

KOOSHOO

The 90-day recovery, and what it unlocked

KOOSHOO • TEAM EMPATHY • MONTH 3 • JULY 2026

Overview

That is Month 3 complete, and with it the three-month recovery programme. This report closes the loop on the full issue register from the original April audit, so you can see what was found, what was fixed, and what remains. As promised at the start, we re-ran the complete technical audit in July to verify it.

The site was carrying a large backlog of technical damage from the platform migrations, and that backlog is now cleared. Errors are down 81%, broken pages have gone from 118 to 4, and AI Search Health has moved from 63% to 78%, which means AI tools can now read, understand and cite the site properly where in April they largely could not. Organic search, the channel this programme was engaged to fix, is up on every measure that matters. The technical handbrake is off, and the site is a clean foundation to build visibility on.

Programme results at a glance

78%

AI Search Health, up from 63%
(2 points off the recommended 80%)

80%

Site health score, up from 74%

4

Broken pages remaining,
down from 118

+9.5%

Organic search clicks, year on
year

8.7

Average Google position,
improved from 18.3 a year ago

1.9%

Average click-through rate,
close to 4x the 0.5% before

Site audit comparison, April 2026 against July 2026

Metric	April 2026	July 2026	Change
AI Search Health	63%	78%	Up 15 points
Site health score	74%	80%	Up 6 points
Errors	604	115	Down 489 (81%)
Warnings	1,360	246	Down 1,114 (82%)
Broken pages	118	4	Down 114 (97%)
Blocked pages	15	8	Down 7
Pages crawled	761	625	Down 136

The remaining errors are not leftover work. They are either new issues from content added since April, or items the Shopify theme will not allow us to fix (listed under platform limitations).

The drop in pages crawled is the clean-up working. Broken, orphaned and duplicate URLs from the migrations have been removed or redirected, so the crawler no longer wastes effort on pages that should never have existed. No live content was lost.

Search performance

Google Search Console, comparing the three months since the programme started (9 April to 9 July 2026) against the previous three months (9 January to 8 April 2026).

Metric	Previous 3 months	Since we started	Change
Clicks	3,410	3,850	Up 12.9%
Impressions	711,000	208,000	Down 70.7%
Average click-through rate	0.5%	1.9%	Close to 4x
Average position	9.7	8.5	Improved 1.2 places

Quality replacing volume

Monthly organic search, January to June 2026. As the migration noise was cleared, impressions fell back to a real level while click-through rate climbed.

Impressions (left axis) Average click-through rate (right axis)

Why impressions fell, and why that is a good thing. An impression is counted every time a page appears in search, including page three where nobody looks. The site was surfacing widely and shallowly for queries that were never going to convert, at position 9.7 and a 0.5% click-through rate. Clearing the broken and duplicate URLs from the migrations stripped out that noise. The site now reaches roughly a third as many searchers and gets more clicks from them: click-through rate up from 0.5% to 1.9%, average position from 9.7 to 8.5.

The headline. Fewer impressions, more clicks, better positions. That is quality replacing volume, which is exactly what we were aiming for.

On the sessions figure

You flagged that total sessions look down around 13% year on year on Shopify. That is the right question, and the answer sits just underneath the headline.

Total sessions count every visit from every source, and most of KOOSHOO's volume is direct and brand traffic. This programme was not scoped to move those channels, and they carry the site's seasonality, with June to August the quietest stretch of the year. The channel it was engaged to fix is organic search, and organic search is up year on year, not down. On Google Search Console, for the same window:

Organic search, year on year	2025	2026	Change
Clicks	3,502	3,833	Up 9.5%
Average click-through rate	1.47%	1.86%	Up 0.39 points
Average Google position	18.3	8.7	Pages now rank nearly twice as high

So the qualified audience, people actively searching for organic hair ties and plastic free scrunchies, is growing and landing on pages that rank far higher than a year ago. That is the audience that converts.

