

Shopify Organic Traffic Drop Audit

The checks I ran on a store that lost 70% of its Google traffic in 7 months. Built by Kaspian Fuad, Shopify developer.

1. Is the drop real?

GSC clicks vs GA4 organic sessions

If GA4 fell and GSC held, fix tracking first.

Compare 28 days before vs after

Use the same weekdays, not a calendar month.

Cliff or slow bleed?

One-day cliff = launch, domain, robots. Bleed = stacked causes.

2. Which URLs lost clicks?

GSC > Pages > sort by clicks difference

Diagnose the top 10 URLs, not the sitewide average.

Impressions down + position down

Ranking or indexing problem.

Impressions flat + clicks down

The results page changed (AI Overviews, Shopping).

3. Noindex check

URL Inspection on each lost URL

Look for 'Excluded by noindex tag'.

Theme: `grep noindex in layout/*.liquid`

Also check SEO app settings.

Consolidating two pages?

301 or canonical. Noindex drops the page entirely.

4. Dead URLs and redirects

Page indexing > Not found (404)

Export and map every URL with backlinks.

Spot-check 25 redirects

Case store: 28% were broken.

Trust pages return 200?

About, Shipping, Returns, Contact.

Shopify redirects fire only on 404s

A redirect on a live path does nothing.

5. Crawled, currently not indexed

Page indexing report count

Case store: 232 pages that should rank.

Do not just resubmit

Google read it and passed. Fix content + links.

Near-duplicate collections?

Merge, differentiate, or canonicalize.

6. Core update timing

`status.search.google.com` history

Match your drop date to update rollout dates.

Thin pages published during a rollout?

Case store: 40+ during Dec 2025 core update.

Treat as quality, not penalty

Improve, merge, or remove. No appeal exists.

7. Protect what works

Top 20 pages by clicks, last 90 days

Do not rewrite or delete these during the fix.

Product schema in merchant listings

Case store: 45,000+ clicks from 8.6M impressions.

Blog CTR vs collection CTR

Case store: 0.73% vs 0.37%.

8. Page-two upside

GSC queries, position 11 to 20

Case store: 186 keywords, 2.69M impressions.

One keyword = one landing page

Stops your own pages competing.

Internal links from strong blog posts

Cheapest push from page 2 to page 1.

9. Backlink gap

Your referring domains vs top 3 rivals

Case store: 1,500 links vs 6,000+.

Links pointing at 404s

Redirect them first. Free equity back.

Separate owner-led workstream

No theme fix closes this gap.

10. What to demand from a hire

URL-level loss map

Which URLs lost what, with evidence.

Ranked causes + 30-day plan

Owners and deadlines, not a 50-page checklist.

No recovery date promises

Google recrawls on its own schedule.