SIX MONTHS. ONE PERSON. ONE-TO-ONE TRAINING.

Train your own *Shopify SEO support.*

I train one member of your team, one-to-one, to become your Shopify jewellery brand's dedicated, day-to-day SEO support.



LEARN WITH POPPY

Your own SEO support. *Dedicated to your brand.*

Bespoke Shopify SEO training for jewellery brands.
Six months. One person. Your own store.

Every product. Every banner. *Every collection.*

SEO needs ongoing attention as your Shopify store changes. Train one person to optimise products, banners, collections and blogs, with practical work in your own Shopify admin and storefront.

6 months	1 store	1 person
GUIDED LEARNING	YOUR SHOPIFY WEBSITE	ONE-TO-ONE TRAINING

HOW WE WORK

I teach.

Shopify-focused jewellery SEO lessons connect search principles with real catalogue questions.

Your trainee applies it.

Apply the learning in Shopify to products, collections and content. Build useful assets as your skills grow.

We review together.

One-to-one sessions and feedback give your trainee a clear next step.

WHO IT IS FOR

One ecommerce, marketing or content colleague, or a founder, with Shopify admin access and time to apply the learning.

Private. One-to-one.

Each course place is for one person. All sessions are one-to-one and tailored to your brand. I don't run group training. Your strategy, launch plans and commercially sensitive information remain confidential.

REQUIRED SOFTWARE

Your own Semrush SEO Toolkit Pro subscription (or higher), active before you begin and throughout the programme and any continued support. Your brand owns the account and pays subscription and user-access fees separately.

Find your direction.
Build the foundations.

MONTH

01

UNDERSTAND

Find your starting point.

Learn how search works for jewellery. Review your Shopify store, check access and tracking, and establish a performance baseline to identify your priorities.

YOUR WORKING OUTPUT

Your Shopify store review and prioritised opportunity map.

MONTH

02

PLAN

Map demand to your catalogue.

Research materials, gemstones, styles, gifting and occasions. Match customer searches to Shopify collections, products and supporting blog content.

YOUR WORKING OUTPUT

A keyword map and an actionable Shopify SEO roadmap.

MONTH

03

IMPLEMENT

Make your collections work harder.

Improve Shopify collection copy, search engine listings, menus and internal links. Learn about URL handles, redirects and indexing, and when your theme needs developer support.

YOUR WORKING OUTPUT

An improved selection of priority Shopify collections.

Create useful work.
Make it a routine.

MONTH
04

CREATE

Give every piece a clearer story.

Write useful product descriptions and buying guides. Optimise Shopify product listings and images, then build blog briefs and a seasonal content plan, with human checks on AI-assisted work.

YOUR WORKING OUTPUT

Reviewed Shopify products, content briefs and an editorial plan.

MONTH
05

MEASURE

Read the signals. Refine the work.

Use Semrush, Search Console, Google Analytics and Shopify reports to review visibility, traffic and sales. Understand reporting differences and decide what to improve next.

YOUR WORKING OUTPUT

A practical reporting routine and a refined set of priorities.

MONTH
06

TAKE OWNERSHIP

Build an SEO routine you can own.

Bring the learning together in a Shopify workflow: product uploads, banners, collections, blog publishing and launch checks. Agree responsibilities and priorities for the next 90 days.

YOUR WORKING OUTPUT

Your Shopify SEO playbook and a plan for the next 90 days.

The skills become *the everyday work.*

Your trained team member takes ownership of day-to-day Shopify SEO, with checks and improvements shaped around your catalogue, launches and available time.

01

MONITOR & MEASURE

Understand what search is bringing in.

Check keyword positions in Semrush and queries and clicks in Search Console. Use Google Analytics and Shopify reports to review organic visits, landing pages and sales, understanding why figures can differ. Compare meaningful trends and turn findings into priorities.

02

PRODUCTS & COPY

Make every product upload count.

