

CASE STUDY

SEO Audit for a Premium Kitchen Appliances Store: What a 49-Page Deep Audit Looks Like

A detailed walkthrough of the SEO audit MarTraff delivered for a WooCommerce store — covering technical health, indexation, on-page signals, and site architecture.

Industry

Kitchen Appliances

Platform

WooCommerce

Market

USA

Deliverable

49-page Audit

Project Context & Why This Case Exists

The client operated a premium ecommerce store selling high-end kitchen appliances and home goods on WooCommerce. After more than a year of operation, organic visibility had plateaued. No structured SEO review had ever been conducted.

MarTraff was engaged to deliver a comprehensive audit — not to implement, but to document. Every issue found, categorised, and tied to a specific recommended fix. The result was a 49-page report covering seven dimensions of site health.

"Most ecommerce stores accumulate SEO debt quietly. The audit is where you find out what's actually happening — and why growth has stalled."

Scope of the Audit

| | |
|--------------------------|---|
| Technical infrastructure | HTTPS, redirects, robots.txt, XML sitemap, Core Web Vitals |
| Indexation analysis | GSC status analysis — what Google is and isn't indexing and why |
| On-page signals | Title tags, meta descriptions, H1–H3 structure, image alt text |
| Site architecture | URL structure, internal linking, duplicate content paths, canonical setup |
| Ecommerce-specific | Filter pages, product depth, brand/collection pages, WooCommerce config |
| UX & conversion | Navigation, search, account flow, broken CTAs, dead-end journeys |
| Competitor context | Structural and keyword benchmarks against direct competitors |

Key Audit Findings — By Dimension

The audit identified 24+ documented issues across 7 dimensions. Below is a representative selection, categorised by area and priority.

Technical Infrastructure

| # | Finding | Category | Priority |
|----|--|--------------|----------|
| 01 | Redirect chains on category and product URLs — multiple 301 hops diluting link equity | Redirects | Critical |
| 02 | robots.txt blocking crawl of /learning-center/ and /brands/ directories | Crawlability | Critical |
| 03 | PDF file (return policy) explicitly disallowed in robots.txt but linked from product pages | Crawlability | High |
| 04 | Core Web Vitals failure on mobile: LCP 14.0s, PageSpeed score 66/100 | Page Speed | High |
| 05 | HTTPS canonical rules in .htaccess conflict with WooCommerce permalink settings | Canonicals | High |
| 06 | XML sitemap not submitted to GSC; includes non-indexable URLs | Sitemap | High |

Indexation Issues

| # | Finding | Category | Priority |
|----|---|----------------|----------|
| 07 | 10,500+ pages in "Crawled — not indexed" — insufficient value signal to Google | Indexation | Critical |
| 08 | Filter URLs (?filter_color=, ?min_price=) consuming crawl budget with zero SEO value | Crawl Budget | Critical |
| 09 | Color archive pages indexed but lacking search intent match | Thin Pages | High |
| 10 | Duplicate category paths: /coffee-makers/ and /product-category/small-appliances/coffee-maker/ both indexable | Duplicate URLs | High |
| 11 | Blog structured as /2025/05/10/ (date-based) — poor topical relevance signal | URL Structure | Medium |
| 12 | Tag pages set noindex,nofollow but still consuming crawl resources via internal links | Internal Links | Medium |

On-Page Signals

| # | Finding | Category | Priority |
|----|--|-------------------|----------|
| 13 | Multiple pages missing unique title tags — particularly product and filter pages | Title Tags | High |
| 14 | Meta descriptions absent or auto-generated on 200+ product pages | Meta Descriptions | High |
| 15 | H1 tags missing on several category pages; multiple H1s on others | H1 Tags | High |
| 16 | Canonical tags pointing to paginated versions instead of root category | Canonicals | High |
| 17 | H2 headings used non-sequentially — H3 appearing before H2 on multiple pages | Heading Structure | Medium |
| 18 | 100+ product images missing alt text | Image Alt Text | Medium |

What the Audit Covered — All 7 Dimensions

Each dimension produced a dedicated section in the 49-page report, containing: summary of findings, annotated screenshots, affected URLs, root cause, and prioritised fix.

■ Technical Infrastructure

HTTPS setup, redirect logic, .htaccess, robots.txt, XML sitemap, Core Web Vitals and PageSpeed benchmarks across desktop and mobile.

■ Crawl & Indexation

GSC analysis of 10,500+ unindexed pages. Filter URL handling. Crawl budget distribution across content types and page templates.

■ On-Page Signals

Title tags, meta descriptions, H1–H3 hierarchy, image alt text, and canonical tag configuration — reviewed across all key page types.

■ Site Architecture

URL structure, internal linking patterns, duplicate category paths, pagination setup, and WooCommerce-specific SEO configuration.

■ Ecommerce-Specific

Product page content depth, filter page management, brand and collection page structure, thin and duplicate content across product variants.

■ UX & Conversion Signals

Navigation flows, account registration UX, search functionality, broken CTAs, dead-end user journeys, and product comparison feature.

■ Competitor Context

Structural and keyword benchmarks against 3 direct competitors — content depth, category architecture, and indexation approach.

Audit Metrics at a Glance

| | | | |
|---|---|--|--|
| 49 Pages Delivered Full audit document | +24 Issues Documented Each with fix & priority | 10.5K Unindexed Pages Found Root cause identified | 7 Audit Dimensions Full site coverage |
|---|---|--|--|

Selected Recommendations from the Audit

Each of the 24+ findings included a specific recommendation. Below is a selection of the highest-impact fixes.

Canonical URL strategy

Set canonical tags across all filter, pagination, and duplicate category paths. Directly resolves the 10,500+ indexation issue.

Fix robots.txt

Remove incorrect blocks on /learning-center/ and /brands/. Add Disallow rules for filter parameter URLs.

Restructure blog URLs

Migrate from /2025/05/10/ to /learning-center/post-name/ for topical relevance signals.

Consolidate category paths

301 redirect /product-category/small-appliances/coffee-maker/ → /coffee-makers/ across all duplicate pairs.

Fix mobile PageSpeed

Address LCP 14.0s via lazy loading, WebP conversion, deferred JS. Target: LCP under 3.5s.

Complete or remove placeholder pages

/brands/ and other "SOON" pages — populate or noindex and remove from navigation.

Add schema markup

Product schema on all product pages, BreadcrumbList on categories, Organization on homepage.

Fix H-tag hierarchy

One H1 per page. Correct H2→H3 nesting across all category and product pages.

The highest-impact single fix was the canonical and indexation strategy. With 10,500+ pages in "Crawled — not indexed", Google was spending crawl budget on filter and archive pages rather than the core product catalogue. Fixing this would have meaningfully improved crawl efficiency and category page rankings.

Who We Are

MarTraff is an SEO agency that works exclusively with ecommerce businesses. Our audits are not automated reports — they are manually reviewed, annotated documents structured as actionable deliverables. Every finding includes a cause, impact, fix, and priority level.

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| Website | martraff.com |
| Clutch | clutch.co/profile/martraff |
| Rating | 5.0 / 5.0 — verified client reviews |
| Location | Ukraine (serving clients globally) |
| Platforms | Shopify, WooCommerce, BigCommerce, custom-built |
| Audit types | Technical, On-Page, Usability, Content, Backlink Profile |

Want to know what's holding your store back? We'll run the same audit — and give you a clear, prioritised action plan before you commit to anything. martraff.com

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