

RevivalPoint Labs

Floraspring product experience and affiliate URL governance

ROLE	SCOPE	FOCUS
SEO Manager	Legacy HTML to Shopify	Technical SEO, CRO and migration QA

The business problem

Floraspring had existing branded demand, but the legacy site was sending both users and search engines through competing paths. The navigation pointed to an informational Floraspring directory while homepage and shop links used a different product URL. Affiliate links created additional URL variations, making it difficult to consolidate authority, protect attribution, and establish one clear product journey.

01 ARCHITECTURE Competing product signals Informational, product and affiliate URL variations overlapped around the same branded demand.	02 TECHNICAL SEO Weak consolidation Duplicate URL risk, no consistent canonical strategy, and limited structured-data signals.	03 EXPERIENCE High-friction product page Mobile PageSpeed score of 26, Core Web Vitals failure, and approximately 4.8 seconds to load.
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What I found

Observed on the legacy site	Why it mattered	Recommended direction
Informational and commercial paths competed for Floraspring intent.	Search engines could receive mixed signals about which page should rank.	Assign clear page roles and funnel authority to one commercial destination.
Parameters and affiliate URLs created ongoing duplicate-content risk.	Signals and reporting could fragment across versions of the same experience.	Standardize affiliate links, preserve attribution, and canonicalize to the clean product URL.
Weak metadata, heading structure, image SEO and schema; slow mobile experience.	Reduced relevance, rich-result eligibility, user confidence and conversion efficiency.	Prioritize product schema, on-page cleanup, image delivery and render-blocking resources.

My role: I translated the audit into an SEO roadmap and Shopify migration requirements, then partnered with development and business teams on implementation priorities.

One page role for each search intent

I began with keyword-to-page mapping so that each page served a distinct purpose. Supporting content could answer high-intent questions without competing with the core commercial page.

Page type	Primary intent	Role in the journey
Primary product page	Floraspring	Own core branded commercial demand and provide a clear purchase path.
Review page	Floraspring reviews	Address validation and trust questions, then link to the product page.
Ingredient page	Floraspring ingredients	Explain composition and product education without duplicating the product page.
Where to buy page	Where to buy Floraspring	Capture purchase-location intent and direct visitors to the approved offer.
Weight-loss page	Flora Spring weight loss	Serve benefit-focused research intent with compliant content and a relevant next step.

Technical SEO and product requirements

- **Canonical and redirect governance.** Define one canonical product URL, map legacy URLs to the appropriate Shopify destination, and prevent affiliate parameters from generating competing indexable pages.
- **Internal links and architecture.** Update site navigation, product links and supporting content so authority and visitors consistently flow to the core commercial page.
- **Search presentation.** Replace weak or duplicate titles and headings, write useful meta descriptions, improve image names and alt text, and add Product, Offer, Review and AggregateRating schema where eligible.
- **Performance and conversion.** Document mobile-speed issues for development, including server response time, image formats, render-blocking resources and unused JavaScript and CSS.

Migration execution and validation

BEFORE BUILD Requirements URL map, redirects, information architecture, internal-linking rules and indexation requirements.	DURING BUILD Implementation Partner with developers on approved URL handling, templates, structured data, performance and tracking.	AFTER LAUNCH QA and monitoring Validate redirects, canonicals, sitemap, crawlability, Search Console coverage, rankings and organic conversions.
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I connected technical work to business value

The audit included an opportunity model to make prioritization easier for stakeholders. This was a planning estimate, not reported revenue. It used search volume, an assumed click-through rate, conversion rate and average offer value to show why consolidation and product-page improvements mattered.

Model input	Planning assumption	Illustrative result
Priority branded keywords	7,510 combined monthly searches	Demand already existed across reviews, ingredients, weight loss and product queries.
Click-through model	40 percent assumed CTR	Approximately 3,004 potential monthly organic visits.
Conversion model	5 percent assumed conversion rate	Approximately 150 potential monthly conversions.
Offer value	\$115 average order value	Estimated opportunity of at least \$17,273. This was a forecast, not achieved revenue.

What I owned

SEO leadership	Cross-functional partnership
Audit and opportunity prioritization	Development implementation for performance and template changes
Keyword and page-intent mapping	Affiliate and analytics teams for approved attribution rules
URL mapping, redirect and canonical requirements	Content and design partners for compliant messaging and page experience
Internal-linking architecture and migration QA	Stakeholders reviewing scope, sequencing and commercial priorities

How success would be measured

I would benchmark rankings, clicks, indexed URLs, canonical selection, Core Web Vitals, landing-page engagement and organic conversion rate. After launch, I would monitor redirect behavior, 404s, crawl patterns, Search Console coverage and performance by page intent to confirm that authority and conversions were consolidating as intended.

RELATED SEO PROGRAM RESULT DR 0 to 38 Built authority through strategic backlink acquisition, medical partnerships and E-E-A-T focused content.	EXPERIMENTATION RESULT Up to 40% organic traffic lift Winning SplitSignal variants achieved this on optimized pages within five months. These are program-level results, not attributed to one Floraspring page.
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