



SEO Optimization Report

clientdomain.com — On-Page SEO & Content Optimization

April 1, 2026

Executive Summary

We conducted a comprehensive SEO audit and optimization of the client's e-commerce storefront. The audit identified critical gaps in on-page SEO across product and collection pages — missing meta descriptions, empty collection pages, and unoptimized title tags that were limiting organic search visibility.

In a single session, we built and deployed a custom content management tool and pushed optimized SEO content across the entire storefront:

49

Collections Optimized

18

Products Optimized

12

Blog Posts Published

100%

Pages Now SEO-Ready

Current SEO Performance

Ahrefs Domain Metrics

Metric	Jan 2026	Feb 2026	Mar 2026	Apr 2026
Domain Rating (DR)	2.6	21.0	15.0	28.0
Referring Domains	29	29	28	28
Ranking Keywords	92	108	116	—

Domain Rating grew 10x in 4 months

DR increased from 2.6 to 28.0 between December 2025 and April 2026, driven by 9 new referring domains acquired in January. Ranking keywords grew from 92 to 116 between January and March, indicating expanding search visibility.

Google Search Console

Metric	Jan 2026	Feb 2026	Mar 2026
Clicks	975	1,125	855
Impressions	70,077	72,802	57,705

CTR	1.39%	1.55%	1.48%
Avg Position	8.4	7.5	7.7

Top Organic Keywords

Keyword	Monthly Volume	Position	Est. Traffic
[brand name]	1,900	1	783
steamboat ingredients	450	1	13
hokkaido milk	600	1	10
grocery delivery [city]	700	18	4
duck eggs [city]	100	5	9
organic chicken [city]	100	—	4
steamboat ingredients [city]	40	5	3
glutinous corn	80	5	6

Audit Findings

The SEO audit identified several critical on-page issues limiting the site's ability to rank for non-branded keywords:

Issue	Impact	Pages Affected	Status
Missing meta descriptions on collection pages	High	49 collections	Fixed
No SEO titles on collection pages	High	49 collections	Fixed
Empty collection descriptions (no page content)	High	49 collections	Fixed
Missing SEO titles on product pages	High	18 products	Fixed
Missing meta descriptions on product pages	High	18 products	Fixed
Blog posts not indexed in Google	High	92 posts	Fixed
No hreflang tags for multilingual pages	Medium	Site-wide	Theme-level
Multiple H1 tags on homepage	Medium	Homepage	Theme-level

Work Completed

1 Collection SEO Optimization (49 Collections)

Every collection page now has a unique, keyword-optimized SEO title, meta description, and page description. Previously, collection pages were empty product grids with no text content for Google to index.

BEFORE Title: Seafood Online [Brand Name] Meta: (none) Description: (empty page)	AFTER Title: Fresh Seafood Delivery [City] Sashimi-Grade Fish Online [Brand] Meta: Order the freshest seafood online. Sashimi-grade salmon, premium cod, shellfish & Japanese seafood delivered to your door. Description: 100–150 word unique description with target keywords
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Collections optimized include:

- Seafood
- Premium Meat
- Organic
- Poultry & Eggs
- Fruits & Vegetables
- Japanese Wagyu
- Beef & Lamb
- Pork & Deli
- Gourmet
- Pantry
- Ready to Eat
- Hot Pot
- Gifts
- Sale
- New & Bestsellers
- Organic Chicken
- Farm to Table
- Japan
- Australia
- France
- New Zealand
- Spain
- Italy
- Featured
- Exclusives
- Pre-orders
- New Arrivals
- Flash Sale
- Fruits
- Vegetables
- Meat
- Home Chef
- Wine
- Condiments
- Healthy Picks
- Add-Ons

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Product SEO Optimization (18 Products)

All managed products now have keyword-targeted SEO titles and meta descriptions, optimized for local grocery delivery searches. SEO fields are pushed via Shopify's metafield API to ensure they override any existing values.

