

Ecommerce SEO Audit Case Study (Anonymous Client)

How Qatalys Uncovered
Hidden Revenue
Opportunities Through Deep
Technical & Strategic SEO

OVERVIEW

A UK-based ecommerce store in the home improvement category approached Qatalys to understand why organic performance had stalled despite thousands of indexed URLs and several years of consistent traffic.

Although the brand had a strong product catalog and meaningful organic visibility (16K+ monthly visits and 6.7K ranking keywords), growth had plateaued. Their internal team sensed deeper technical hurdles, crawl inefficiencies, and an imbalanced backlink profile - but lacked clarity on where to act first.

Qatalys conducted a full-stack SEO audit covering technical foundation, on-page structure, content depth, keyword gaps, and off-page signals.

This case study summarizes the key issues uncovered and the growth opportunities identified.



16K+ monthly visits



6.7K organic keywords



Huge product catalog



Growth plateau observed

1. TECHNICAL SEO AUDIT FINDINGS



1.1 Site Health & Crawlability

The audit revealed a large indexable footprint but major crawl waste.

- 119 slow-loading pages due to uncompressed files, render-blocking scripts, and oversized images.
- 11 URLs blocked from crawling because of robots.txt restrictions or server errors.
- 4 incorrect sitemap URLs, redirecting or pointing to broken pages.
- Over 63 pages missing compression (Gzip/Brotli).
- 1,028 pages requiring more than 3 clicks to reach, diluting internal link equity.

These issues collectively reduced crawl efficiency and made Google spend time on the wrong URLs - leading to visibility loss on key revenue-driving pages.

- 🔍 41,038 unminified JS/CSS files
- 🔍 3,912 uncached scripts
- 🔍 Mixed content errors on HTTPS pages
- 🔍 Broken internal and external images impacting UX

The site was functionally rich but not optimized for performance. These issues increased load time and weakened Core Web Vitals - a direct ranking factor.

2.ON-PAGE SEO WEAKNESSES



2.1 Heading Structure & Content Depth

- 🔍 25 pages missing H1s & 254 pages with more than one H1
- 🔍 3,905 pages with low text-to-HTML ratio
- 🔍 Category titles not optimized for search intent
- 🔍 Product pages showing inconsistent heading hierarchy



2.2 Duplicate & Missing Metadata

- 🔍 47 pages with duplicate content
- 🔍 67 duplicate title tags
- 🔍 317 duplicate meta descriptions
- 🔍 24 missing meta descriptions

Search engines struggled to understand relevance, hurting the site's ability to rank for competitive keywords.

These patterns suggested auto-generated metadata and a lack of unique page context - a common issue in large ecommerce catalogs.

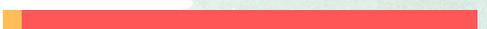
 **2.3 Image SEO Gaps**

 2,510 images without alt attributes

This limited image search visibility and weakened content accessibility.

3.OFF-PAGE SEO & BACKLINK AUDIT

The backlink profile revealed strong quantity but weak quality:

-  44.4% toxic backlinks from low-quality sources 
-  82% links pointing to images rather than contextual anchors 
-  Only 4% UK-based referring domains 
-  85% of domains had DA between 0-20 

