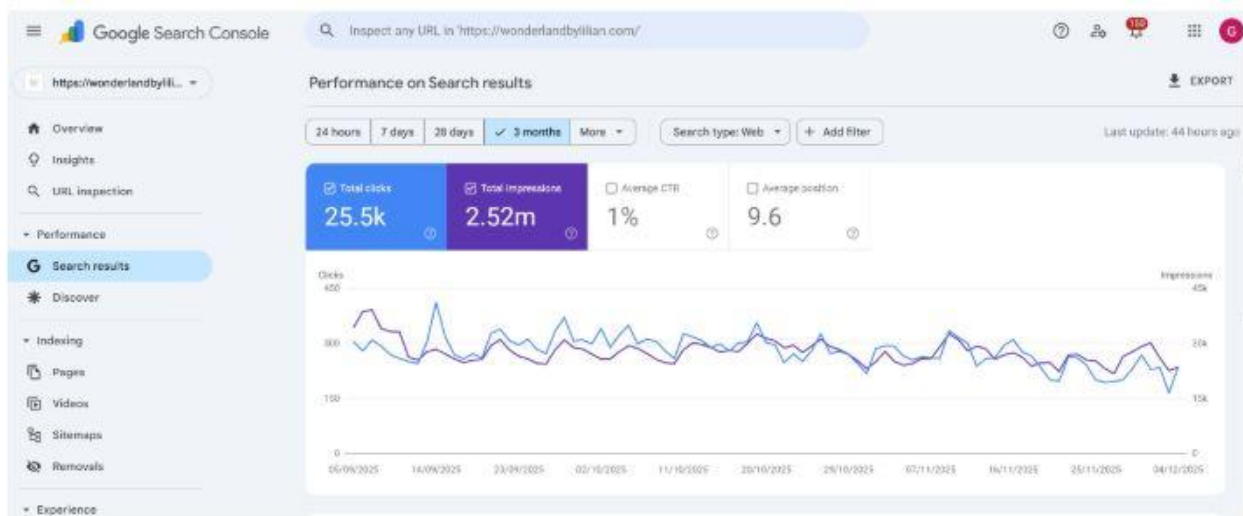


# SEO Expert | Ecommerce SEO | Shopify SEO Wedding Dress

## Project description:

WonderlandbyLilian is a global Shopify-based wedding dress ecommerce brand. When I joined the project, the website had fewer than 70 visitors per month and was facing major technical, visibility, and engagement challenges.



## Key Contributions & Achievements:

**Website Audit & Fixes:** Resolved critical SEO issues, including URL structure, canonical conflicts, breadcrumb errors, and indexing gaps to align the site with best SEO practices.

**Category Content Optimization:** Added well-researched, SEO-focused content to category pages to improve relevance, keyword targeting, and organic ranking.

**Meta & Alt Tag Optimization:** Optimized on-page SEO elements across the site, including meta titles, descriptions, and alt tags for better search visibility.

**Internal Linking Strategy:** Built a strong internal linking framework to improve crawlability, pass link equity, and enhance user navigation.

PDP & Collection Page Redesign: Led the redesign of Product Detail Pages and Collection Pages, improving UI/UX, engagement, and conversions.

**Results:**

Within 6 months, organic traffic grew from 70 visitors/month to over 20,000+ visitors/month. After 1 year, the website surpassed 50,000+ monthly organic visitors, showing major improvements in search rankings, technical health, and revenue-generating performance.