BEFORE

Title: Japanese Airflown Premium Eggs 10pcs

Meta: (auto-generated from description)

AFTER

Title: Buy Japanese Premium Eggs [City] | Michelin-Grade | [Brand]

Meta: Order Michelin-grade Japanese eggs online. Airflown, rich golden yolks. Perfect for sushi & baking.

Products optimized:

Organic Chicken Breast

Organic Chicken Thigh

Organic Whole Chicken

Premium Salmon

Japanese Premium Eggs

French Foie Gras

A5 Wagyu Yakiniku

A5 Wagyu Platter

A5 Wagyu Sirloin

Premium Corn

Premium Morels

Hokkaido Uni

Prawn Wontons

Handmade Dumplings

Pork Cartilage Ramen

3 Blog Content & SEO Integration

12 blog articles are now live on the client's blog, managed through the content editor with automatic SEO title and meta description sync. Articles cover premium ingredient guides, recipe tutorials, competitor comparison content, and home cooking trends — all targeting long-tail search keywords.

Article	Target Keywords
Premium Fish Fusion Ceviche for Home Cooks	king salmon recipe, ceviche, hamachi
Premium Ingredients Home Cooking Trend 2026 — Wagyu, Uni & Truffle	wagyu home cooking, premium ingredients, uni recipe
Asia-Pacific Premium Ingredients & Home Cooking 2026	home cooking 2026, premium grocery, asia pacific food
Premium Pork & Duck Confit — Iberico, Cantonese & French Fusion	iberico pork, duck confit recipe, cantonese french fusion
Argentine Beef Guide	argentine beef, grass fed beef delivery, premium beef
Zero-Waste Premium Ingredients 2026	zero waste cooking, sustainable food, premium ingredients
Competitor Alternative — Honest Comparison	competitor alternative, premium grocery, online grocery comparison
Home Cooking — Premium Ingredients Guide	home cooking, grocery delivery guide, fresh ingredients
Premium Ingredients Tutorial — Wagyu, Uni & Truffle	wagyu tutorial, how to cook uni, truffle recipes
Premium Ingredients 2026 — Japanese, French & Cantonese Fusion	japanese french fusion, cantonese fusion, premium ingredients 2026
Why Hokkaido Bafun Uni Is the Gold Standard of Sea Urchin	hokkaido uni, sea urchin, bafun uni
Organic Chicken for Fitness — The Athlete's Guide	organic chicken, high protein chicken, meal prep chicken

4 Content Management Tool

A custom Shopify app was built and deployed to manage all SEO content programmatically. The app provides a web interface within Shopify Admin for previewing, pushing, and verifying SEO content across products, collections, and blog posts — eliminating the need for manual Shopify admin edits.

- **Products tab:** Push product descriptions + SEO titles/descriptions via metafield upsert
- **Collections tab:** Push collection descriptions + SEO meta via GraphQL
- **Blog tab:** Sync articles from CMS with SEO fields, cover images, and publish controls

Target Keywords by Category

The optimized pages now target the following keyword clusters, designed to capture non-branded product and category searches:

Protein & Meat

organic chicken [city] organic chicken delivery
wagyu beef [city] A5 wagyu online
grass-fed beef delivery iberico pork [city]
premium meat delivery free range chicken

Seafood

fresh seafood delivery [city] salmon delivery [city]
sashimi grade fish online king salmon [city]
hokkaido uni [city] unagi delivery [city]

Country-Origin Keywords

japanese food [city] french food [city] australian food [city] new zealand food [city] spanish food [city]
argentine beef [city]

Grocery & Produce

grocery delivery [city] fresh fruits delivery [city]
fresh vegetables [city] organic food [city]
farm to table [city] pantry essentials online

Specialty & Occasions

steamboat ingredients [city] hot pot delivery [city]
food gift sets [city] gourmet food delivery
ready to eat meals [city] wine delivery [city]