Add products in Shopify with clear names and accurate details about metals, gemstones, dimensions and personalisation. Blend persuasive copy with natural keyword use. Complete each search engine listing with a considered page title, meta description and URL handle, checking redirects when a URL changes.

03

IMAGE OPTIMISATION

Give beautiful images the right foundations.

Prepare images before uploading to Shopify: choose suitable dimensions and formats, compress carefully and use descriptive filenames. Add useful alt text to informative images and review the storefront on mobile, balancing jewellery detail, loading speed and your theme's display.

04

COLLECTION PAGES

Build collections around how people shop.

Create and improve Shopify collections around relevant customer searches. Review product selection, collection descriptions, search engine listings and links to related ranges. Check what your theme displays and where supporting copy belongs, with developer input where needed.

A clearer website.
A consistent routine.

Your trained team member takes ownership of day-to-day Shopify SEO, with checks and improvements shaped around your catalogue, launches and available time.

05

BANNERS, HOMEPAGE & NAVIGATION

Keep every banner and update considered.

Update Shopify homepage and campaign sections with considered images, headings, supporting text and links. Check banner destinations, mobile display and appropriate alt text in your theme. Keep menus connected to the right collections as ranges and campaigns change.

06

BLOGS & BUYING GUIDES

Write content that supports the sale.

Plan and publish Shopify blog posts around jewellery questions, materials, styling, care, gifting and occasions. Write useful headings and search engine listings, prepare images and link each guide to relevant products and collections in your store.

07

PRODUCT & COLLECTION LAUNCHES

Prepare for launches before the rush.

Prepare Shopify products, collections, images, search engine listings and supporting content before launch. Review publication settings, menus and links, then check the storefront when pages go live. Allow time for discovery and monitor performance after launch.

08

ONGOING WEBSITE CARE

Keep the website useful and current.

Refresh Shopify product information, seasonal sections and older content. Review unavailable items, broken links, URL redirects and underperforming pages. Keep a prioritised improvement list and recognise when a theme, app or technical issue needs specialist support.

An investment *in your own team.*

£5,950

Per person, paid upfront.
One course place for one individual.
The full six-month programme.

INCLUDED IN YOUR PROGRAMME

+ Initial Shopify store review and prioritised roadmap
+ Shopify-focused jewellery SEO lessons and templates
+ Six private, one-to-one 60-minute sessions with Poppy
+ Feedback on agreed practical assignments
+ One consolidated email round between monthly sessions
+ Shopify SEO playbook and a plan for the next 90 days

Strategy guidance is included throughout the six months.

OPTIONAL / FROM MONTH SEVEN

£595 / month

Ongoing SEO strategy.
Eight hours of support each month.
Your trainee implements; I guide the priorities.

Semrush is required and paid for separately by your brand, including any additional user access. Keep your subscription active throughout training and any ongoing support.

Prices in GBP. Any applicable VAT is confirmed in your proposal and invoice. Website implementation, additional copywriting, development and specialist projects are separately scoped.

The skills stay.
The support can too.

Continue independently with your learning resources, SEO playbook and 90-day plan, or choose ongoing strategy support from month seven.

OPTIONAL STRATEGY / £595 PER MONTH / 8 HOURS

+ Monthly performance and progress review
+ A written, prioritised plan for the next month
+ One 60-minute strategy call
+ Feedback on an agreed sample of work
+ One consolidated round of follow-up questions

The eight hours cover preparation, the call, planning and feedback. Support is agreed separately and does not begin automatically. Semrush subscription and user-access fees remain separate.

A practical rhythm for your trainee.

EACH WEEK

Review performance, optimise new Shopify uploads and progress the agreed product, collection and blog priorities.

EACH MONTH

Assess organic traffic and commercial results, review keyword opportunities, refresh the content calendar and agree the next priorities.

FOR EVERY UPDATE

Check Shopify products, banners, collections and links before publishing, then review the live storefront and performance.

Let’s build it into your team.

Tell me about your Shopify store, the person you would like to train and your priorities.
We’ll discuss fit, scope and a suitable start date before any payment.

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