

If you read an agency's draft and immediately start rewriting every paragraph, something is wrong—but it may not be the writing. The brief could be unclear, the agency may lack product context, or your review process may be asking you to fix strategy, facts, and style all at once.

The goal of content approvals is not to make every article sound exactly like it came from your keyboard. It is to make sure the content is accurate, useful, on-brand, and capable of supporting your store's business goals. A consistent editorial workflow helps you make those decisions without turning every draft into a second writing assignment.



This matters especially for Shopify stores. Shopify provides useful SEO defaults, but it does not automatically solve content strategy, internal linking, technical debt, or the challenges of publishing at SKU scale. Reviewing agency work well means knowing which of those issues belong in the draft—and which need a separate fix.

Start by Diagnosing the Real Problem

Before you judge an article, establish what you expect it to do. Is it meant to answer a customer question, support a product category, help shoppers compare options, or earn visibility for a specific topic? If the draft has no clear purpose, you will end up editing sentences to compensate for a strategic gap.

Start with baseline data rather than a vague request to “improve SEO.” Look at organic revenue, conversions, non-branded organic sessions, and the performance of the relevant landing pages. Search Console can help you see queries and page-level visibility, but impressions alone do not tell you whether the content is helping the business.

If growth has plateaued, separate the possible causes before deciding that the agency's writing is the problem:

- **Content fit:** Does the page address the searcher's actual question and offer a useful next step?
- **Coverage:** Are important category, comparison, and product questions missing from the site?
- **Internal links:** Can customers and search engines reach the relevant collections and products from the article?
- **Technical health:** Are theme changes, app scripts, duplicate URLs, or indexing issues getting in the way?
- **Commercial performance:** Does organic traffic reach pages that can convert, and are the pages themselves persuasive?

A content review cannot fix a slow template, a broken collection link, or a product page that no longer exists. Identify those issues separately so edits to the article can stay focused.

Know What Shopify Handles—and What It Does Not

Shopify takes care of several important foundations. Shopify includes SSL by default, which provides HTTPS for the storefront, and it creates an auto-generated sitemap that helps search engines discover eligible pages. Those are helpful platform defaults, not a complete SEO strategy.

The platform does not decide which pages deserve priority, write useful titles and descriptions for every template, create a coherent internal-linking plan, or ensure that agency content reflects your product expertise. Store configuration, theme behavior, apps, and editorial decisions all affect what customers and search engines encounter.

That distinction is important during content approvals. Do not ask an agency writer to “fix Shopify SEO” in an article if the issue is sitewide. Instead, record the problem, identify who owns it, and agree on a separate action. For example, if a theme renders duplicate or confusing links across collection pages, polishing a blog post will not resolve that technical debt.

For a Shopify Plus merchant, the scale or complexity of the business may make governance more important, but the platform tier does not automatically provide a sound editorial workflow. Larger catalogs, multiple teams, and more integrations can make clear ownership even more valuable.

Use a Review Rubric Before You Edit

A short rubric gives everyone the same standard. It also prevents a common failure: sending a draft back with a long list of line edits when the real issue is that it targets the wrong reader or misses essential information.

Review area Ask this If it fails Search intent Does the draft answer the question implied by its topic and target query? Revisit the brief and page purpose before polishing copy. Accuracy Are product claims, materials, sizing, care advice, and policies correct? Provide a source or correction; do not leave the writer guessing. Brand voice Does the tone sound like the business without losing clarity? Give examples of preferred and unsuitable language. Usefulness Does the reader learn something specific, not just receive generic advice? Add missing expertise, examples, or decision criteria. Commerce path Are relevant collections or products linked naturally? Specify the destination and why it belongs in the article. Technical readiness Are links, headings, metadata, and page details ready for publishing? Assign the correction to the right owner before publication.

Use the rubric to classify feedback as a blocker, a required revision, or a preference. Incorrect safety guidance is a blocker. A missing link to the featured collection is a required revision. A sentence you would personally phrase differently may only be a preference.

Make Brand Voice Edits Specific

“This doesn’t sound like us” is understandable feedback, but it is hard for an agency to act on. It can also lead to repeated rounds of brand voice edits because each reviewer is relying on a different mental picture of the brand.

Translate that reaction into observable guidance. For example:



- Replace hype such as “game-changing” with a concrete product benefit.
- Use direct, friendly language; avoid forced slang and excessive exclamation points.
- Do not imply a product is suitable for a use case unless the product team has confirmed it.
- Use the approved names for materials, product lines, and product features.
- Explain specialist terms on first use instead of assuming every shopper knows them.

Keep a short voice guide with examples of language to use and language to avoid. Share it before the next assignment, not only after a draft misses the mark. If you make an edit, explain the principle behind it. “Changed this because we do not claim medical benefits” teaches the writer more than a silent rewrite.