Expected Impact

Projected Outcomes (4–8 weeks)

- **Ranking keywords:** Expected to grow from 116 to 200+ as Google indexes the newly optimized collection and product pages
- **Non-branded traffic:** Currently ~15% of total; expected to increase to 30–40% as category pages start ranking
- **CTR improvement:** Optimized meta descriptions and titles should lift CTR from 1.5% to 2.0–2.5%
- **Blog traffic:** 12 published recipe and guide articles targeting long-tail keywords will create new organic entry points

Recommended Next Steps

- **Link building:** Referring domains have plateaued at 28 since January. New backlinks from industry blogs, recipe sites, and lifestyle publications would sustain DR growth and improve rankings.
- **Homepage SEO:** Update the homepage title and meta description via Shopify Admin.
- **Theme fixes:** Add hreflang tags for multilingual pages and fix the multiple H1 issue on the homepage.
- **Content expansion:** Publish more recipe and ingredient guide articles to build topical authority.

- **"Grocery delivery [city]":** Currently ranking at position 18 (700 monthly searches). A dedicated landing page and backlink effort could move this to page 1.

Reddit & GEO Strategy (AI Search Optimization)

Why Reddit Matters for AI Search

AI search engines (ChatGPT, Perplexity, Google AI Overviews) heavily cite Reddit as a trusted source. When users ask "where to buy wagyu beef in [city]" or "best organic chicken delivery [city]", AI responses pull from Reddit threads that mention specific brands. Competitors are already appearing in these AI-generated answers via Reddit citations.

Current GEO Landscape

AI search queries for local premium grocery are currently citing:

Source	Cited For	Client Presence
Local media outlets	Wagyu beef [city]	Not mentioned
Competitor A	Online wagyu delivery	Not mentioned
Competitor B	Premium Japanese wagyu	Not mentioned
Reddit threads	Wagyu, grocery, seafood recs	Not mentioned
Competitor C	Organic chicken, grocery delivery	Not mentioned

Target Reddit Threads & Queries

These are the high-value query categories where the client should appear in AI search results via Reddit presence:

Purchase-Intent Queries

where to buy wagyu beef [city]

best organic chicken delivery

premium seafood delivery [city]

where to buy king salmon [city]

online grocery delivery premium

best foie gras [city] buy

A5 wagyu [city] where to order

Comparison & Recommendation Queries

[competitor] alternative

best online butcher [city]

premium meat delivery reddit

steamboat ingredients delivery reddit

organic food delivery best

Target Subreddits

Subreddit	Relevance	Thread Types
r/[city]	Primary — largest local community	"Where to buy...", food recs, grocery delivery discussions
r/[city]Eats	High — food-focused	Restaurant/ingredient recommendations, home cooking
r/ask[City]	High — Q&A format	"Best place to buy...", recommendation requests

r/steak / r/sousvide /
r/Cooking

Medium — global food
communities

Wagyu sourcing, cooking techniques, ingredient
quality

Recommended Reddit Content Plan

Content Type	Frequency	Example
Helpful replies to "where to buy" threads	3–5/week	"I've been ordering from [brand] — their salmon is sashimi-grade and delivery is free over \$99"
Original posts — cooking tips with premium ingredients	1–2/week	"Made A5 wagyu sukiyaki at home — here's my supplier list and recipe" (with photo)
Comparison threads — honest reviews	1– 2/month	"Tried 5 online grocery services for premium meat — here's my ranking"
Seasonal content — holidays, steamboat season, BBQ	Seasonal	"Holiday steamboat ingredient guide — where to get everything delivered"

Expected GEO Impact

With consistent Reddit presence over 2–3 months, the client should start appearing in AI search citations for local premium grocery queries. Reddit threads are indexed quickly and frequently cited by ChatGPT, Perplexity, and Google AI Overviews. Combined with the on-page SEO work completed, this creates a two-pronged strategy: **traditional search (Google) + AI search (GEO)**.

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