels (Meta, TikTok, Pinterest) to Settings → Customer events instead of pasting them into theme code.
5. Keep a single analytics tag: duplicated Google tags are a common, invisible slowdown.

HOW TO CHECK IT WORKED
The “Apps and third-party scripts” table in this report should shrink the next time you run PageSpeed Insights.

COMMON MISTAKE
Uninstalling an app but leaving its snippet in theme.liquid: the script keeps loading for nothing.

6 Set up Google Search Console and submit your sitemap

15 min · Admin + Google account, no coding

1. Go to search.google.com/search-console → Add property → Domain, and type your domain without https://.
2. Copy the TXT record Google shows. If you bought the domain through Shopify: Settings → Domains → your domain → DNS settings → add a TXT record. Otherwise add it at your domain registrar.
3. Click Verify (DNS changes can take from minutes to a few hours).
4. Open Sitemaps and submit sitemap.xml. Shopify keeps it up to date automatically.
5. Each week check Pages (indexing), Core Web Vitals and Shopping/Enhancements. Use URL Inspection → Request indexing after big changes.

HOW TO CHECK IT WORKED
The sitemap shows “Success” and the number of discovered pages grows over the next days.

COMMON MISTAKE
Verifying only the www or non-www version: a Domain property covers both and every subdomain.

13 · ACTION PLAN

Your next 30 days, in order

Ordered by value for effort. Week 1 needs no developer; weeks 2–3 are where most of the revenue sits.

Week 1 QUICK WINS	Remove noindex from products and collections	≤ 30 min	High	↗ QUICK WIN
	Install the Product schema snippet	≤ 30 min	High	↗ QUICK WIN
	Show review stars in Google	≤ 30 min	High	↗ QUICK WIN
	Rewrite title tags to 50–60 characters	≤ 30 min	Medium	↗ QUICK WIN
Week 2 FIX THE LEAKS	Raise mobile performance towards 90+	1–2 days	High	▲ HIGH IMPACT
Week 3 GROW COVERAGE	Create collections: Men's Cotton Travel T-Shirts, Women's Lightweight Leggings, Men's Lightweight T-Shirts	1–3 h	High	▲ HIGH IMPACT
	Make missing pages return a real 404	1–3 h	Medium	• PLAN
	Cut main-thread blocking JavaScript	1–3 h	Medium	• PLAN
Week 4 CONTENT	Publish: “The Best Recycled Polyester T-Shirts in 2026: A No-Nonsense Buyer's Guide”	2–3 h	Medium	• PLAN
	Publish: “How to Clean T-Shirts Without Ruining Them”	2–3 h	Medium	• PLAN
	Add real customer Q&A to best-sellers	1–3 h	Medium	• PLAN
	Add the colourway to duplicate product titles	1–3 h	Medium	• PLAN

Full fix list

#	FIX	AREA	EFFORT	PRIORITY	WHERE IN SHOPIFY
1	**Remove noindex from products and collections** 12 product/collection pages carry noindex	Technical	≤ 30 min	↗ QUICK WIN	Settings → Apps and sales channels
2	**Install the Product schema snippet** 0 of 12 sampled product pages	Structured data	≤ 30 min	↗ QUICK WIN	Online Store → Themes → Edit code → snippets/

#	FIX	AREA	EFFORT	PRIORITY	WHERE IN SHOPIFY
3	**Show review stars in Google** 0 of 12 sampled product pages · review app detected: Bazaarvoice	Structured data	≤ 30 min	↗ QUICK WIN	Online Store → Themes → Edit code → snippets/seo-product-schema.liquid
4	**Rewrite title tags to 50–60 characters** 0 of 12 pages in range	On-page	≤ 30 min	↗ QUICK WIN	Products → [product] → Search engine listing → Edit
5	**Write 140–155 character meta descriptions** 0 of 12 in range · 12 missing · 0 over 160 chars	On-page	≤ 30 min	↗ QUICK WIN	Products → [product] → Search engine listing → Edit
6	**Install the BreadcrumbList snippet** 0 of 12 sampled pages	Structured data	≤ 30 min	↗ QUICK WIN	Online Store → Themes → Edit code → layout/theme.liquid
7	**Raise mobile performance towards 90+** Performance 34/100 (Lighthouse, mobile)	Speed	1–2 days	▲ HIGH IMPACT	Online Store → Themes → Customize → App embeds
8	**Create the long-tail collections** 6 high-potential collections missing	Content	1–3 h	▲ HIGH IMPACT	Products → Collections → Create collection → Automated
9	**Make missing pages return a real 404** A non-existent URL returned HTTP 301 (soft 404)	Technical	1–3 h	• PLAN	Online Store → Navigation → URL Redirects · Apps
10	**Cut main-thread blocking JavaScript** Total Blocking Time 926 ms	Speed	1–3 h	• PLAN	Settings → Apps and sales channels
11	**Add real customer Q&A to best-sellers** Q&A / FAQ content on 0 of 12 sampled product pages	AI search	1–3 h	• PLAN	Products → [product] → Description (or a metafield block)
12	**Add the colourway to duplicate product titles** 200 products share 73 identical base titles	Technical	1–3 h	• PLAN	Products → [product] → Title & Search engine listing
13	**Rewrite duplicated product descriptions** 201 products (80%) share near-identical descriptions	Content	1–3 h	• PLAN	Products → [product] → Description
14	**Publish the blog briefs from the Work Kit** 0 blog URLs in the sitemap	Content	1–2 days	• PLAN	Online Store → Blog posts
15	**Restore Open Graph image and price tags** 0 of 12 product pages	On-page	≤ 30 min	– SKIP	Online Store → Themes → Edit code → snippets/meta-tags.liquid
16	**Add Organization and WebSite schema** Organization: no · WebSite: no	Structured data	≤ 30 min	– SKIP	Online Store → Themes → Edit code → layout/theme.liquid
17	**Keep exactly one H1 per page** 0 of 12 pages have exactly one H1	On-page	1–3 h	– SKIP	Online Store → Themes → Edit code → sections/main-*.liquid
18	**Raise desktop performance towards 90+** Performance 41/100 (Lighthouse, desktop)	Speed	1–3 h	– SKIP	Online Store → Themes
19	**Shorten problematic URL handles** 74 handles with issues · average length 54 chars	Content	1–3 h	– SKIP	Products → [product] → Search engine listing → URL handle

