TECHNICAL SEO CASE STUDY · SHOPIFY

A Handmade Jewellery Store Made Ready for Google

Handmade Art by Carola sells gemstone necklaces on a German and English Shopify store. Before launch we cleaned out the theme's demo content, built the bilingual SEO setup and got the structured data to zero errors.

CLIENT
Handmade Art by Carola · by-carola.com

PLATFORM
Shopify, German + English

MARKET
Oberhausen, Germany · ships worldwide

128 / 128	107	0	0 of 11,430
Sitemap URLs returning 200	Redirects, all one hop	Schema errors or warnings	Images without alt text

Figures from a fresh crawl of all 128 sitemap URLs (64 German, 64 English) · Store was pre-launch at the time

OVERVIEW

About By Carola

Handmade Art by Carola is a jewellery brand from Oberhausen making gemstone necklaces by hand. The Shopify store runs in German and English, with 40 products. The theme still carried demo content from its template, and the English version was only partly translated. We ran a technical SEO audit and fixed it area by area ahead of launch.

THE CHALLENGE

What Was Holding It Back

- ! Demo pages, empty collections and a demo News blog were still live from the theme template.
- ! Every product page played a demo song as a fake message from Carola.
- ! 31 titles were over 65 characters, many naming the brand twice.
- ! The English pages still showed German text and demo phrases like Black Friday.
- ! 87 redirects ran in chains and deleted pages had no redirect at all.

OUTCOMES DELIVERED

What Changed

- 34 of 34 demo leftovers closed
- Demo audio switched off on all 80 product URLs
- 0 titles over 65 characters
- 64 of 64 English pages with no German text, linked by hreflang
- 107 redirects, each resolving in one hop

OUR SOLUTION

From Demo Theme to Launch-Ready Store

Engagement: technical SEO audit, theme and content fixes on Shopify, in German and English.

01

Crawling & Indexing

- Custom robots.txt on Shopify's own rules
- noindex on search, cart, account, empty blog
- 196 old products and 14 empty collections out of sitemaps
- Self-referencing canonical on all 128 pages

02

Search Appearance

- Title template fixed, 15 titles rewritten
- Meta descriptions on 126 of 128 pages
- One H1 on 126 of 128 pages
- 523 product images described

03

Schema & Language

- 7 schema types, 8 valid items in Google's test
- FAQ markup for 21 questions, DE + EN
- English URLs translated with 301s
- llms.txt, llms-full.txt and agents.md

MEASURED BEFORE AND AFTER

The Numbers

Check	Before	After
Titles over 65 characters	31	**0**
Redirect chains	87 chains	**All one hop**
Demo leftovers open	34	**0**
English pages with German text	11 gaps	**0 of 64**
Images without alt	Gaps	**0 of 11,430**
Liquid errors in theme	6 render errors + broken dash	**0**
Render-blocking scripts	jQuery + Swiper	**Deferred**

SCOPE AT A GLANCE

Everything We Delivered

WORKSTREAM	DELIVERED
Technical audit	Fresh crawl of 128 sitemap URLs, DE + EN
Demo clean-up	Pages, collections, menus, News blog, demo audio
Redirects	107 one-hop 301s
Titles and descriptions	Template fix, rewrites in both languages
Structured data	Organization, WebSite, Product, Review, BlogPosting, Breadcrumb, FAQ
Translation	English version completed, hreflang on all pages
Business details	One address and legal name across all pages

WHY IT WORKED

The work was done before the store opened to Google, so it launches without demo pages, broken redirects or mixed languages. Nothing was deleted without a redirect, and each change was checked live in both languages.

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