TECHNICAL SEO CASE STUDY · SHOPIFY

A German Shopify Store Cleaned Up From Theme to Schema

Sunnafrucht sells organic black seed oil and dates on a Shopify store with 58 products and 53 articles. We fixed 28 technical issues, closed 6 more on the evidence and re-measured everything on the live site.

CLIENT
Sunnafrucht · sunnafrucht.de

PLATFORM
Shopify (Sunnafrucht Final theme)

MARKET
Germany, German-language store

34	1,814 → 0	53 / 53	0
Technical issues resolved	Empty anchors in the navigation	Articles with valid Article schema	JSON-LD errors across 134 URLs

Figures from our fix verification of the live site · Measured 19 September 2026 · 134 sitemap URLs

OVERVIEW

About Sunnafrucht

Sunnafrucht is a German online shop for organic black seed oil (Bio Schwarzkümmelöl), dates and related products. The store runs on Shopify with 58 products, 13 collections, 53 blog articles and 7 content pages. We ran a full technical SEO audit, fixed the theme, structured data, crawl rules and language setup, and then checked every fix again on the live site.

THE CHALLENGE

What Was Holding It Back

- ! The category quick-nav had 1,814 empty links, so crawl paths from the menu went nowhere.
- ! Three storefront languages (German, English, French) competed for the same content.
- ! Leftover code from removed apps still ran on every page, plus two cookie-consent managers.
- ! Collection markup failed Google's rich-results test and articles had no usable schema.
- ! robots.txt had grown to 19 hand-built groups and blocked pages that needed a noindex instead.

OUTCOMES DELIVERED

What Changed

- 0 empty anchors across all 134 sitemap URLs
- One German storefront, with all 10 old /en and /fr paths redirecting
- 0 traces of old app code and a single consent manager
- Valid schema on 13 of 13 collections and 53 of 53 articles
- A clean 7-group robots.txt with noindex on search, cart and account pages

OUR SOLUTION

From Audit to Verified Fixes

Engagement: technical SEO audit, theme fixes and live re-measurement on the Shopify theme.

01

Crawling & Indexing

- Empty href="#" links removed
- robots.txt rebuilt on Shopify defaults
- noindex,follow on search, cart, account
- 468 internal links pointing at redirects fixed

02

Structured Data

- Collection schema rebuilt (CollectionPage + ItemList)
- Blog and Article schema on all 53 posts
- Organization schema extended to 17 properties
- FAQ markup cleaned on 112 URLs

03

Theme & Speed

- Image-optimiser and SEO-app leftovers removed
- 2 parser-blocking scripts deferred
- Responsive images 8% → 52%
- Alt text on all 14,279 images

MEASURED BEFORE AND AFTER

The Numbers

Check	Before	After
Empty anchors	1,814	**0**
Responsive images	8%	**52%**
robots.txt groups	19	**7**
Article schema	0 of 53	**53 of 53**
Product page weight	about 2.7 MB	**2.39 MB**
HTML per product page	689 KB	**664 KB**
Parser-blocking scripts	2	**0**
Consent managers	2	**1**
Storefront languages	3	**1**

SCOPE AT A GLANCE

Everything We Delivered

WORKSTREAM	DELIVERED
Technical audit	Full crawl of 134 sitemap URLs
Structured data	Product, Collection, Blog, Article, Organization, FAQ
Crawling and indexing	robots.txt, noindex rules, redirects, orphan pages
Theme hygiene	App leftovers, consent manager, blocking scripts
Images	Responsive sources and alt text
Language setup	German only, old locale paths redirected
AI files	German llms.txt and agents.md

WHY IT WORKED

Every theme edit was saved as a new Shopify theme version with a rollback point, and each fix was re-measured on the live site rather than assumed. Six findings were checked and closed with no change, so nothing was edited without a reason.

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