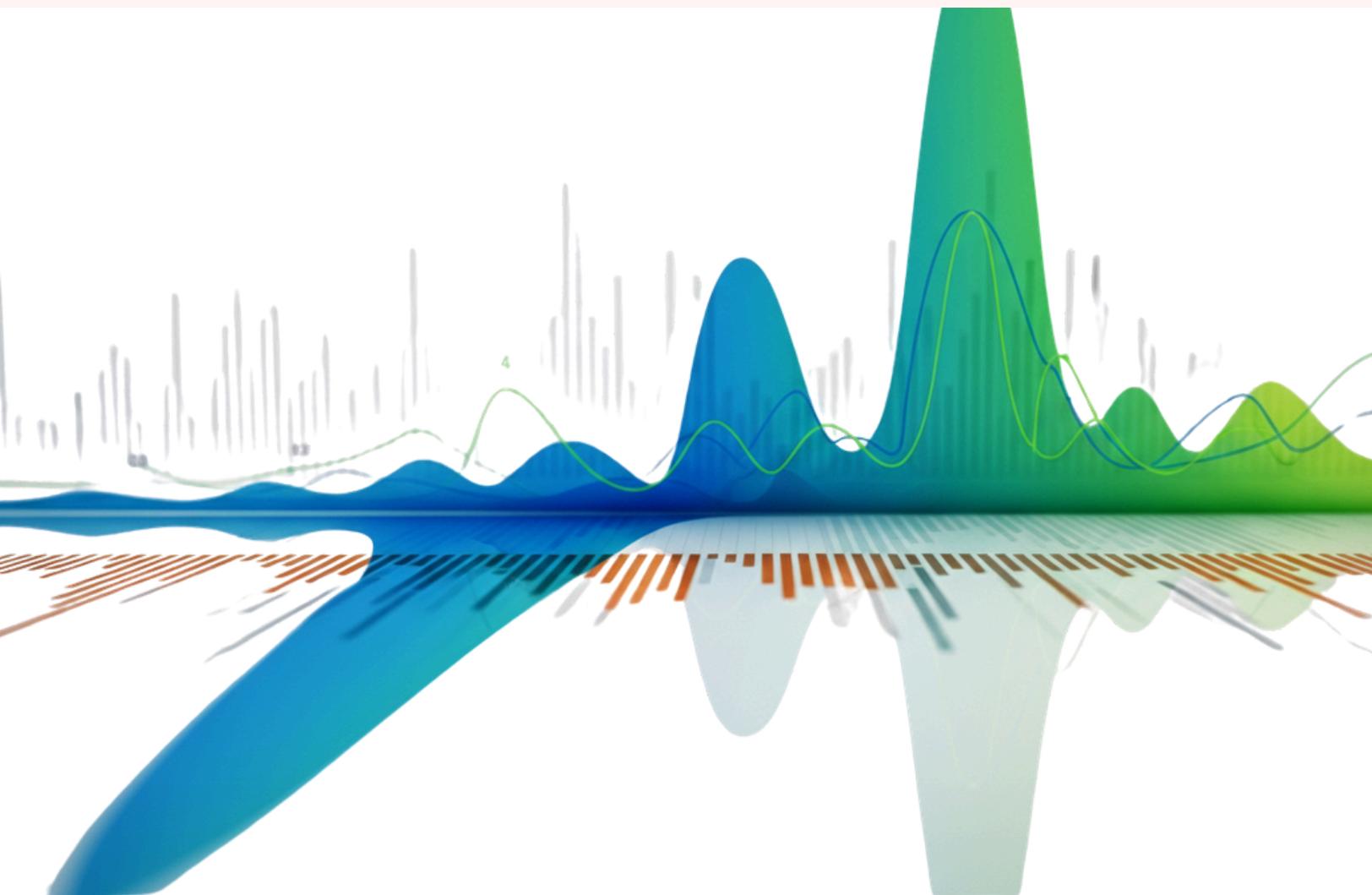
This severely limited trust signals and keyword authority for UK-focused commercial searches.

4. KEYWORD VISIBILITY & GAP INSIGHTS

The site ranked for 6,700+ keywords, but 51% were informational, not commercial.

Competitors ranked for high-intent terms such as: wall hung vanity unit, shower valve, chrome towel rail, shower screens for bath, bathroom sinks.

Qatalys identified category-level keyword gaps that could drive significantly more transactional traffic.



5. OPPORTUNITIES FOR GROWTH

Based on the audit, Qatalys outlined a structured growth roadmap:



5.1 Technical Foundation Fixes

- Resolve slow load speed across 119 pages
- Implement compression, caching, and minification
- Fix crawl blocks, mixed content, broken images
- Replace temporary redirects with permanent ones
- Update sitemap and robots.txt references



5.3 On-Page Optimization

- Rewrite category and product metadata
- Structure H1, H2, H3 hierarchies consistently
- Add supporting content to thin category pages
- Improve internal linking depth to reduce click paths



5.2 Content & Keyword Strategy

- Introduce 20-30 strategic commercial keywords
- Expand blog content focused on high-intent needs
- Use keyword clustering to reinforce topical authority
- Craft buyer-journey content to boost conversions



5.4 Backlink & Authority Strategy

- Disavow toxic links
- Build UK-based, industry-relevant backlinks
- Shift focus from image links to contextual anchors
- Strengthen authority to target competitive head terms

