AN ONLINE STORE SELLING IN THREE COUNTRIES, AFTER A REBRAND AND DOMAIN CHANGE · SNAPSHOT: NOVEMBER 2026

Shopify, with Cloudflare in front of the old domain. Australia, New Zealand and the United States.

558 old addresses tested, 345 broken ones fixed, every one now redirects in a single step.

Multi-country · Migration · Redirects · hreflang · Shopify · Ecommerce

THE PROBLEM

After the move to a new domain, Google kept only about 6 pages of the new site indexed for months.

The client was seeing 404 errors.

WHAT I DID

- I found the hreflang fault in the theme code. The template added the US prefix onto the current path, so some regional pages pointed to addresses that did not exist.
- I fixed it in two theme files, with a backup and a rollback.
- I collected 558 old addresses from 16 months of Search Console data and from web archives, and tested every one.
- I matched the dead addresses to the closest live page and added a fallback redirect layer.
- I submitted old-address sitemaps so Google re-crawls them, and removed dead sitemaps.
- I added Organization and WebSite schema with the old brand as an alternate name, and requested indexing on key pages.

EVIDENCE

558
Old addresses collected and tested

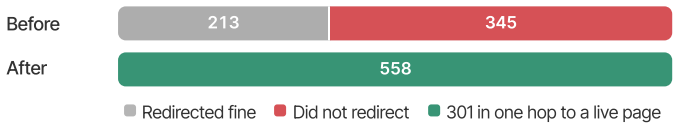
345
Broken addresses fixed

0
Addresses made worse

558 of 558
Now return a 301 in one hop to a live page

The 558 old addresses, before and after

Before: what each old address did when tested. Most of the 345 gave a server error, and 116 sat on an old regional subdomain with no DNS record. After: every one redirects in one hop.



Where the 558 addresses came from



What the broken addresses were worth

MEASURE	FIGURE
Impressions on addresses not redirecting, 16 months	About 63,000
Clicks on addresses not redirecting, 16 months	886
Dead addresses mapped to the closest live page	236
Impressions covered by that mapping	61,767 of 63,139
Old-address sitemap entries answering 301	658 of 658

THE RESULT

All 558 old addresses now return a 301 in one hop to a live page. 345 were fixed and none were made worse.

This is a technical result only. I make no traffic claim for it.

> **Honest note.** Google had not yet moved the pages to the new domain at the time of this snapshot; indexing is under review.

STACK AND TOOLS

Shopify · Cloudflare · Search Console · Web archives · hreflang · schema.org

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Real client work. Names removed. Figures are a dated snapshot and do not update.