CASE STUDY · E-COMMERCE SEO FIX + 30-DAY CARE

From 787 Issues to Zero, Then 30 Days of Hardening

A US e-commerce store came for a one-time SEO fix and stayed for a 30-day maintenance plan. The site went from 89% to 100% Site Health, its sitemaps were restored, its link profile was cleaned and an unknown user was removed from its Search Console.

89% → 100%
Semrush Site Health

787 → 0
errors and warnings combined

74% → 82%
Semrush AI Search Health

30 days
day-by-day maintenance plan after the fix

Client	Period	Prepared by
E-commerce store, US (anonymized)	**Mar – Apr 2026 · repeat client**	**Sheikh Sadikur**

STAGE 1 · SEO AUDIT AND FIX

Clearing every error and warning

Metric	Before	After
Semrush Site Health	89%	100%
Errors / warnings	6 / 781	0 / 0
AI Search Health	74%	82%

Fixed: 3 broken internal links, 3 pages returning 404, 141 internal links wrongly set to nofollow, 4 missing meta descriptions and 3 missing H1 headings. Indexing was set up in Rank Math and key pages, including the homepage, were live-tested and submitted in Search Console.

STAGE 2 · 30-DAY MAINTENANCE

A day-by-day plan, not a one-off

Week 1 · Technical cleanup

Backlink review with toxic domains checked by hand, disavow file uploaded and confirmed by Google. Broken links and 4XX pages fixed, 302 redirects changed to 301 and redirect chains removed, 403 errors investigated.

Week 2 · On-page SEO

Duplicate titles and meta descriptions rewritten on 7 pages, H1 issues fixed on 5 pages, canonical, hreflang and lang attributes added for duplicate content, and schema markup added and validated.

Weeks 3–4 · Re-audit

A fresh audit found the sitemap set to noindex and 450 unminified JavaScript and CSS files. Product, page and HTML sitemaps were rebuilt in Rank Math and resubmitted.

Security check

An unrecognized user with access to the store's Google Search Console was found and removed, closing a risk most SEO audits never look at.

Why it matters

A noindex sitemap and a stranger in Search Console can quietly undo months of SEO work. Monthly re-audits catch problems like these before they cost the client sales.

Client and domain withheld. Figures from Semrush Site Audit and Google Search Console, March 2026.