6. 90-DAY ROADMAP

Qatalys delivered a 90-day prioritized plan grouped into:

1

Phase 1 - Stabilize (Technical & Structural Fixes)

 Improve crawlability

 Better indexing

 Setup performance metrics

2

Phase 2 - Strengthen (Content & Authority)

 Optimize pages

 Expand content depth

 Rebuild backlink profile

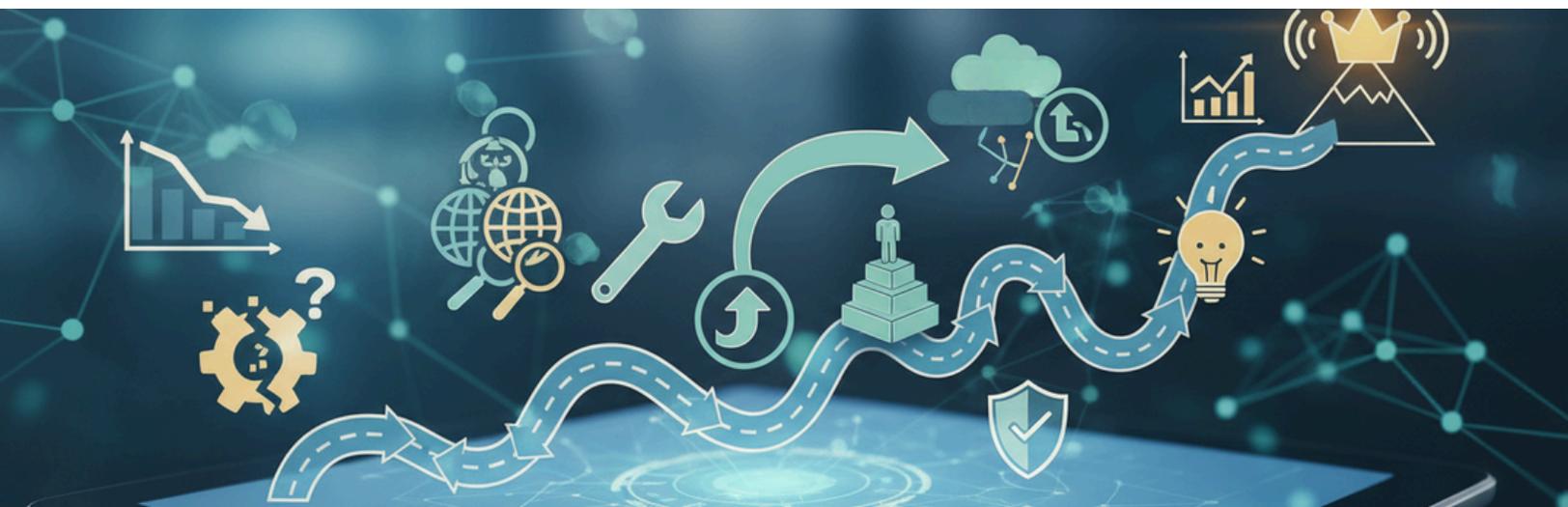
3

Phase 3 - Scale (Growth & Revenue Strategy)

 Target high-intent keywords

 Expand topic clusters

 Grow organic conversions



7. QATALYS GROWTH SERVICES: OUR ROLE

This audit is part of Qatalys' broader Growth Services model, where we help ecommerce brands move from fragmented SEO efforts to a unified growth strategy.

Our involvement includes:



Deep technical audits



Keyword opportunity mappings



Content strategy and creation



Authority-building SEO



Growth consulting across channels



Ongoing performance monitoring

We don't just diagnose issues - we help brands build scalable, future-ready ecommerce ecosystems.

This audit exposed significant technical gaps, structural inefficiencies, and authority limitations - but also highlighted major opportunities for growth.

With a clear roadmap, strong execution, and Qatalys' Growth Services capabilities, ecommerce brands can reclaim crawl efficiency, strengthen visibility, and unlock meaningful revenue improvements.



TALK TO US!

Qatalys have played a crucial role in supporting the delivery and execution of our ecommerce solutions.

They provide our agency with dedicated developers who operate as an extension of our own team.

This partnership has helped us scale our project capacity, accelerate delivery timelines, and maintain a high standard of technical quality as we grow.

-Head of Business Growth,
Leading UK Ecommerce Platform



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Qatalys