The honest read. Technical recovery takes the handbrake off, and that is what these organic numbers show. What it does not do on its own is lift total sessions enough to offset the investment. That is the job of the content and authority layer that sits on top of the foundation, and it is exactly what the next phase is for. The demand is already on the site, waiting, and this report points straight at it.

Top performing pages

The ten pages driving the most organic clicks, 9 April to 9 July 2026. These ten account for 81% of all organic clicks to the site.

Page	Clicks	Impressions	CTR
Homepage	1,239	18,363	6.75%
Organic Hair Ties (collection)	609	24,927	2.44%
Organic Cotton Headbands (collection)	315	11,649	2.70%
Organic Twist Headbands (product)	309	16,511	1.87%
Organic Hair Accessories (collection)	142	6,415	2.21%
Plastic Free Round Mini Hair Ties (product)	133	8,903	1.49%
Plastic Free Hair Ties (product)	129	9,787	1.32%
Scrunchies, Plastic Free (collection)	107	6,599	1.62%
Blog: How Hair Ties Damage Hair	69	30,210	0.23%
Blog: Everything About Hair Ties	65	17,538	0.37%

Collection pages are doing the heavy lifting. The four collection pages between them bring in 1,173 clicks, and they convert impressions to clicks at above the site average. That

validates the structure we set up: collection pages targeting broad category searches, product pages targeting specific product and attribute searches. It is working as designed.

The biggest single opportunity on the site. The bottom two rows, two blog articles, pull 47,748 impressions between them, 23% of everything the site shows in search, and convert it into just 134 clicks at 0.23% and 0.37% against a 1.9% site average. Tens of thousands of people are shown these articles every month and almost none click. The demand and the ranking already exist. What is missing is a title and page good enough to make them open it.

A strategic signal. The article pulling the most impressions on the entire site is about hair ties damaging hair. That is the hair health angle, and this is search demand confirming it is the right hook for the brand.

Website traffic

GA4, same comparison periods, broken down by traffic source. Sessions are visits to the site, which is a different measure from the search clicks above.

Channel	Previous 3 months	Since we started	Change
Organic search	3,002	3,559	Up 18.6%
Direct	7,296	7,090	Down 2.8%
Referral	240	311	Up 29.6%
Email	264	171	Down 35.2%
Organic social	196	118	Down 39.8%
Unassigned	177	349	Up 97.2%

Organic search is the channel carrying growth. It was the only acquisition channel to grow over the quarter, up 18.6%, while every other channel was flat or down. Organic now accounts for 30.4% of all sessions, up from 26.7%, and its engagement events rose 25.1%, faster than sessions, so the traffic arriving is more engaged rather than simply more numerous.

Organic search detail

Metric	Previous 3 months	Since we started	Change
Sessions	3,002	3,559	Up 18.6%
Engagement events	27,777	34,738	Up 25.1%
Share of all sessions	26.7%	30.4%	Up 3.7 points

One piece of context worth holding. June, July and August are KOOSHOO's quietest months. This growth was achieved heading into the slow season rather than out of it. The same trajectory carried into the October to December peak should compound considerably.

Technical foundation

The migration damage. This was the bulk of Month 1 and carried through the programme.

Issue	Volume	Result
4XX error pages	202	Fixed. All resolved
Broken internal links	322	Fixed. All resolved
Broken external links	76	Fixed. All resolved
Broken redirects	39	Fixed. All resolved
HTTPS to HTTP links	87	Fixed. All corrected
Hreflang conflicts in source code	88	Fixed. All resolved
Incorrect hreflang links	2	Fixed. All resolved

On-page optimisation

Meta titles, descriptions, headings and image accessibility across the site.

Issue	Volume	Result
Missing alt text	269 images	Fixed. No images on the site are now missing alt text
Titles and descriptions too long	260 pages	Fixed. All pages optimised
Duplicate meta titles	15 URLs	Fixed on 13. Two pages cannot be updated, see platform limitations
Duplicate title and H1 text	26 pages	Fixed. All resolved
Missing meta descriptions	24 pages	Fixed. Descriptions written and added to all 24
Duplicate meta descriptions	Wholesale vs main	Fixed. New descriptions written for the wholesale domain, main domain left unchanged
Missing H1 headings	8 pages	Fixed. New H1 written and added to each
Priority page optimisation	12 pages	Complete. Scope was 10 pages, 12 delivered

On the duplicate meta descriptions: duplication between the wholesale domain and its en-nz version is not a problem provided hreflang is set up correctly, which it now is. Duplication between wholesale and the main site is a problem, so the wholesale descriptions were rewritten and the main domain left untouched.