14 · MEASURING RESULTS · 30 / 60 / 90 DAYS

How you will know it is working

SEO pays back over weeks, not hours. Write down today's numbers, then compare the same 28-day windows. Typical timings below; every store moves at its own pace.

Your baseline today

METRIC	TODAY	TARGET
SEO score (this report)	**47/100**	Re-audit after 30 days
Mobile LCP	**2.0 s**	≤ 2.5 s
Product pages with Product schema	**0%**	100%
Product pages eligible for review stars	**0%**	100% of reviewed products
Sampled collections under 50 words	**–**	0
Images with alt text	**100%**	≥ 95%
AI search crawlers allowed	**5 of 5**	All

Write these down yourself

Organic sessions, last 28 days _____
Shopify Analytics → Reports → Sessions by referrer (Search)

Google clicks and impressions, last 28 days _____
Search Console → Performance → Search results

Organic revenue, last 28 days _____
Shopify Analytics → Reports → Sales by traffic source

What to expect, and when

Week 1	Quick wins live. Rich Results Test shows valid Product and Breadcrumb markup; sitemap submitted.
Weeks 2–4	Google recrawls the store. Search Console's Shopping and Breadcrumbs reports fill with valid items; new collections get indexed.
Day 28+	Real-user Core Web Vitals start reflecting speed work: the Chrome UX Report is a rolling 28-day window.
Months 2–3	Impressions, then clicks, grow on new collections and blog posts. Compare equal 28-day periods and note promotions that could skew numbers.

15 · METHODOLOGY & SOURCES

How this audit was produced

Data collected on Nov 13, 2026

Pages crawled	**13 (homepage + 12 products/collections)**
Product feed	**250 products from /products.json**
Sitemap	**10,417 URLs, 29 sub-sitemaps**
PageSpeed Insights	**Mobile + desktop, Lighthouse and Chrome UX Report**
Google results	**5 searches (US) via Serper**

Benchmarks behind the revenue model

1. Google/Deloitte “Milliseconds Make Millions” (2020): a 0.1s mobile speed improvement lifted retail conversions by 8.4%. `https://web.dev/case-studies/milliseconds-make-millions`
2. Portent (2022): e-commerce pages loading in 1s convert ~2.5x better than pages loading in 5s. `https://www.portent.com/blog/analytics/research-site-speed-hurting-everyone.htm`
3. Google Search Central case studies: Rotten Tomatoes +25% CTR with structured data; Nestlé +82% CTR on rich results. `https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data`

Scoring

Each check scores 0–1 (partial credit for coverage). Area scores are weighted averages of their checks; the overall score weights Speed 25%, Technical, On-page and Content 20% each, Structured data 15%.

4. Littledata Shopify benchmark: average store conversion rate ~1.4% (top 20% above 3.2%).
`https://blendcommerce.com/en-gb/blogs/shopify/ecommerce-conversion-rate-benchmarks-2025`

Badges

✓ PASS	Meets best practice
↗ QUICK WIN	≤ 30 min, medium/high value
▲ HIGH IMPACT	Largest revenue effect, more effort
• PLAN	Worth scheduling this quarter
– SKIP	Low value now / not applicable

StoreSEOReport is an independent service and is not affiliated with or endorsed by Shopify Inc. This audit is based on public pages, the sitemap, the public product feed, Google PageSpeed Insights and Google search results at the time of the audit. Revenue figures are model estimates built on public benchmarks and stated assumptions, not guarantees. Report ID GYMSHARK-20261113-46f1dc.