Review in Passes, Not Sentence by Sentence

Reading a draft from the first sentence and editing every line as you go encourages premature rewriting. Use separate passes so that high-level problems are caught before small stylistic ones.

1. **Check the brief.** Confirm the audience, purpose, target page, primary topic, required claims, and desired next step.
2. **Scan the structure.** Read the headline and subheadings. Does the article answer the main question in a logical order? Is anything important missing or repeated?
3. **Verify facts.** Check product details, measurements, shipping or return references, and any technical or health-related claims against approved sources.
4. **Review usefulness and voice.** Look for generic passages, unsupported superlatives, awkward brand language, and opportunities to add genuine expertise.
5. **Check links and publishing details.** Confirm that internal links go to live, relevant pages and that the page title, description, images, and formatting are correct.

Only after those passes should you make sentence-level changes. If a section needs extensive rewriting, explain the underlying issue and ask the agency to revise it. Paying for agency-written content and then rewriting the whole draft yourself is not a sustainable editorial workflow.

Set Rules for Internal Linking at SKU Scale

Internal linking gets harder as a catalog grows. A store may have hundreds or thousands of SKUs, collections that overlap, products that are discontinued, and seasonal pages that change frequently. Without shared rules, writers can link inconsistently—or choose a product simply because it appeared in an old brief.

Create a lightweight linking standard that tells writers:

- Which collection is the preferred destination for each core topic.
- When to link to a collection, a specific product, a guide, or a comparison page.
- Which products are current, in stock, or appropriate to feature.
- How to use descriptive anchor text naturally, without forcing exact-match phrases.
- Who checks links when a product URL changes or an item is discontinued.

Do not demand a fixed number of links per article regardless of context. A link should help the reader take a relevant next step. For larger catalogs, a maintained content-to-collection map can be more reliable than expecting every writer to infer the right destination from the product catalog.

Keep Technical Debt Out of the Editorial Review

Apps and themes can create recurring technical debt. Apps may add scripts, widgets, or markup; theme updates can change heading structures, navigation, or page templates. Over time, those changes can contribute to slower pages, inconsistent templates, or broken content experiences.

Writers should flag problems they encounter, but they should not be expected to diagnose or repair theme code. Maintain a separate technical issue log with the page affected, what you observed, business impact, owner, and resolution status. Review it with whoever manages development or the Shopify implementation.

This separation also helps diagnose plateaued growth. If organic performance stalled after an app rollout or redesign, compare the timing and affected templates before ordering more content. A strong article cannot compensate for a technical issue that affects every collection page.

Build an Editorial Workflow That Prevents Rework

A useful editorial workflow starts before the draft. Agree on the assignment, provide source material, and decide who approves what. One person can own brand and content approval while a product expert checks factual claims. Too many uncoordinated reviewers usually create contradictory feedback and extra rounds.

For each assignment, provide a brief containing:

- The intended reader and the question the page must answer.
- The page's role in the customer journey and its commercial destination.
- Relevant products, collections, approved facts, and sources.
- Examples of the brand voice and any words or claims to avoid.
- Internal-link destinations and the person responsible for final link checks.
- Approval deadlines, revision limits, and the named final decision-maker.

Ask the agency to explain its recommendations, not just submit polished copy. A provider should be able to describe why the piece is structured a certain way, what sources support its claims, and where links point. You should also know who will manage the work; a discovery call with a senior strategist means little if the account is handed to someone else without a clear introduction.

Measure What Happens After Publication

Approval is not the finish line. Record the page's starting position before publication [Check out this site](#) or major updates, then review performance after a defined period that accounts for your sales cycle and normal search volatility. Compare relevant outcomes: organic revenue, assisted conversions, engagement on the page, and performance of the collection or product pages it supports.

Do not treat impressions or a screenshot of a ranking as proof of success. Those can provide context, but they do not show whether the content attracted qualified visitors or contributed to sales. Ask for reporting that connects page-level changes to business outcomes and explains what changed, what did not, and what the next decision is.

When choosing a partner—whether OneLittleWeb or another agency—ask how it handles briefs, revisions, source attribution, internal links, and performance reviews. Be cautious of guaranteed rankings or promises of “ongoing optimization” with no defined tasks, owners, or measures. Clear deliverables make it easier to hold both sides accountable.

The Bottom Line

You should not have to rewrite agency content from scratch to protect your brand. Establish baseline data, define the page's job, provide product knowledge, and use a consistent review rubric. Separate editorial issues from Shopify configuration, app and theme debt, and catalog-wide linking problems.

With clear content approvals and specific brand voice edits, your team can spend less time polishing every sentence and more time improving the parts only your business can supply: accurate product expertise, customer understanding, and a trustworthy path from useful content to the right product.