Content and eCommerce

FAQ content and the Google Shopping feed.

Item	Scope	Result
FAQ content	Priority pages	Written and delivered. Implementation on the pages sits with your web developer
Google Merchant Center setup and feed optimisation	Ongoing	Complete
GTIN audit and implementation	Product catalogue	Complete

FAQ content does two jobs at once. It answers the questions customers actually ask, which helps conversion, and it gives AI search tools clean question and answer pairs to quote when someone asks about plastic free hair ties or organic headbands. Once it is live on the pages, paired with FAQPage schema, it is one of the more direct ways to earn a citation in an AI answer.

AI search and brand entity

Making the brand legible to AI search tools, not just to Google.

Item	Scope	Result
AI crawler access via robots.txt	Fix	Complete. AI crawlers now allowed to read the site
llms.txt	Creation	Complete. Live at kooshoo.com/llms.txt
Identity and Organisation schema	Deployment	Complete. All required schema deployed
Product and AggregateRating schema	Deployment	Complete. Deployed and live
FAQPage schema	Deployment	Written. Goes live with the FAQ content, which sits with your web developer
Wikidata entity	Creation	Complete. Entity live and in scope as agreed
AI Search Health score	Measurement	Improved from 63% to 78%

This is the section that matters most for what comes next. In April, pages were blocked from AI crawlers including ChatGPT-User, OAI-SearchBot and Google-Extended, with no llms.txt or identity schema telling AI tools who KOOSHOO is, and AI Search Health sat at 63%. All of that is now in place and the score is at 78%. When someone asks ChatGPT or Google AI for plastic free hair ties or organic headbands, the site can now be read, understood and cited. Before this work, it largely could not.

Developer side work

Items scoped to the Shopify developer rather than to Team Empathy.

Issue	Volume	Result
Unminified JavaScript and CSS	320 files	Fixed by the developer
W3C validation cleanup	115 errors	Resolved as far as the Shopify theme allows
iFrame and inline CSS optimisation	Sitewide	Resolved as far as the Shopify theme allows
Site speed, mobile and desktop	Sitewide	Improved to the maximum the theme permits

Platform limitations

A small number of items cannot be resolved within the current Shopify setup. These are not open tasks. They are the ceiling of what the platform allows, and they are worth holding in mind for any future theme decision.

- Two meta titles cannot be updated. Shopify does not expose editable meta fields on those pages.
- A portion of the remaining W3C validation errors and warnings are generated by the theme itself and cannot be corrected without a theme rebuild.
- Some iFrame and inline CSS instances are written by the theme and cannot be optimised without theme level work.
- Site speed has been improved to the limit the theme permits. Further gains would need theme level development.

Where this leaves us

The three months did what they were scoped to do. Every technical and AI foundation item in the original audit has been resolved, other than the handful the Shopify theme will not permit. The one to hold onto is the AI search shift: moving from blocked crawlers and no identity signals to a 78% AI Search Health score means KOOSHOO is now eligible to be found and cited in AI search, where it was not in April. One item is ready and waiting, the FAQ content is written and delivered, ready for your web developer to publish.

The next stage of growth comes from the content and authority layer that sits on top of the foundation, and the demand is already visible in this report: the two blog articles pulling 23% of impressions at almost no click-through, the collection pages ready to be widened, and the hair health hook that search itself is pointing at. The content plan for that next stage is ready, and it is the conversation for our call.

The foundation is clean. Now it is time to build on it.

Phase 2 is where the qualified traffic, and the revenue that follows it, compounds.

K00SH00 • Team Empathy • Prepared July 2026